

Friday, April 23, 2021

Leading with Love: The Strategic Advantage for a Physically-Distanced World



Presenter:

Steve Farber

President - Extreme Leadership, Inc.



Moderator

Joel G. Carson

Executive Director

Geoprofessional Business Association

LOVE IS JUST DAMN GOOD BUSINESS

FARBER



"Steve Farber makes a clear case that 'operationalizing' love as the core principle of your business will bring people together and produce powerful results."
—Jack Canfield, coauthor of the *Chicken Soup for the Soul*® series and *The Success Principles*®

LOVE IS JUST DAMN

Do What You Love

GOOD

in the Service of People

BUSINESS

Who Love What You Do

STEVE FARBER

Author of *The Radical Leap* and *Greater Than Yourself*

cultivate

Love



“In my experience, love is a difference maker. It brings an authenticity to a company’s culture and makes leaders more human—and more effective.”

--Burton Goldfield
President and CEO
TriNet



LAN Specialist

“I have told my technicians to make the customer absolutely love you. Take-you-home-to-dinner love you. Meet-the-wife-and-kids love you. Because if the customer loves you, you can blow up their building and they’ll say “accidents happen.”

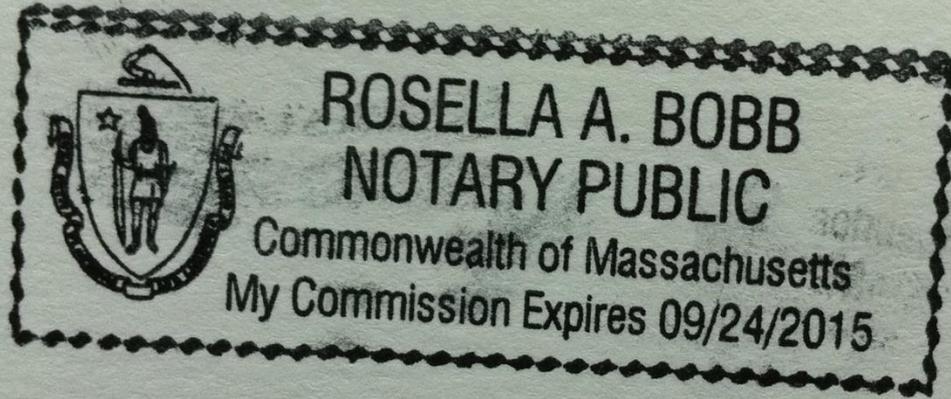
“I love my customers and get great pleasure from serving them. So, I am happy!”

Rosella Bobb,

Branch Operation Manager, Seaport Branch, Santander



I Love my Customers





“I look into their eyes and try to figure out whether they love the money, or if they love the business...if they don't love the business, I can't put [my money] into it. [Then] my job is to make sure that I don't do anything that kills that love of the business.”

Warren Buffett,
Motley Fool Interview

“I'm convinced that the only thing that kept me going was that I loved what I did...The only way to be truly satisfied is to do what you believe is great work, and the only way to do great work is to love what you do.”

Steve Jobs,
Commencement Address,
Stanford University, 6/14/05





**Do What You Love
In the Service of People
Who Love What You Do**



I am doing what I love

I am serving people

Others love the service I provide



“What should love
look like in the way
we do business?”

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PICKUP



LOAD



SHIP



- #1 Best place to work in Jacksonville, 2017
- #2 Best place to work in Jacksonville, 2018
- 2017 Customers chose TB for **service**, not price
- Earnings from 2015 – 2017 greater than previous 23 years COMBINED
- Revenue & Earnings in 2018 greatest in history of company
- Created a culture of **love**

THE RESULTS





“How can I show
my customers and
employees that I
love them?”

JOE JAROS...





Waste
green peppers - 33
onions - 13

marco's
Pizza

Authentic Italian Pizza

PEPPERONI
MAGNIFICO



BRYON STEVENS



The Extreme Leader...

cultivates **LOVE**

generates **ENERGY**

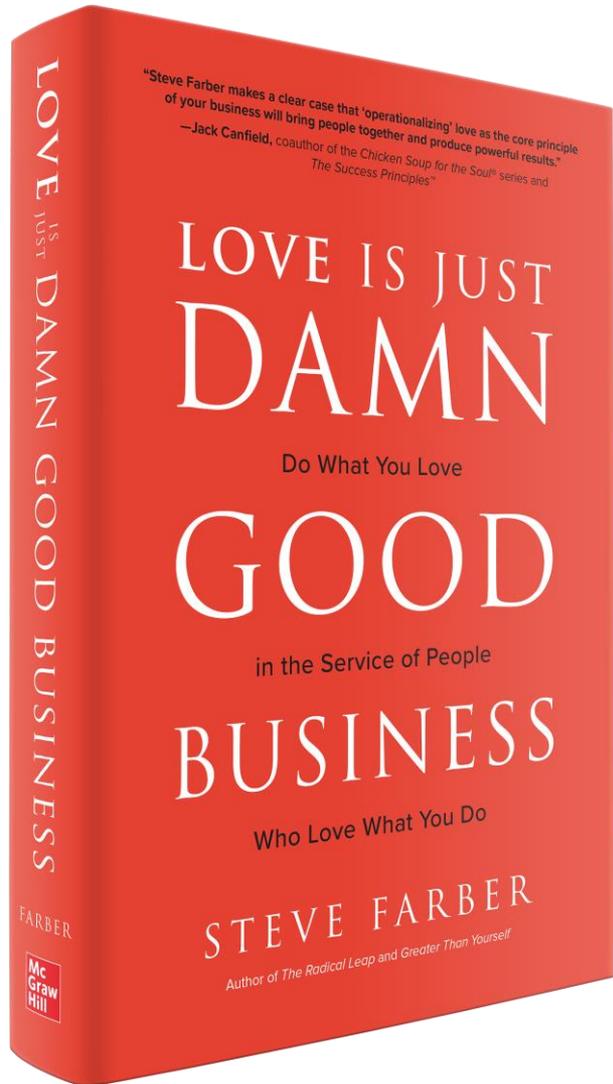
inspires **AUDACITY**

provides **PROOF**



EXTREME
LEADERSHIP
UNDERGROUND

DAILY AUDIO MESSAGE



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THANK YOU!