Staying the Course / Staying Relevant

Tom Ryan - Rutgers
Phil Bohl - Pepperdine

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I DON'T KNOW WHAT WE'RE TALKING ABOUT
So, what's your Why?
The Current State of Employee Engagement

A Gallup report shows:

- 63% of employees are not engaged.
- 24% are actively disengaged.
- 87% lack motivation and are unhappy.
- A mere 13% of employees are engaged at work.
EMPLOYEE BURNOUT
“Remind me again... why are we doing this?”
Is your WHY compelling?
Core Values

- Reliable Partner
- Integrity
- Teamwork
- Innovation
- Continuous Improvement
- Build Relationships
Priorities, Focus, and Self-Care
The 4-Hour Workweek

The 7 Habits of Highly Effective People

How to Win Friends and Influence People

Start with Why
I don't always feel motivated

But when I do, I attend the Cali Conference
Staying Relevant:

Professional Development

Associations & Orgs

Reading/writing

Testing/making mistakes

Consulting

Training

Trend management/spotting

Trade shows

Conversations with customers/clients

Trade magazines
New Life →

Old Life ←
“Good news—I hear the paradigm is shifting.”