



PMINJ 2011 Annual Symposium

Deliver with WOW!!

May 2, 2011

In Pursuit of WOW!!

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in pursuit of **WOW!**



2-May-2011



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WOW! =
your brand

“We must become the change we
want to see in the world.”

~ Gandhi

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YOUR BRAND IS:

- **Who you hang with**
- **Your project portfolio**
- **The risks that you take**
- **What you stand for**
- **How you package yourself**
- **What you spend your time on**
- **Your level of credibility**
- **How you renew yourself**

“It’s great to be great, but it’s greater to be human.”

~Will Rogers

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your brand is your **TRUST** mark

“Change your thoughts and you
change your world.”

~Norman Vincent Peale

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**your
trust mark
is your
*PROJECTS***

“Ideas are the roots of creation.”

~Ernest Dimnet

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BRAND YOU = **project portfolio**

“All empire is no more than power in trust.”

~John Dryden

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You are not cool.

PERIOD!

If your project portfolio

doesn't rock,

you do not rock!

PERIOD!

“We are all manufacturers - making good, making trouble, or making excuses.”

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~H.V. Adolt



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Asking for permission is asking to be told **NO!**

(However, a dead change agent doesn't do anybody any good)

“We have forty million reasons for
failure, but not a single excuse.”

~Rudyard Kipling

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Aim for **100%** WOW! work

“Genius is eternal patience.”

~Michaelangelo

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You are the **CEO** of your life

“A man’s reach should exceed his
grasp,
or what’s a heaven for?”

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~Robert Browning



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**It's easy to decide what
you're *GOING TO DO*.
The hard thing is
deciding what you're
NOT GOING TO DO.**

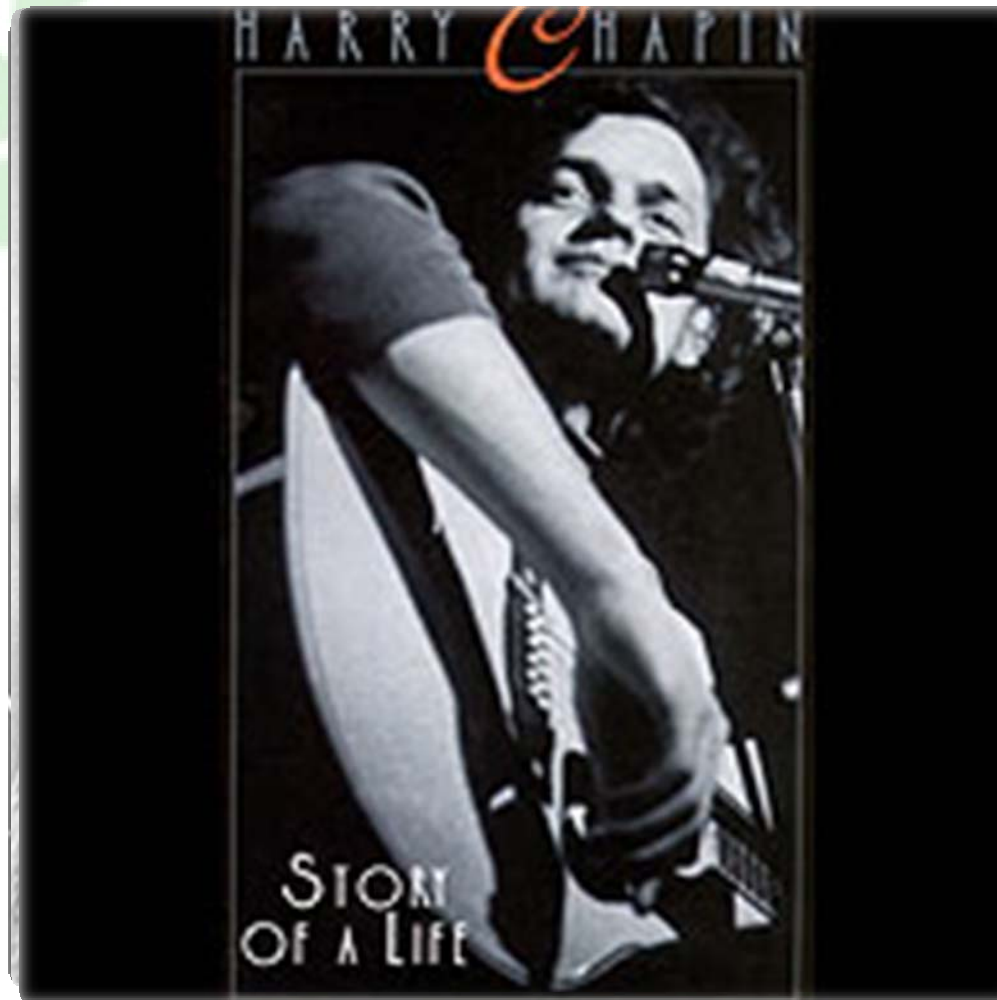
– Michael Dell

“How far would Moses have gone if
he had taken a poll in Egypt?”
~Harry Truman

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“To lead the orchestra, you must
turn your back on the crowd.”

~Max Lucado

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**Your goal in life is *NOT*
to go out quietly, but
rather to slide in sideways,
martini in one hand, chocolate
in the other, screaming,
*“YOO-HOO, WHAT A RIDE!”***

“If you listen to the neverdo’s, it’s
never done.”

~David Lloyd George

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What do I want
TO BE?

What do I
STAND FOR?

“Your greatest competition is not
your competition. It is indifference.”
~Scott Regan

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PACKAGE YOURSELF:

- **Who are you?**
- **What is your product?**
- **How is it special?**
- **How is it different from others' similar offerings?**
- **How can I demonstrate its trustworthiness?**
- **How can I demonstrate I'm contemporary?**
- **How can I demonstrate I'm cool?**

“Restlessness and discontent are
the first necessities of progress.”
~Thomas Edison



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You are your **CALENDAR**

“The first man gets the oyster, the
second man gets the shell.”

~Andrew Carnegie

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Clutter kills **WOW!**

“It takes vision and courage to
create - it takes faith and courage to
prove.”

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~Owen Young



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Credibility kills **WOW!**

“One pound of learning requires 10
pounds of common sense to apply it.”
~John Charles Salak

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CREDIBILITY **is the leader's most** ***PRIZED RESOURCE.***

– John Kouzes

“Trust can be a powerful weapon.”

~Unknown



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Ask yourself...
Do I exude
TRUST?

“Trust yourself, then you will know
how to live.”

~Johann Wolfgang von Goethe

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**If you're bumming
out, you're not going
to make it to the top.
So we might as well
make a point of
*GROOVING.***

– Scott Fischer

“Failures are those who thought and
never did, and those who did and
never thought.”

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~John Charles Salak



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Job One: ***RENEWAL***

“Confidence is that feeling by which
the mind embarks with trust in itself.”

~Cicero

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HOW DO YOU DO IT?

- **Formal and written**
- **Updated quarterly**
- **Reviewed by yourself weekly**
- **Reviewed with key advisors/trusted colleagues**
- **New skills, new people, and new projects**
- **New off-the-job stuff**
- **At least one new thing added to your resume quarterly**

“He who wastes today lamenting
yesterday will waste tomorrow
lamenting today.”

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~Philip M. Raskin



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Don't be a **RDA** *(Rapidly Depreciating Asset)*

“Men trust their ears more than their eyes.”

~Herodotus

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St. Louis, MO
1957



Atlanta, GA
2000

“Love all, trust a few, do wrong to
none.”

~William Shakespeare

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