

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)

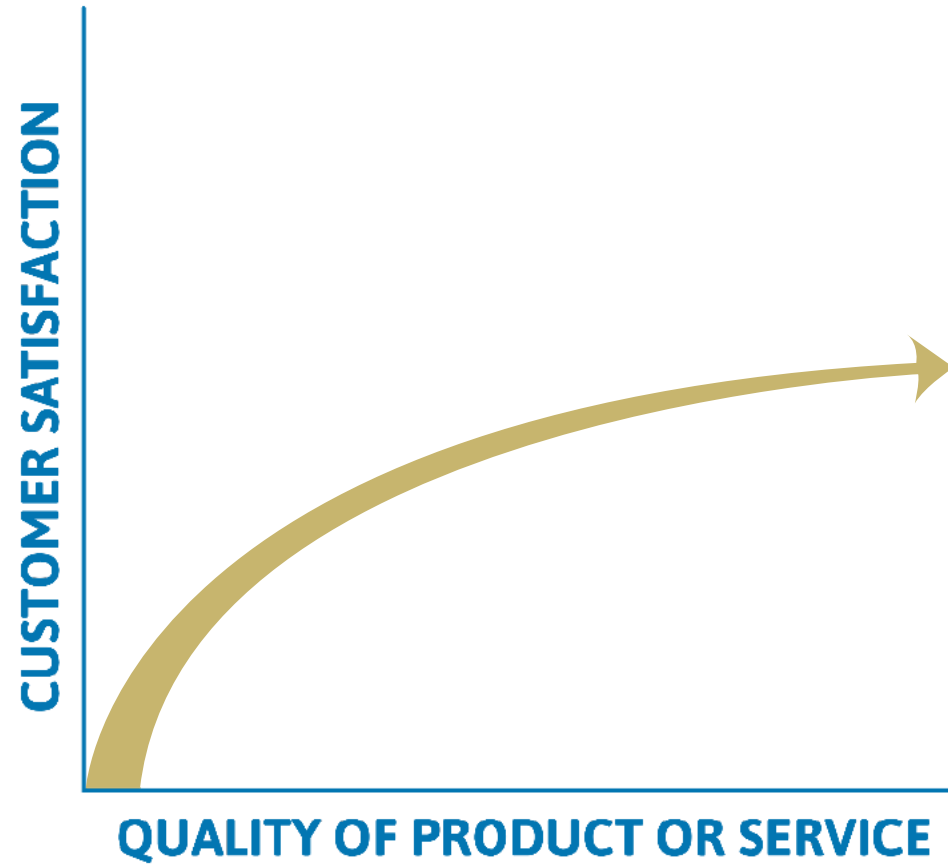


UPPER ARROW

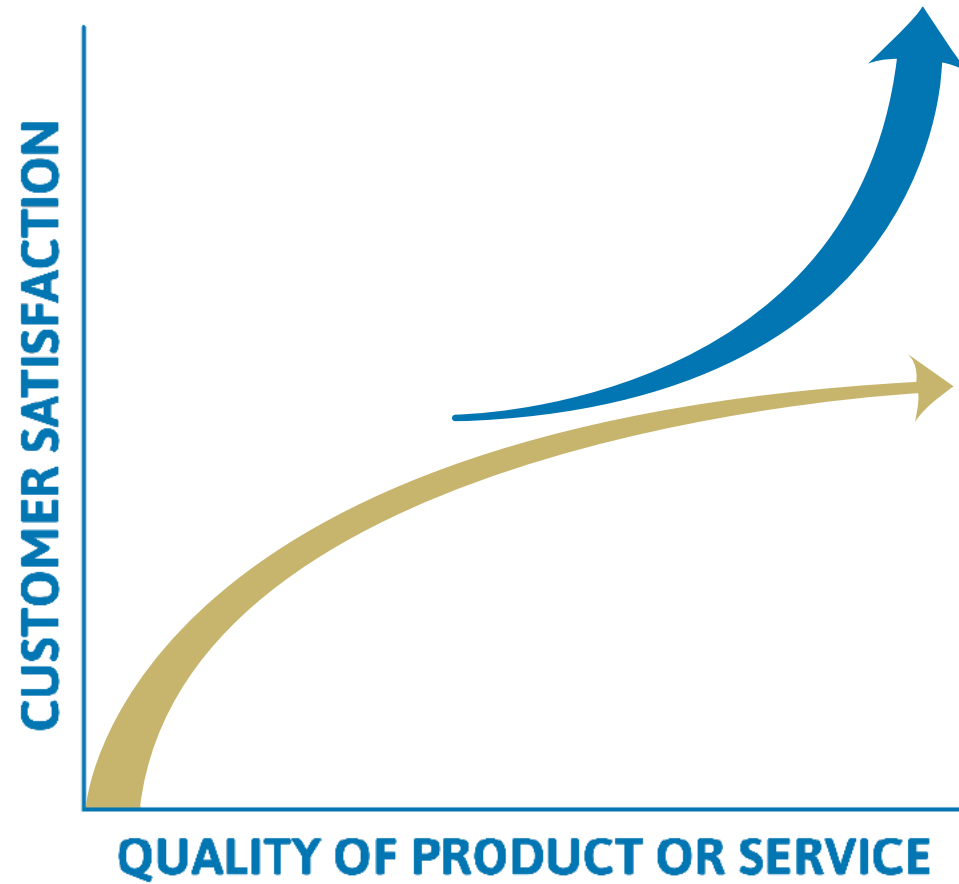
CUSTOMER SATISFACTION

QUALITY OF PRODUCT OR SERVICE

UPPER ARROW



UPPER ARROW



If you don't **EXPRESS** it


You can't **EXPECT** it

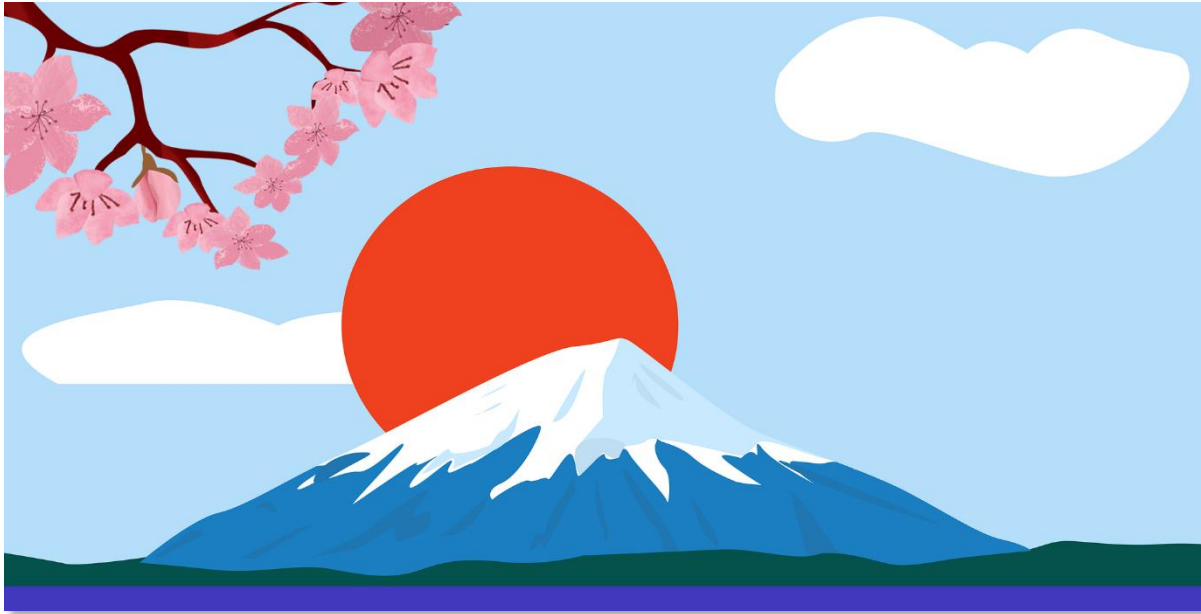
Every Meeting is Better with Cookies





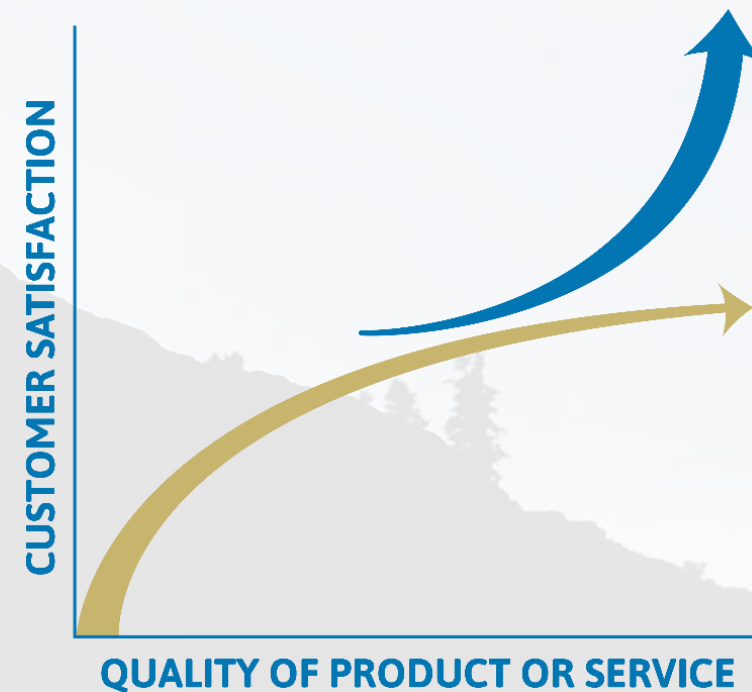
**Over 16,000 Cookies
in ONE Year ...**



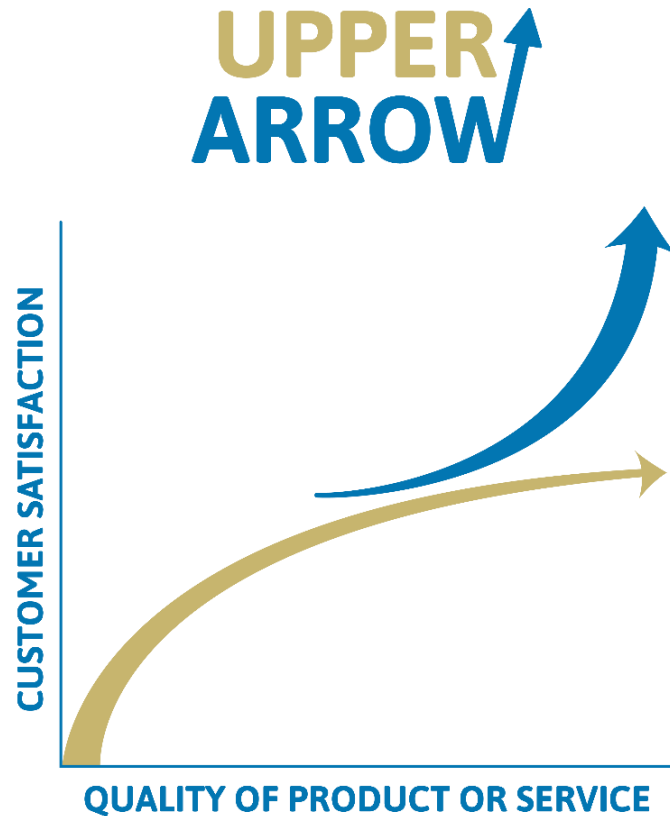


What are the Upper Arrows That You Provide for Your Clients?

**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 Geoprofessionals Can Provide?



Clarity

Utilize Creativity

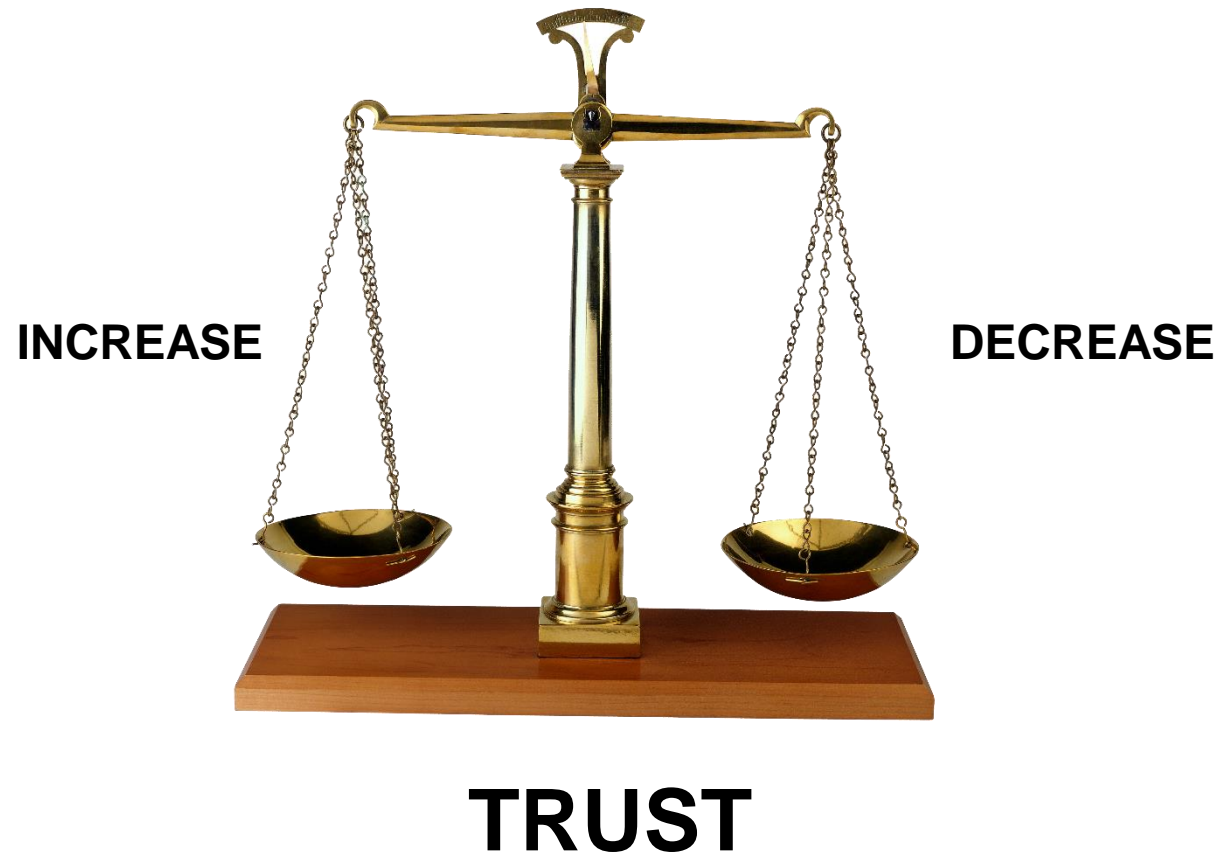
Consistency & Follow-up

Communication/Education

Managing Risk

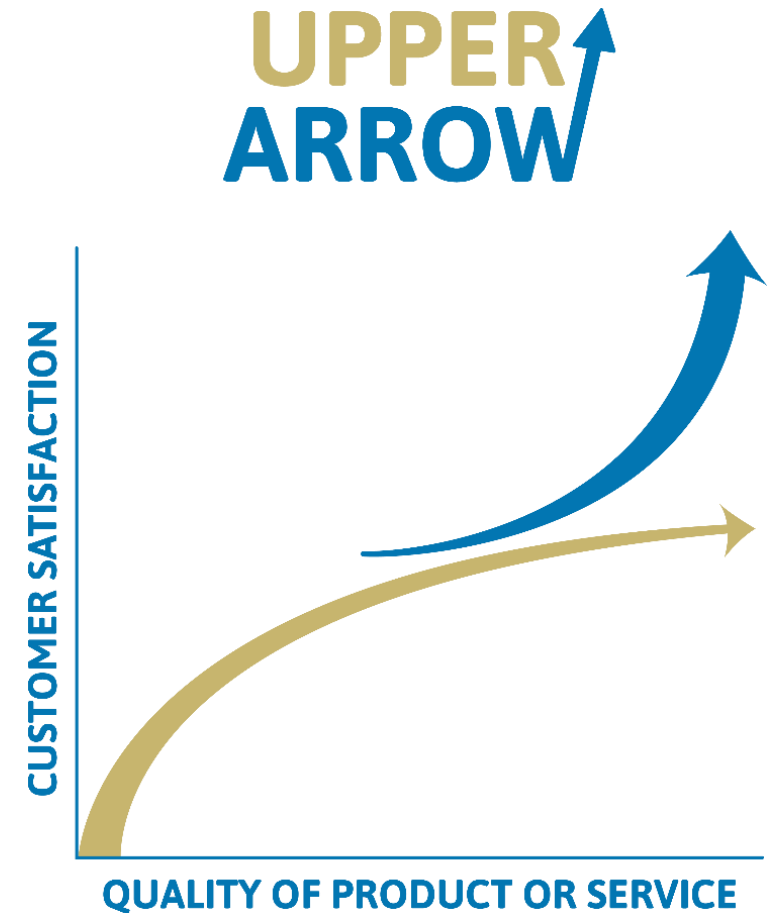
Becoming a Trusted Partner

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



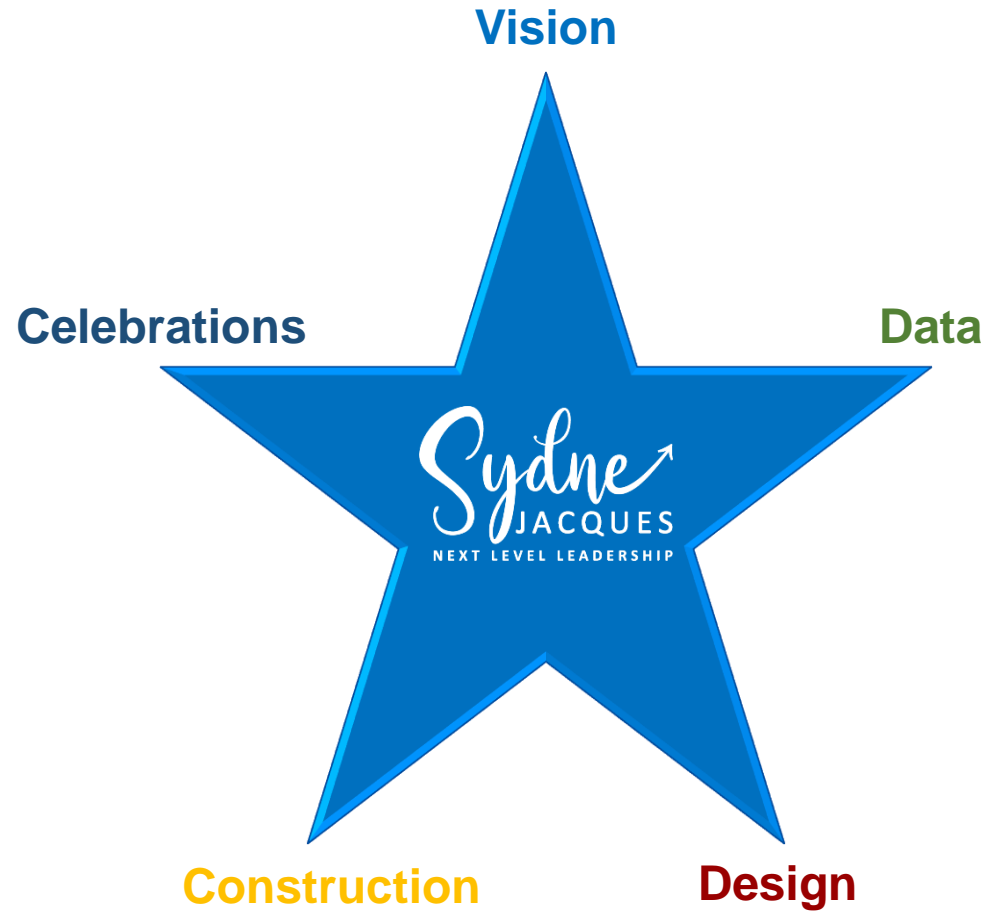


A diverse group of smiling people of various ages and ethnicities are gathered in a huddle, looking down at the camera. The image is used as a background for the text.

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



SCAN ME

It's a Celebration!

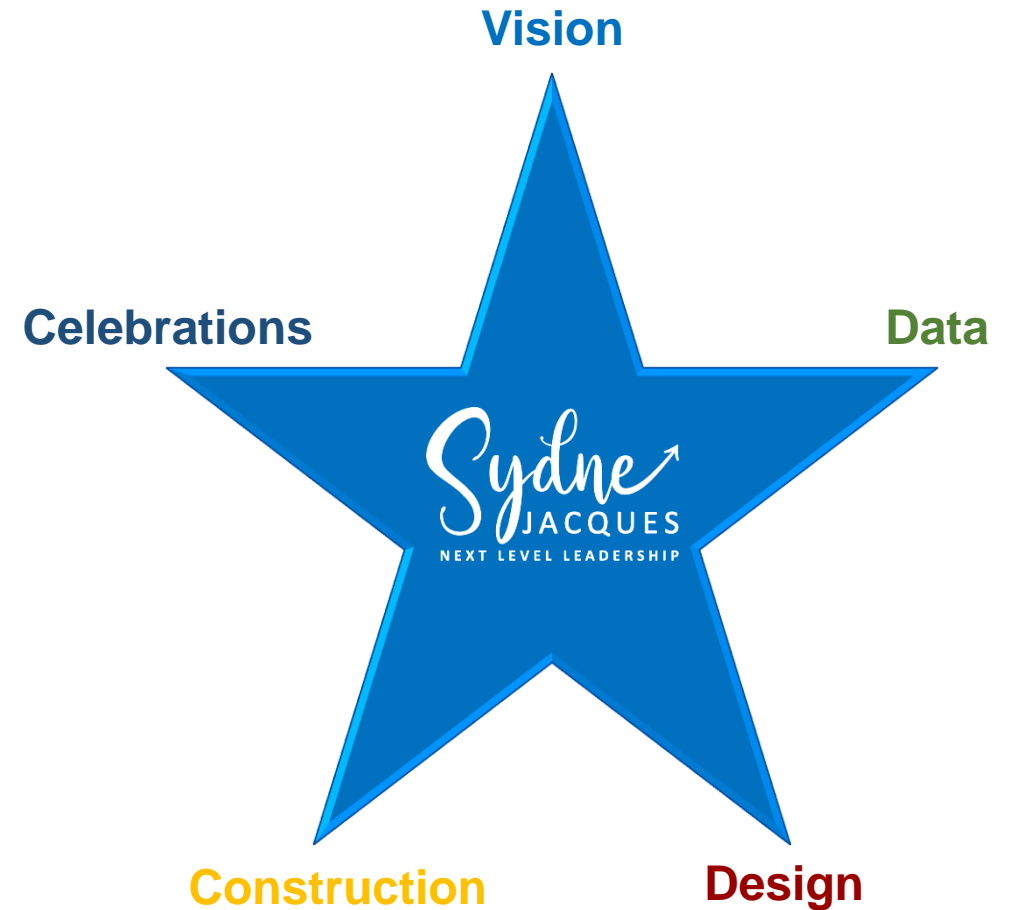
- **Be Intentional about Traditions**
- **Encourage Employees to Help Plan Them**
- **If You do Nothing Else Please Plan a Celebration For Your Team!**



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

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 gesturing with her hands as if in conversation. A man with short dark hair, 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 is also gesturing with his other hand, palm facing forward.

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.”

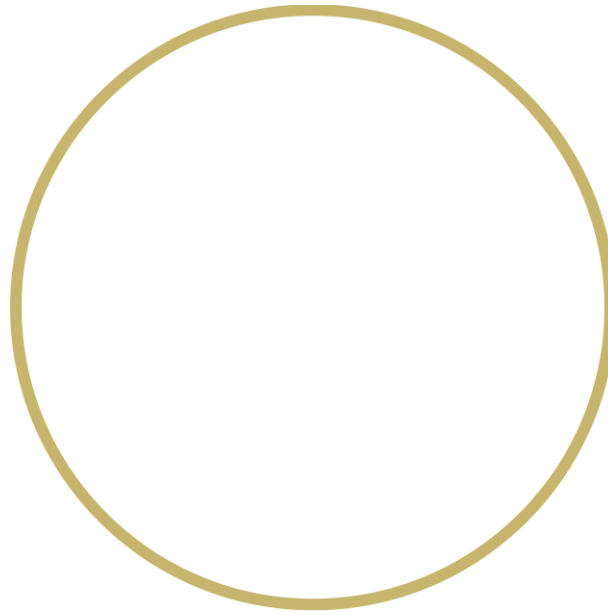
— Maya Angelou

3 Ways to Collect Meaningful Data

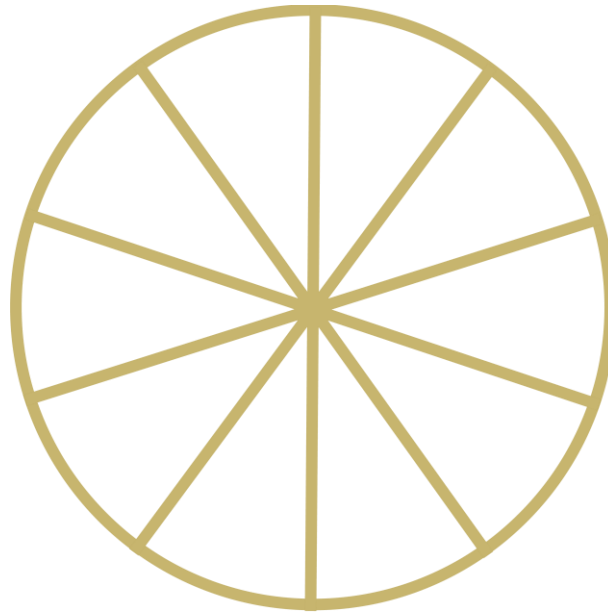
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The Power of Elevating Your Value with GBA



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