#### THINGS I LEARNED FROM DAD, AND **JEFF**

#### Slide 2

#### The Costs of Leadership

- You will have to make decisions that will negatively impact people you care about.
  You will have some people not like you even though you always try to do what's best for most.
- You will be misunderstood and not always have the chance to defend yourself.
   You have a position of responsibility, and at times that comes with being unpopular.

#### Slide 3

#### Becoming a great leader

- •What you must admit to yourself
- first

  -Just because I'm the "boss" doesn't mean I am respected
- •You will not always be liked or
- •What is tolerated is repeated-need a system in place

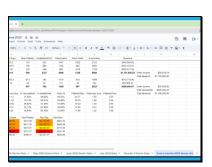
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#### Slide 5

#### Becoming a Great Leader

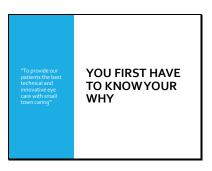
- What are good examples of leadership?
  •Setting an example...Pied Piper
  •Setting clear goals and limitations
  •Goals need to be measurable...and
  measured. And when goals are met,
  there needs to be a reward (doesn't
  have to be financial).
  •There also needs to be consequences
  for not following directions.





#### Slide 8






## YOU FIRST HAVE TO KNOW YOUR WHY

- Vision:
  To be the unquestioned eye care leader in our community with both patients and other health care professionals.
  To be a leading small business while serving our community and providing high quality jobs.
  To "wow" our patients
  To be a great place to work

#### Slide 11



#### Slide 12

#### DISCIPLINE WITHOUT **PUNISHMENT**

- Catch Them Doing Something Right
   Attendance, Conduct, Performance
- Attendance, Conduct, Perform.
   Coaching
   Performance Improvement
   Discussion-3 months
   Reminder-6 months
   Decision Making Leave-1 year

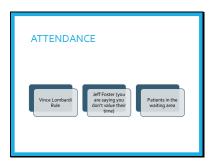


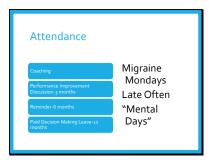
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Three Categories of "Discipline"

- •Attendance
- Conduct
- PerformanceNotice "attitude" is not in here.

#### Slide 14





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#### Slide 17





You can't make chicken salad out of chicken \$#!t.

- Annette-make sure you have people in the right place
  Amie-Moved to the front desk after 21 years...now at 23 years.
  Don't cheap out (but don't overpay either)
  Big moment in our practice history

#### Slide 20



#### Slide 21

GOTHE EXTRA MILE

Eric Young Lady I played basketball Gracie What it taught me-helping OD

#### GOTHE EXTRA MILE

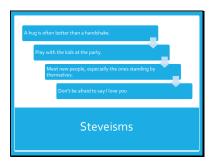
- •Take Call
  •On staff at the hospital
  •Nursing Homes
  •Home Exams
  •Garen
  •Deliver Contact Lenses
  (Interstate/Funeral) and Glasses
  (Lisa M, Hospice)

#### Slide 23

#### Go the Extra Mile

- •Alan/Judy and Jim/Joanne-lunch
- •Tyler from California-Dinner
- •Giving them my card •Ronnie and Pat

Steveisms
"I can't putt from the gold tees"
· "This hole is long because it is straight"
• "That hurts because it is painful"
"What is the course record and where is the first tee"what Jeff said and my opinion of limitations.
"If you are going to be a salesman, know how to drink and ALWAYS know/befriend the bartender before the customer arrives. One day you are going to need a sweet tea shot instead of a whiskey."

#### Slide 26








### Siblings are Special

- •I learned from Jason how to have each other's backs.
- He ended up bigger than me (easiest job in the world)
   Bodyguard at a hemp festival

#### Slide 29





# Slide 31 "I wished I loved to eat and drink (and talk about optometry)" "A salad gets in the way of good eating" "Treat the patient as a friend. It's not an exam, it's a visit" Jeffisms "I just talk to them like an old country doctor" "There is not enough money out there to make me sing or dance" "You have to make yourself do things. There is never a right time" Slide 32 **JEFFISMS** •Never burn a bridge and always be the first to forgive •Always smile...it either makes them happy or pisses them off. Either way, you •We are a legislated profession. •Balls to the Wall...No Plan B. Slide 33 No Plan B-"Balls to the Wall" •When you start doubting yourself, you're already in trouble. You are already saying "if my plan doesn't work". Every bit of energy and thought that goes into Plan B could be put in Plan A. •You will function better if there is no safety net. \*"Most limitations are self imposed and usually based in fear". And that fear is of failure. \*Nothing wrong with failing



#### Slide 35



You can't outgive God

- •This golf tournament •Polycarbonate Lenses
- •Tip
- •Sacha-Car
- •My Career



- Jeff was a part of the family
- Be friends with vour partners
- Tell people you
- One last thing

#### brother

noun [bruhth-er]

a person who is there when you need him; someone who picks you up when you fall; a person who sticks up for you when no one else will; a genuine good guy; most importantly, a brother is always a friend.
