

# Elevating Your Value: Taking it to the Next Level



Sydne  
JACQUES  
NEXT LEVEL LEADERSHIP

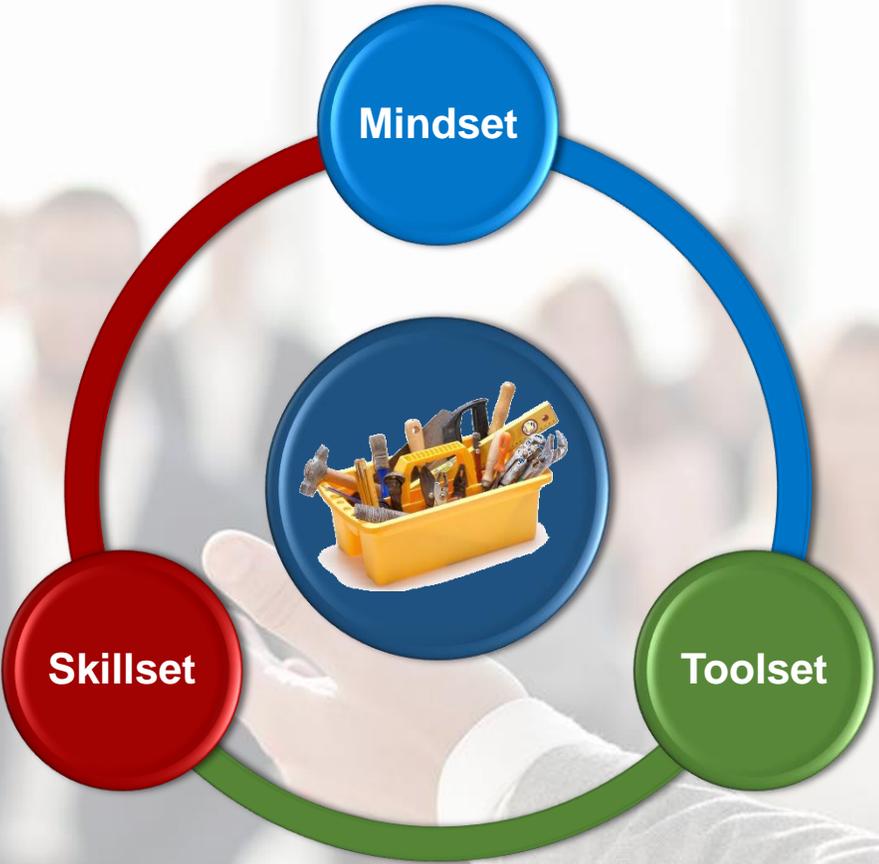
# 3 Elements for Successful Elevation



# Mindset is a Choice



# 3 Elements for Successful Elevation



“You’re really good at math.  
You should be an engineer.”  
(Said my high school counselor)



# UPPER ARROW



CUSTOMER SATISFACTION



QUALITY OF PRODUCT OR SERVICE



# UPPER ARROW



# UPPER ARROW



If you don't **EXPRESS** it

*Sydney  
Shaw*  
M.P.E., P.E., F.A.S.T.

You can't **EXPECT** it

# Every Meeting is Better with Cookies





**Over 16,000 Cookies  
in ONE Year ...**





# What are the Upper Arrows That You Provide for Your Clients?



**UPPER  
ARROW**



# What are the Upper Arrows That You Provide for Your Clients?



Quality is not a Differentiator.  
Research shows...



Technology



Communication



Trust

# What are the Upper Arrows Geoprosessionals Can Provide?



**Clarity**

**Utilize Creativity**

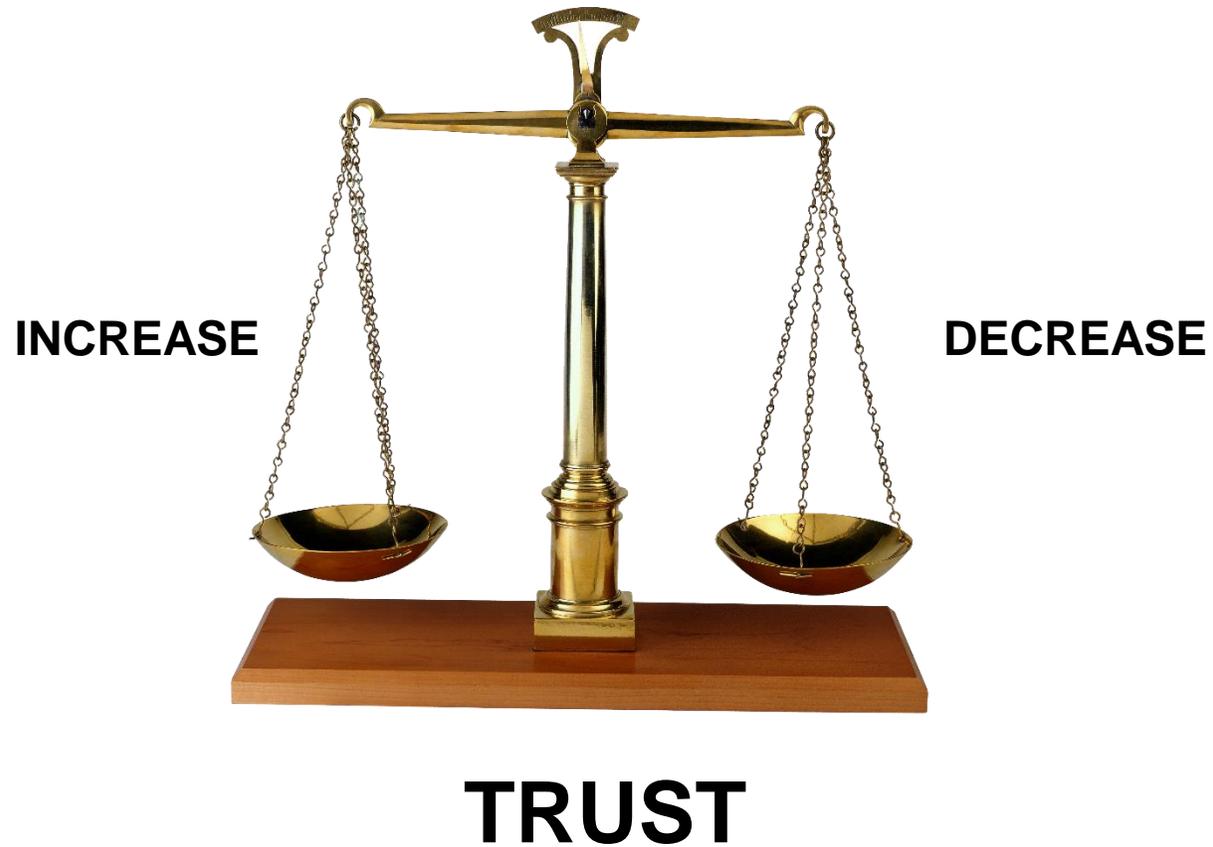
**Consistency & Follow-up**

**Communication/Education**

**Managing Risk**

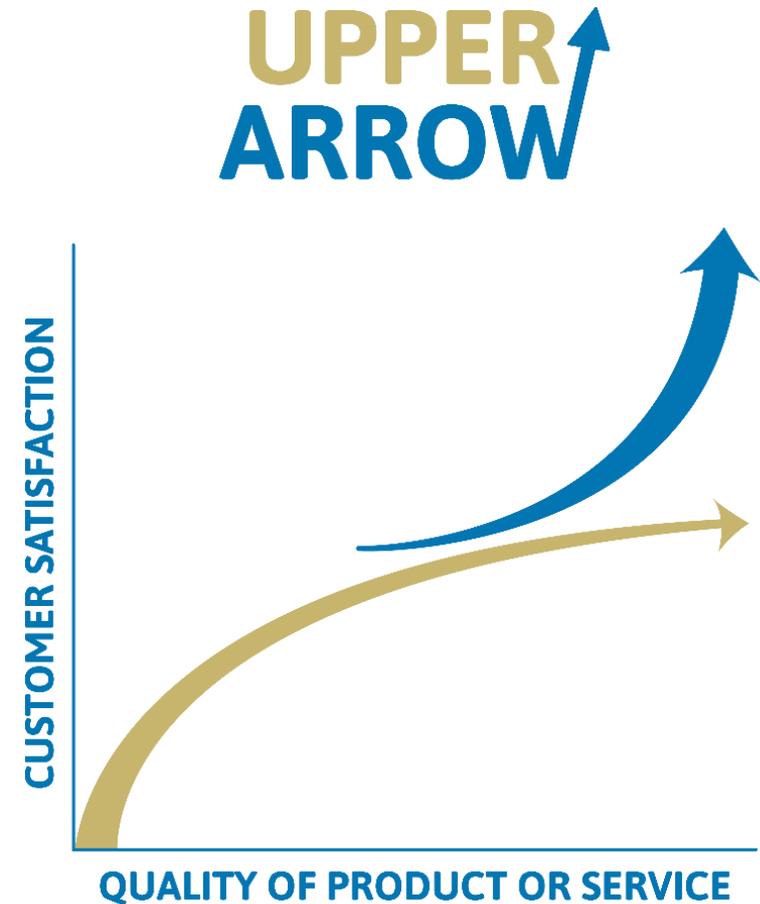
**Becoming a Trusted Partner**

# In Every Interaction We Either...



# Upper Arrow Challenges

1. Have an **Upper Arrow Mindset**
2. **Discuss** the Upper Arrow with Your Team
3. **Strategically select** one Upper Arrow that Your Entire Team will **Focus** on



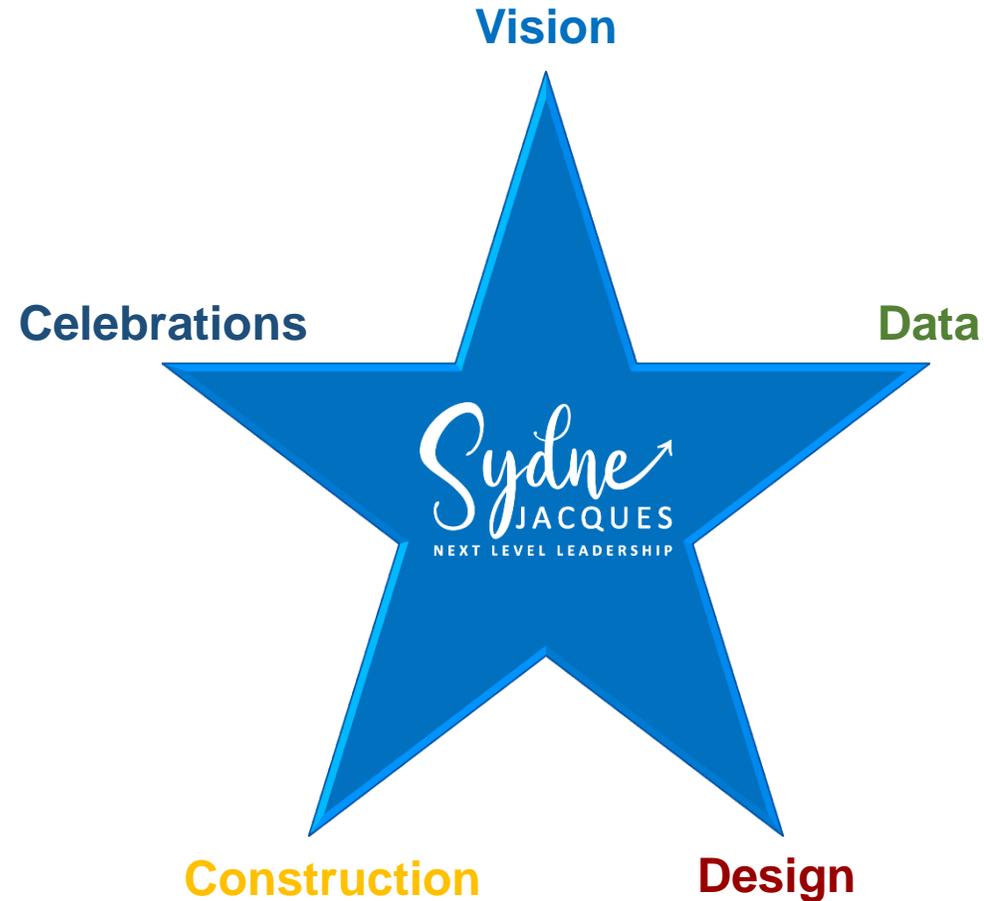




**The Ultimate Upper Arrows  
to Retain Employees:**

- 1) Leaders that are  
Trained and Trusted**
- 2) An Intentional Culture**

# Syd's Star: 5 Points for Intentional Creation



# Blueprint for Designing Cultures

Create a  
Vision

Collect the  
Data

Collaborate  
on the  
Design

Construct the  
Improved  
Culture

Celebrate  
Often

# 3 Ways to Collect Meaningful Data

- 1) STAY Interview Guidelines and Questions
- 2) Engagement Survey
- 3) Stop, Start, Continue Exercise



# It's a Celebration!

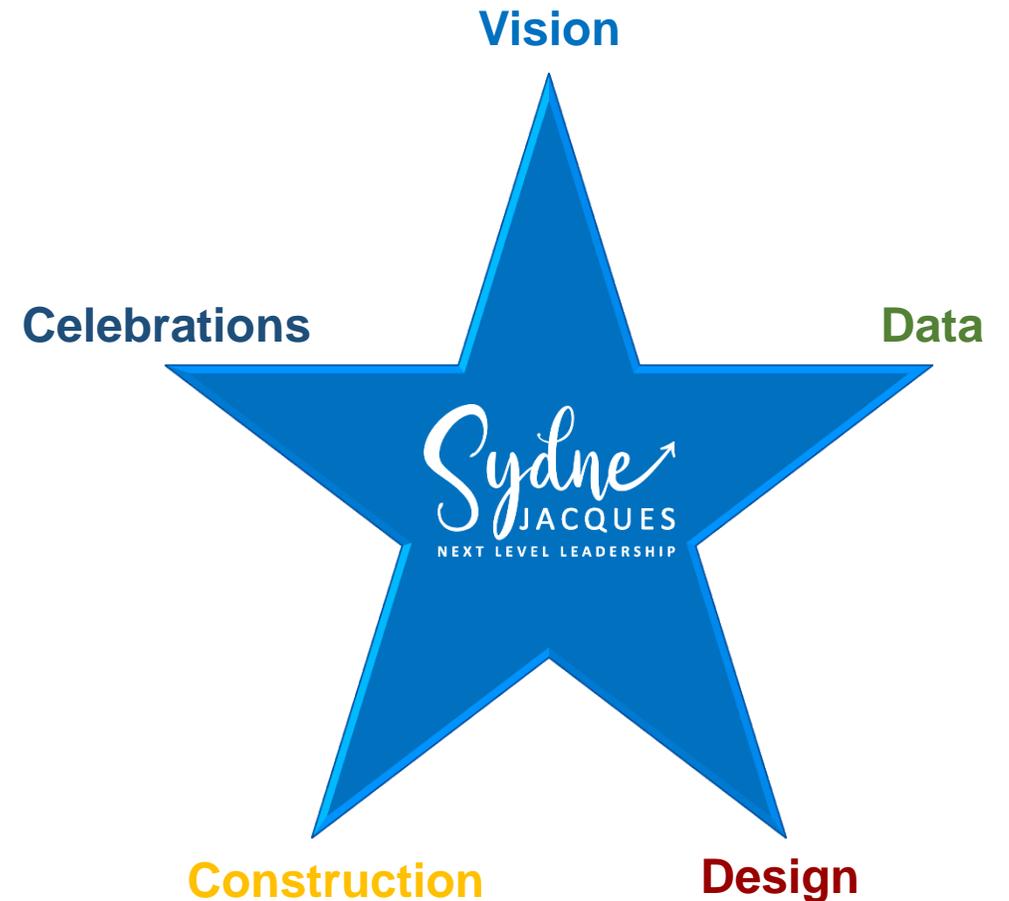
- **Be Intentional about Traditions**
- **Encourage Employees to Help Plan Them**
- **If You do Nothing Else Please Plan a Celebration For Your Team!**

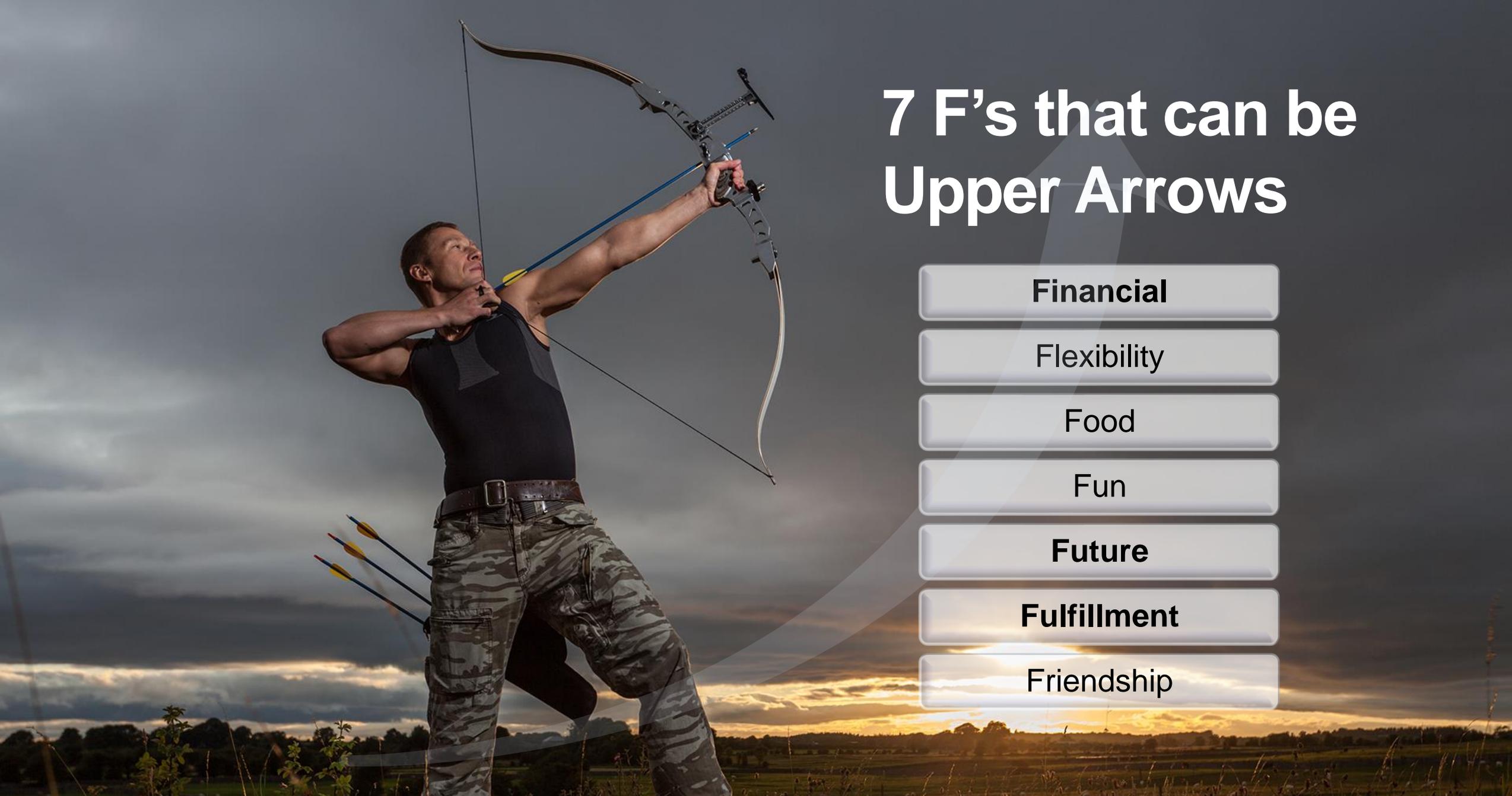


# Ensenada, Mexico

# Syd's Star Model Challenge

Schedule one hour in your next leadership team meeting to discuss the 5 Points of The Star Model and work to **create your culture by design**, not default.





# 7 F's that can be Upper Arrows

**Financial**

**Flexibility**

**Food**

**Fun**

**Future**

**Fulfillment**

**Friendship**

# Financial

Ownership

Bonus /  
Incentives

Pet  
Insurance

Paid/Paid  
Vacations

Gift Cards



# Future

The background of the slide features a close-up of three paintbrushes with wooden handles and silver ferrules, resting on a canvas. The brushes are loaded with vibrant colors: teal, lime green, and yellow. Large, expressive brushstrokes in these colors are visible on the canvas, creating a textured, artistic effect.

It is our responsibility as employers to paint the picture of the future that employees could enjoy at our company.

"I'm a lifer!"  
28-year-old Becky

# Fulfillment



# Fulfillment

**The number one reason employees leave their jobs is because they don't feel appreciated.**



# Elevating Your Leadership Skills... Taking it to the Next Level!

Uplevel your  
**Communication Skills**

**Leave a Legacy**





# Brazilian Bobsled Team

1000%



# Skill Set for Upper Arrow Leaders

A woman with long brown hair, wearing a black blazer, is smiling and looking towards a man. The man, wearing a light blue shirt, a patterned tie, and a grey vest, is looking down at a smartphone in his hand with a frustrated or angry expression. He has his right hand raised in a gesture, palm facing forward. The background is a plain, light-colored wall.

**Be 100% Present**

# Challenges to Elevate Your Value

1. **Discuss** the Upper Arrow with Your Team and **Strategically select** 1-3 Upper Arrows that Your Team will **Focus** on
2. **Discuss** the 5 Points of The Star Model and determine one way you can work to **create your culture by design**, not default.
3. **Plan** an appreciation/celebration for your team
4. **Commit** to being 100% present, at work and at home



# **Skill Set for Upper Arrow Leaders: Leaving a Legacy...**

- It comes from creating moments of influence**
- In the end it is mentoring that creates a legacy**
- Our story is never really the one we write—but the one that others write about us**

# What is YOUR Legacy?



“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

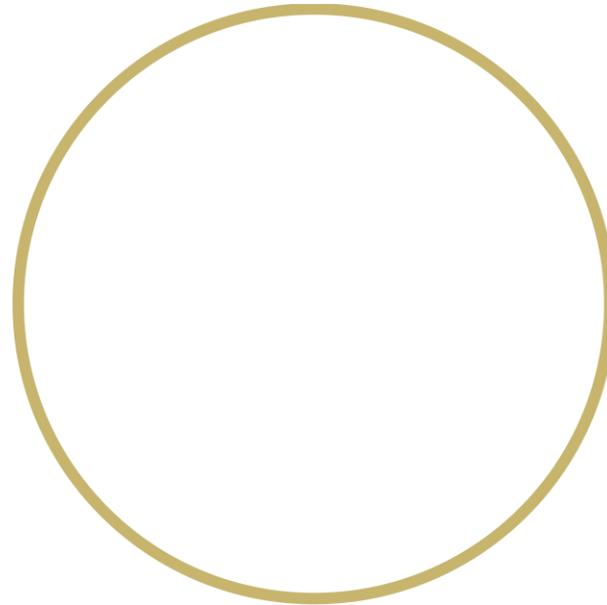
— Maya Angelou

# 3 Ways to Collect Meaningful Data

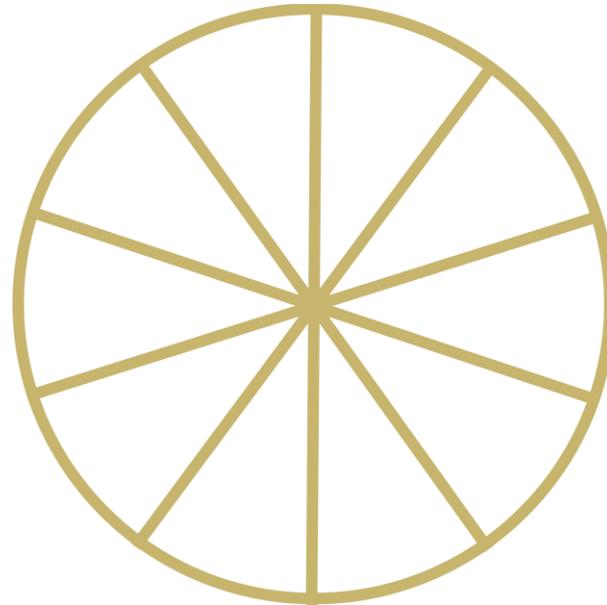
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# The Power of Elevating Your Value with GBA



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