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

Kurt T. Steele, O.D.
Newport, TN

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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.

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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 agreed with
- What is tolerated is repeated-need a system in place

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Three Categories of "Discipline"

- Attendance
- Conduct
- Performance
- Notice "attitude" is not in here.

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ATTENDANCE

Vince Lombardi Rule

Jeff Foster (you are saying you don't value their time)

Patients in the waiting area

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Attendance

Coaching

Performance Improvement Discussion-3 months

Reminder-6 months

Paid Decision Making Leave-12 months

Migraine Mondays

Late Often

"Mental Days"

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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

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GO THE EXTRA MILE

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GO THE EXTRA MILE

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

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GO THE EXTRA MILE

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

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Go the Extra Mile

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

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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."

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A hug is often better than a handshake.

Play with the kids at the party.

Meet new people, especially the ones standing by themselves.

Don't be afraid to say I love you

Steveisms

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THINGS I LEARNED
FROM DAD, AND
JEFF

Kurt T. Steele, O.D.
Newport, TN
(And Mom and Jason)

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Mom and Brother

- Don't be a tattletale.
- Always tell the truth.
- The best thing you can be is a good friend
- I was to take care of Jason
- One shoe



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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

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My Optometric Brother and Mentor



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My relationship with Jeff

- Bridget
- Jeff's parents
- When I started speaking
- We were like brothers and had complete trust in each other

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Jeffisms

"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"

"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"

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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 win.
- We are a legislated profession.*
- Balls to the Wall...No Plan B.*

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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

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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.
