

***Pacific County EDC
Grays Harbor College
Presents:***

Formula for Success

**George Sharp
Education and Training Coordinator
Department of Community,
Trade and Economic Development**

And

**Keleigh Schwartz
Alpha Dog
www.beachdog.com**

It was the best of times, it was the worst of times.

Charles Dickens 1859

Survey: 1B, 3M, 5W

What would Charles say if he was here today?

It is the most unpredictable of times with no model/history to look back upon to predict the future for the World Economy.

I thought Blackberry was a type of plant you buy at Dennis Company.

I like the Iron Sculptures, Oysters and the people and think I will stay awhile.

Unpredictable Times

- So what question-how to use the formula
- Use the yellow card to record the formula
- Use the formula in your daily life:
- Self
- Staff/co-workers
- Customers
- Volunteers
- Others you depend on for your success

Formula for Success

$$6P+CS+Q+A=S$$

Based on 40+ Years of
Real Life Experience
&
Observations

Passion

Passion for community.

Passion for organization.

Passion to help others succeed.

Passion for Life.

Eyes-Heart-Actions

Passion

Top 10 List

Asked several people in the community to send me their Top 10 List of the areas most passionate citizens

Here are the results:

Randy Dennis
Beth Stevens
Cathy Brown
Leon Lead
Cathy Russ
Karen Tully
Virginia Carlson
Pat Shults
Bob Jungar
Debbie Croswell
Carol Dunsmoor

Travis Blake
Cindy Fulton
Emily Popovich
Key McMurry
Mike Williams
Amy Dennis
Laurie Bowman
Pete Darah
Martha Tronocso
Kim Morley
Michelle Layman
Kelly Habersetzer
Effa Winslow

Cheryl & Shane
Green

Kathleen Nisbett

Tim Russ

Angel Casey

Heather Vial

Evelyn Wilson

Millie Clements

Carole Halson

Dee Roberts

Sandra Farrant

Passion

Share the Passion-

1900's Style: Hand Shake

1980's Style: High 5

21st Century Style: Fist/Thumb Bump

With a "I'm glad you're here"

Try it with people who weren't here today.

Ask your staff what they are passionate about, both about your organization and what is going on in their life.

Challenge

Paper/Website/Facebook/YouTube

Find away for everyone to share what their passion is about this place.

Link to it from all websites

Personality/Brand/Reputation

Volunteers to try these on for a week:

Extrovert

Introvert

Task

People

Control

Ego

Questioner

Economical

Excellence

Difficult

Easy

Power

Happy

Sad

Grumpy

Risk Taker/Risk Adverse

Pessimist/Optimist

C.A.V.E, N.O.P.E, B.A.N.A.N.A, BRIDGE, GATE

Who else should be on the list?

The Key-understand your own personality, how you are perceived, who you are working with and what their style and needs are individually and as a group/community.

Plan

Begin with the end in mind with
everything you do.

Stephen

Covey

Visualize-put a picture of it on your
desk, refrigerator, mirror

Dream about it

Write about it in your journal

Plan

Communities and counties have many plans that you need to be aware of.

Business and Organizations need to have many elements in their plan:

Product Development

Marketing/Public Relations

Customer Experience

Accounting/Cash Flow

Sustainable-Green/Lean

Succession

Survival

Plan

5 Questions:

What do we do really well?

What could we do better?

What should we stop doing?

What should we start doing?

Who else should we be working with?

Plan



Don't create a plan and put it on the bookshelf

Key: who is responsible, when it is to be accomplished and what is the budget.

Marketing/Communication plan

- ___ We have a clear understanding of our target audience(s) and their unique needs;
- ___ We tailor our communications messages towards each of our target audience(s);
- ___ All marketing activities are coordinated and integrated into an overall strategic plan;
- ___ We focus on measurable objectives and results (outcomes) and NOT process and politics;
- ___ Our brand is more than a “visual identifier”; it has value and a clearly defined “brand promise”;
- ___ We are up to date on social media and know how to apply these technologies to our environment;
- ___ Partnerships are a key element of our marketing or program / service delivery strategies;
- ___ We know our “competition” and even more importantly, how we are different;
- ___ We are adapting our revenue strategies to respond to the current environment;
- ___ Our marketing objectives are not just focused on education and awareness but on behavior change.

Social Media etc...

Keleigh Schwartz
Alpha Dog
www.beachdog.com

TOP 11 IDEAS

- CRM/CEP
- 24/7 at Work for You: Web/Display/Signage/Brochure
- Empower your employees
- Friends and Family
- Bathroom
- Thanks & Goodbye/HAND-please come again
- Ask-testimonials-pass the word-use in everything
- Charity-Win-Win
- Innovate-create-replicate
- Public Relations
- Smart Advertising-tracking what works

Partnership

Key Elements:

- Mutual Respect
- Mutually beneficial
- In writing-MOU, Agreement, Contract
- Clear: roles, responsibilities, reasons, results
- Evaluation and renewal of partnership
- Recommendation: Make a list of all the organizations and all the projects taking place, meet quarterly for update, brainstorm and agreement of who is doing what and where you can leverage resources. Try to avoid duplicating services so you can serve the entire community's needs.

Politics

- Organizational
- Local
- County
- Regional
- State
- Federal

Perseverance

- Trial and Error-Lessons learned-adjust
- Many 3-30 year overnight successes

Common Sense

- Golden Rule
- Confidential-means confidential
- Sleep on it
- Parking Lots-2
- Trust
- Integrity
- Commitment
- Customer Service
- Listening
- Understanding
- Feedback

Common Sense

- **Google Alerts-News sent to you**
- **NPR.org**
- **Read-Observe the world around you**
- **2 Drink Maximum**
- **Take Care of the Money**
- **Never put in E-mail what you don't want on the front page of the paper or on the evening news**
- **Do the right thing**

Quality

- Littlest detail
- Grandest idea
- Materials
- Final product
- See slide show

A _ _ _ _ _

Ask me What the A is For

What is on the inside

Mirror-Choice each day

Success

- What does it look like?
- Who defines it?
- How will you know you reached it?

6P+CS +Q+A=S Pledge

- I _____ here by take the Formula for Success Pledge
- I will know my passion
- I will consider personalities
- I will have a plan
- I will form partnerships
- I follow politics
- I will persevere
- I will commit to quality
- I check my attitude daily

Last but not least:

I will Have Fun

&

Celebrate Success!

Questions and Answers