

A close-up photograph of a hand holding a set of keys. The hand is positioned in the upper left quadrant of the frame. The keys are silver and include a large rectangular key and two smaller keys. The background is blurred, showing a person in a dark blue shirt. A large white circle on the right side of the image contains text.

4 keys to future  
proofing your  
business

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...and your life

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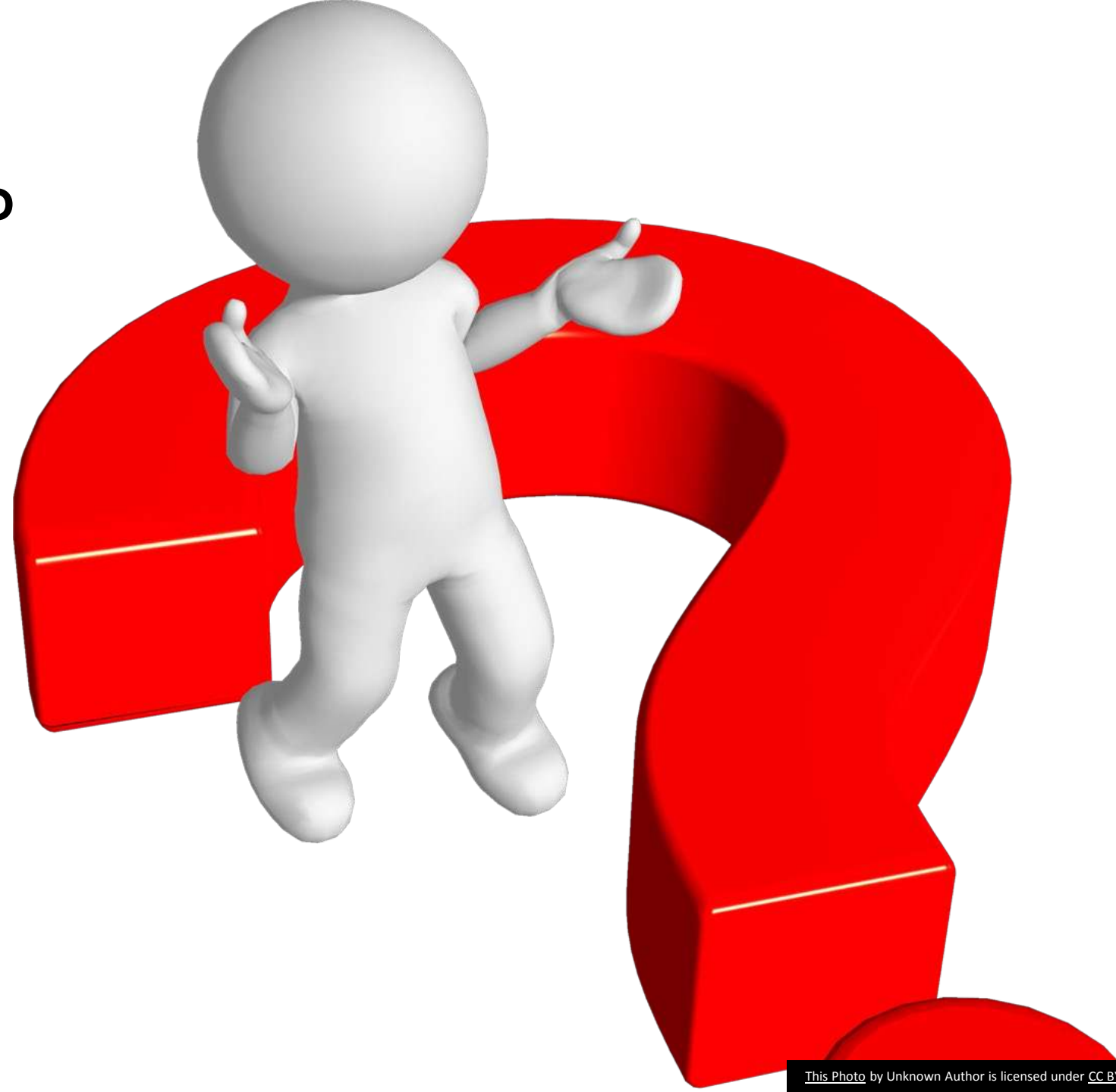
...and your life







So, what can we do?



1. How do I future proof my business to take advantage of whatever comes?
2. How do I future proof my LIFE to find more fun, more joy, a lot less stress and make a ton of moolah?
3. What is the one thing that I can do that makes everything else easier or unnecessary? Props to Gary Keller
4. And much much more...

A close-up photograph of a hand holding a set of keys. The hand is positioned in the upper center of the frame, with the fingers gripping a silver keyring. The keys are hanging down, and the background is a soft, out-of-focus indoor setting with warm, golden light. The overall mood is one of anticipation and readiness.

# Let's Get Started...

Future Proofing Your Business... and life

*Four Keys Anyone Needs to Move From Survive to Thrive, Regardless of What the Future Brings*



**We are going to ignore customers and prospects and what they want from us**



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... its about all the customers... its about the marketplace...

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Its all about our products, services, the new tech, the changing....

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It's all about the problems we solve...

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# A War For Talent Is Starting— Spoiler Alert: Workers Will Win



**Jack Kelly** Senior Contributor ⓘ

Careers

*I write actionable interview, career and salary advice.*

Follow

# Key 1: Retain

- Millions have simply left the workplace
- Key to weathering any storm AND taking advantage of any opportunity is to retain your top performers!
- Cost of attrition and turnover is skyrocketing!
- The question is how



# Ok, Captain Obvious...

- Retention Increases Productivity
- Retention Increases Morale
- Retention Decreases Costs

## 9 employee needs in 2022

1. To bring their whole selves to work (an inclusive, positive company culture)
2. An environment that enables them to reach their full potential (and helps with continuous learning and growth)
3. A **diverse workforce with inclusive leaders**
4. To **learn new skills** (more professional development)
5. To find a **sense of purpose and meaning**
6. To feel a **deep sense of belonging** and connection
7. An environment where **employees can lead healthier, happier lives** (like work-life balance)
8. Fair wages, **increased benefits offerings**, and **competitive compensation packages**
9. To feel **valued and cared for**



# They want what they want

**A mission that's bigger than just them**

**A cause that's worth investing their life in**

**A vision of success (others, the company, and themselves)**

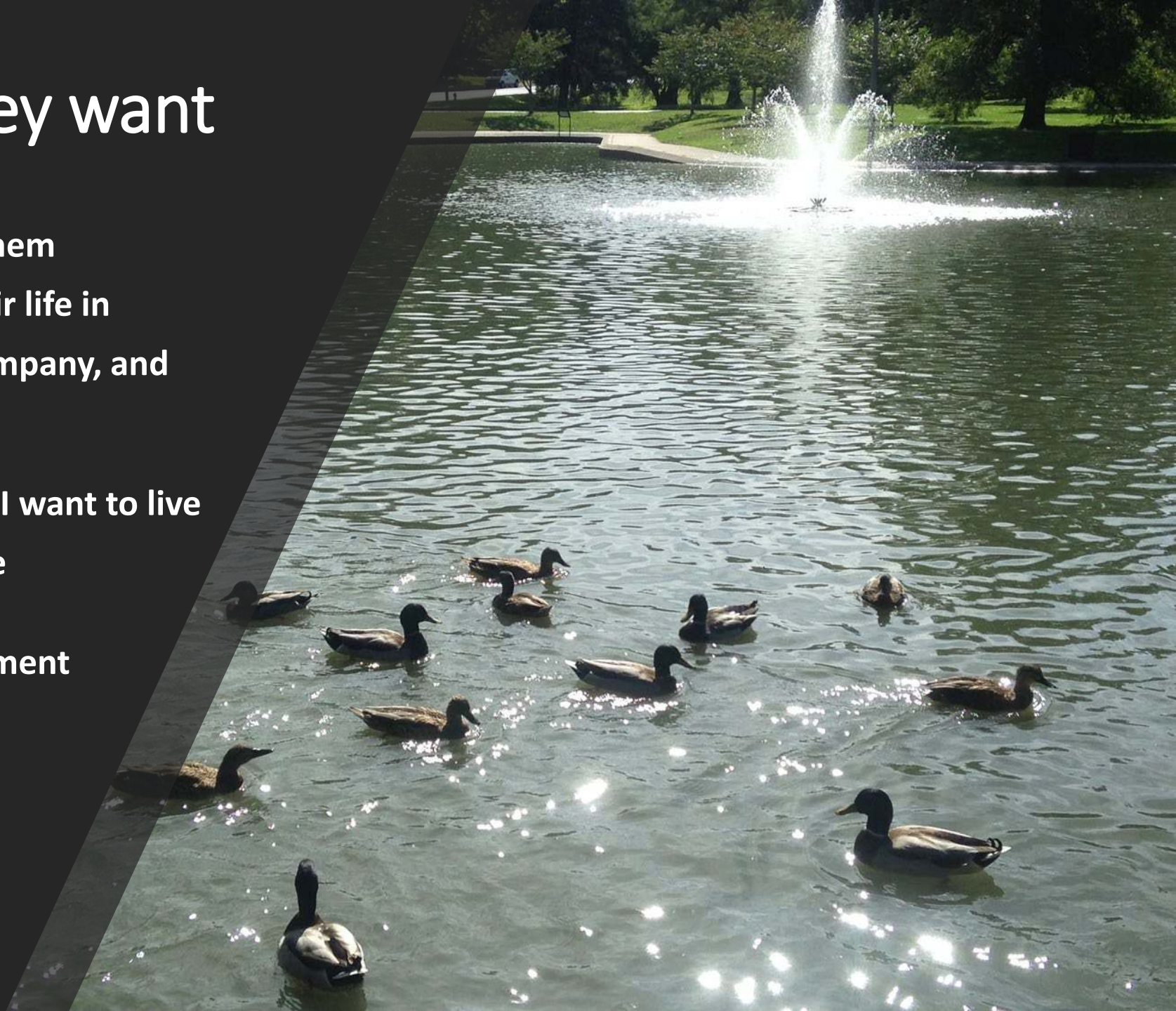
**They want quality of life**

**Will you support me living the life I want to live**

**Not simple "work life balance time management"**

**They want value and virtues alignment**

**What's most important to me**





“Ironically, Brian’s boss was shocked by his resignation. Reminding him of his high salary, perks, and multiple promotions, he asked Brian, “What else do you want?”

“The pandemic and resulting upheaval of the workplace have shone a bright spotlight on organizational experiences we’ve too long written off as mere annoyances or ineffective management. But as it turns out, their consequences can be more damaging than we understood. The mass [exodus](#) from our workplaces is, in part, a proclamation that people can’t — and won’t — tolerate mistreatment, injustice, and incompetence from their leaders anymore, particularly at the expense of their dignity and values.” HRB Feb 21, 2022

## Key 2: Attract

- War for Talent
- Labor shortages
- The Great Resignation
- Power Shift
- How do you compete?





A photograph of a pond in a park. In the foreground, several ducks are swimming in the water. In the background, a large fountain with multiple jets of water is active. The pond is surrounded by green grass and trees. The sky is bright, and the water reflects the sunlight.

They want purpose  
They want quality of life  
They want vision and virtues



We are retaining top performers



We are attracting new talent



Now we still have one thing left to do... one thing that sets us apart from the competitors and even any changes that come our way





To be employed by a company that invests in me. I, along with my counterpart managers and director, had the great opportunity to attend the **AA-ISP** Summit in Chicago! What a wonderful experience - can't wait to implement our learnings and finish FY22 strong! 🙌🏻

**#Finastra**🌟🌟 **#fintech** **#sdr** **#learningandgrowing**





Key 3:  
Develop

*What are you going to do to help me accomplish my hopes, my goals, my dreams, so that I can live the life want to live?*



## Key 4: A New Kind of Leadership

- Developing relationships
- Understanding their why, goals, dreams
- Connections
- Engagement

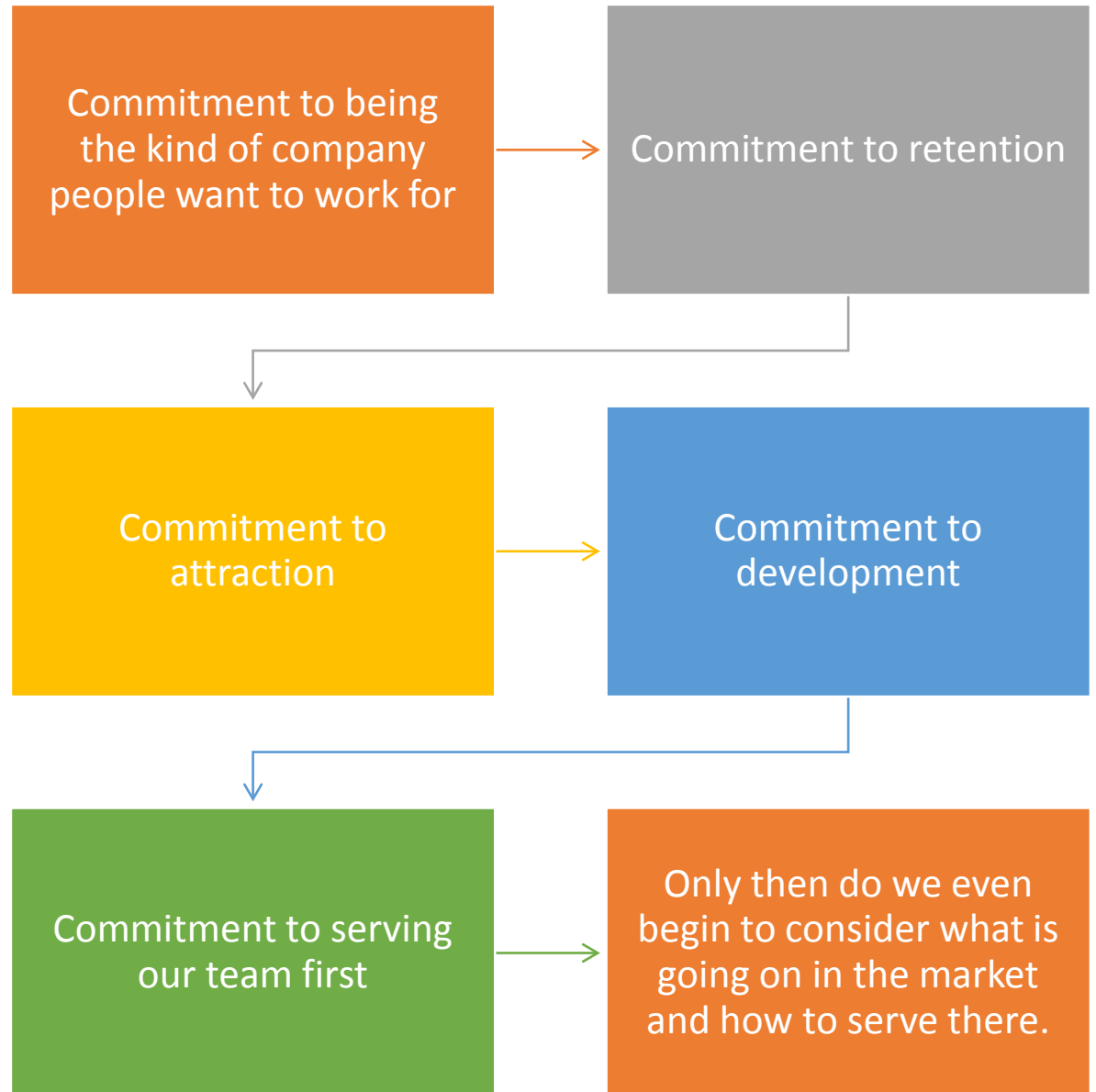








# The ONE Thing - Inside Before Outside



# Summary

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Retain our top people – knowing what's important to them and helping them achieve their goals and live the life they desire.

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Attracting top people – knowing what's important to them and helping them achieve their goals and life the life they desire.

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Developing people – assisting them to achieve what's important to them and live the life they desire.

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Engagement – the tool we use to better understand them AND for them to understand us.

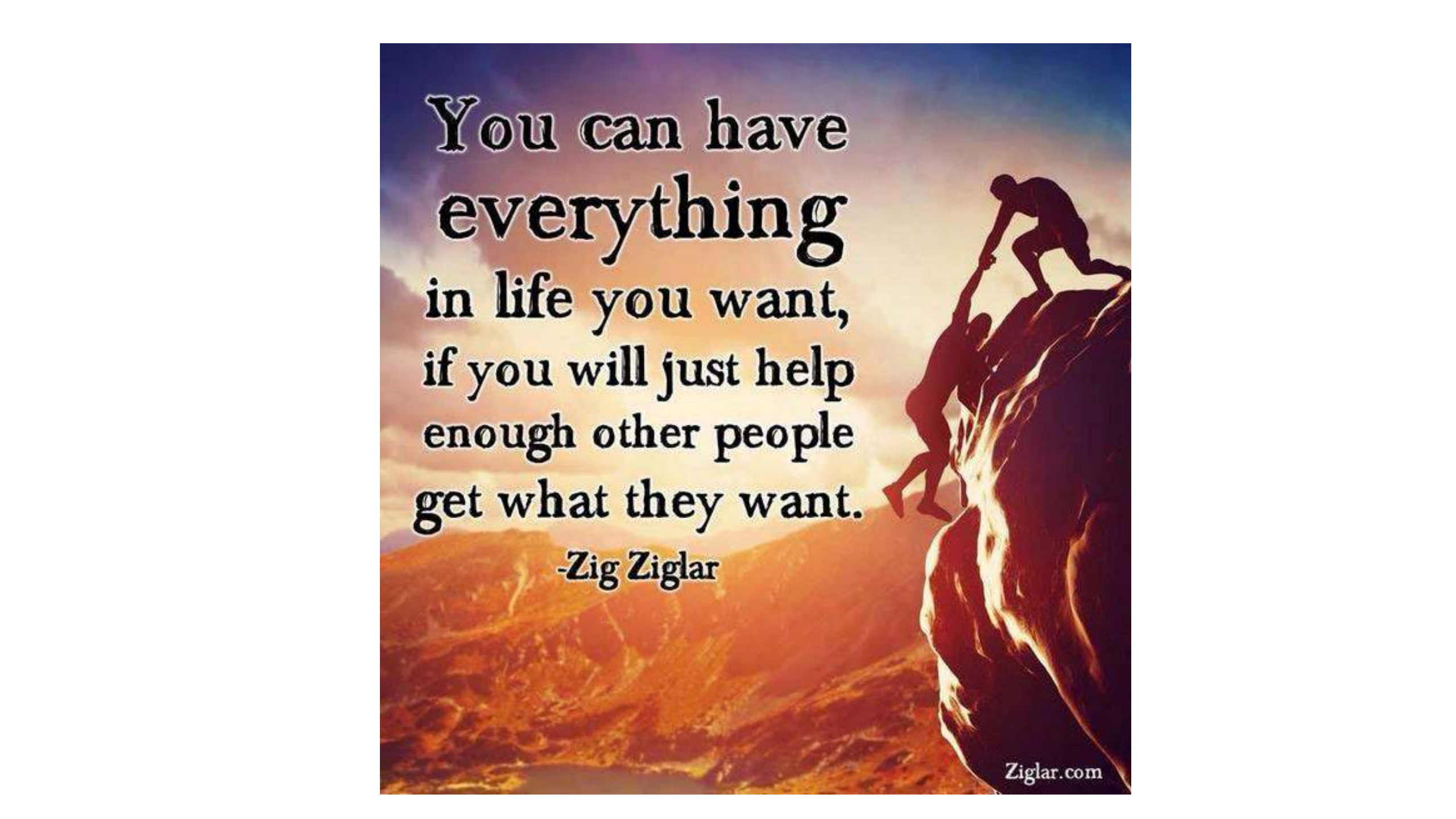


And  
remember  
that  
comment  
about future  
proofing  
your life?

- Isn't all of this the same? Personal -
- Shared journey
- Shared values
- Knowing and helping reach their and your goals
- Attracting, not forcing
- Hanging onto
- Developing the relationship so that both grow
- Same for personal, same for family, same for church,
- same for customers!

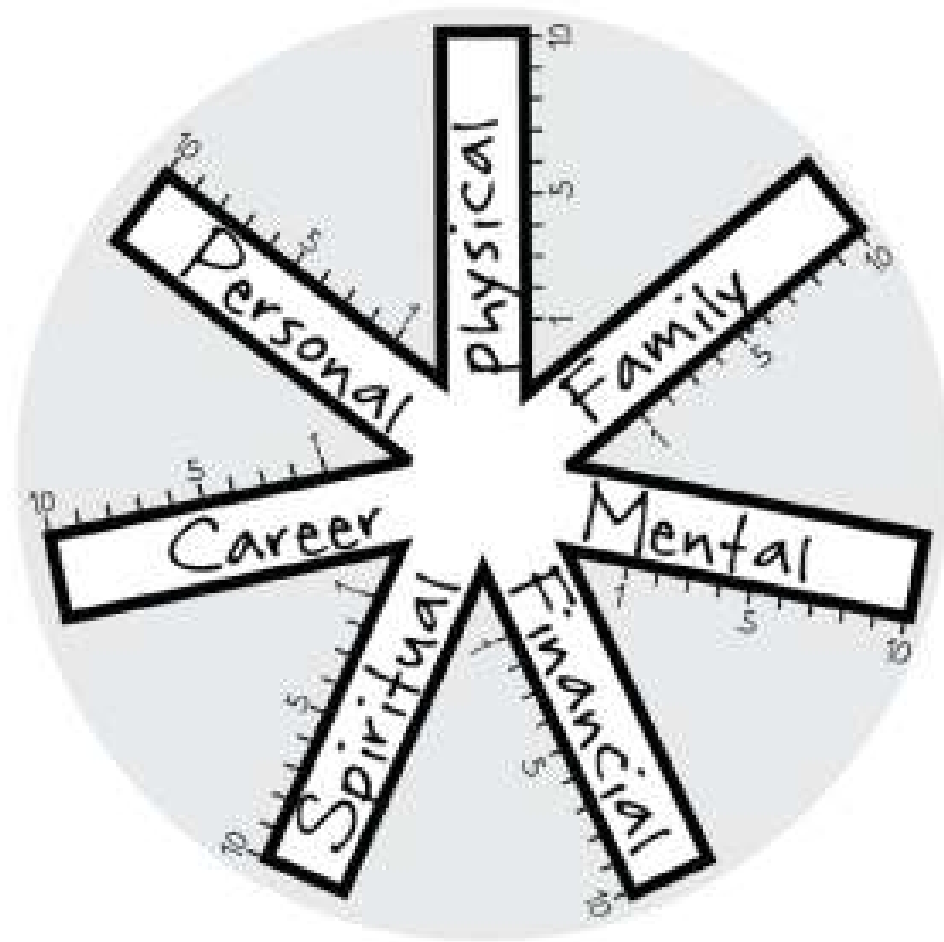
- Be Attractive – care about more than self and act that way
- Retain – nurture relationships, no one cares about you if you stop caring about them
- Recruit – live life in service of others, walk the talk, enjoy the rewards
- Develop – start with yourself first

**All behavior is driven by belief.** Jim Kwik

The image features a motivational quote by Zig Ziglar. The background is a photograph of three people climbing a steep, rocky cliff face. The scene is set during sunset or sunrise, with a warm, golden light illuminating the sky and the cliff. The people are silhouetted against the bright light, and they are holding hands to help each other up. The quote is written in a large, black, serif font with a white outline, positioned on the left side of the image. The author's name, '-Zig Ziglar', is written in a smaller, black, serif font below the quote. In the bottom right corner, the website 'Ziglar.com' is written in a small, white, sans-serif font.

**You can have  
everything  
in life you want,  
if you will just help  
enough other people  
get what they want.**

**-Zig Ziglar**



ZIGLAR.COM

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# Guidelines for Coaching Conversations

- Be Curious – ask more, tell less. Develop a set of good questions such as, “What’s going well and what isn’t? How can I help you?”
- Natural conversations – identify their top concerns and offer support.
- Focus on the Big 3 – performance, strengths, and engagement (remember our engagement issue?)
- Collaborative
- Safe
- Honest
- Listen carefully
- Respond thoughtfully
- Resist having all the answers
- Build the relationship over time
- Avoid Metrics-Only

**Expect the best. Prepare for the worst.  
Maximize what comes” Zig Ziglar**



**DON'T RUN WITH BAGPIPES**



**YOU COULD PUT AN EYE OUT,  
OR WORSE YET, GET KILT.**