

# Lessons in Leadership

How Great Leaders Build  
Trusting Organizations

Written by

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MBA and CPA

# About the Author



John F. Levy, MBA, CPA, is the CEO of Board Advisory, a firm that assists public companies, with corporate governance, compliance, financial reporting and financial strategies. John currently sits on the boards of two public companies and one not-for-profit. He has served on the board of twelve public companies including one Fortune 500 company, and has served as chair of the board, vice-chair, and chair of governance, compensation, audit and special committees. John is a CPA with nine years of experience with national public accounting firms and has been chief financial officer of both public and private companies for over 13 years. He graduated from the Wharton School of the University of Pennsylvania and has an MBA from St. Joseph's University in Philadelphia.

# Trust

The belief that another will:

- Be honest, truthful and candid;
- Stand by what they say;
- Honor their promises and commitments; and
- Act ethically at all times

# When We Trust

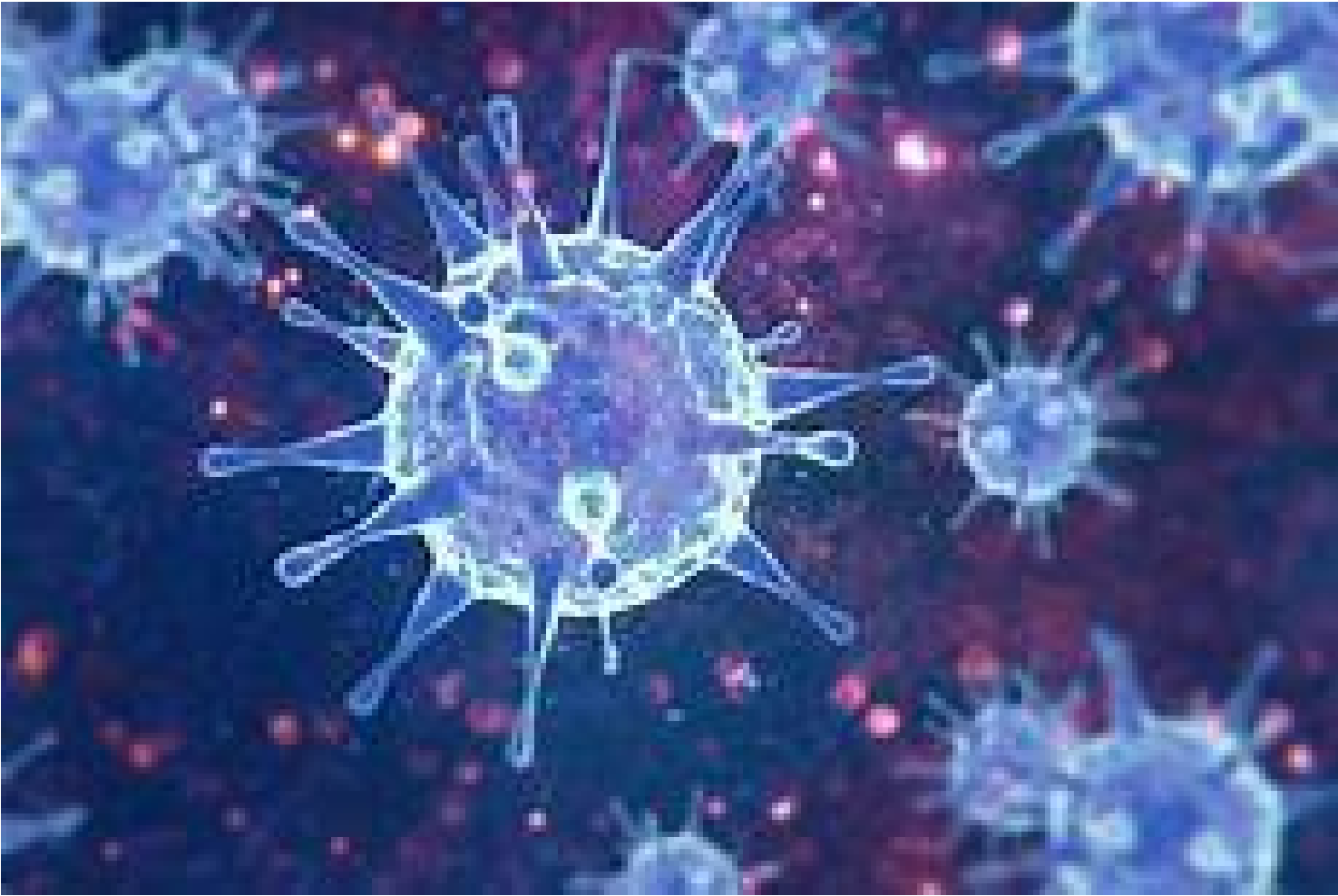
When we trust we are:

- Passionate
- Engaged
- Focused
- Efficient
- Committed
- Contagious
- **Innovative**

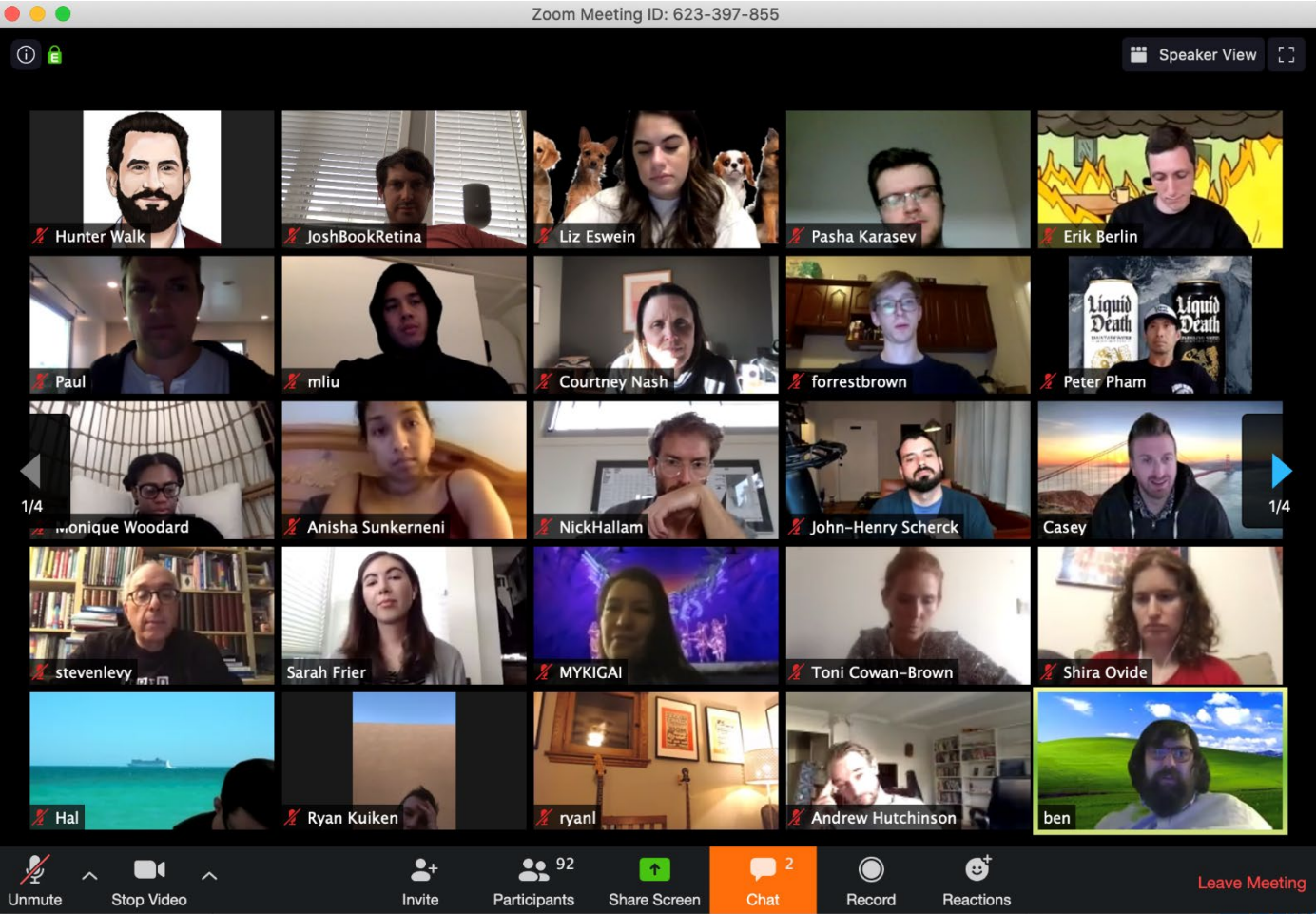
# Why We Need Trustworthy Leaders

# An Uncertain World

# Covid-19



# Zoom Calls

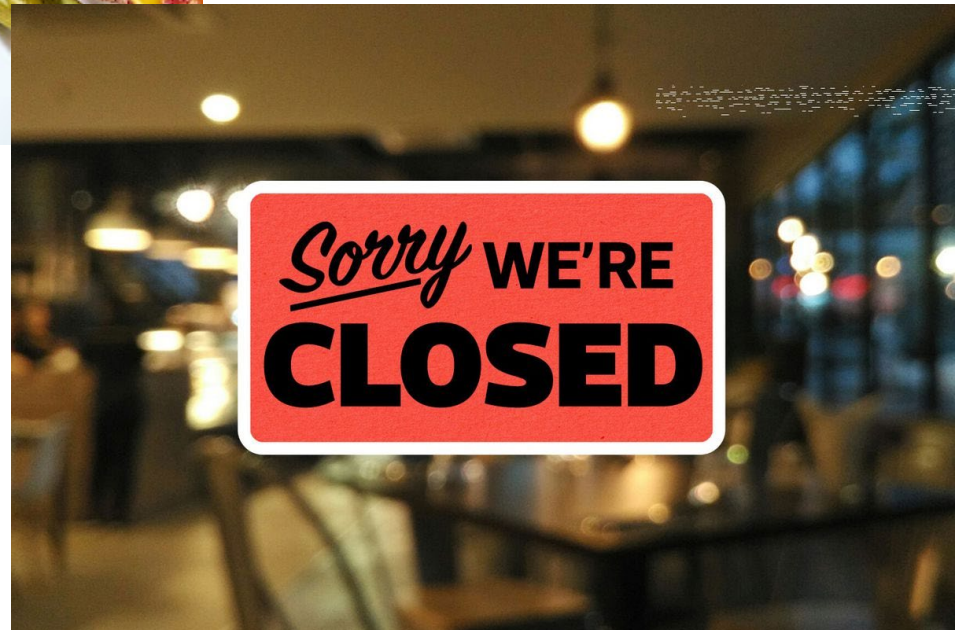




# Empty Offices



# Changing Business Models



# Retail Disruption

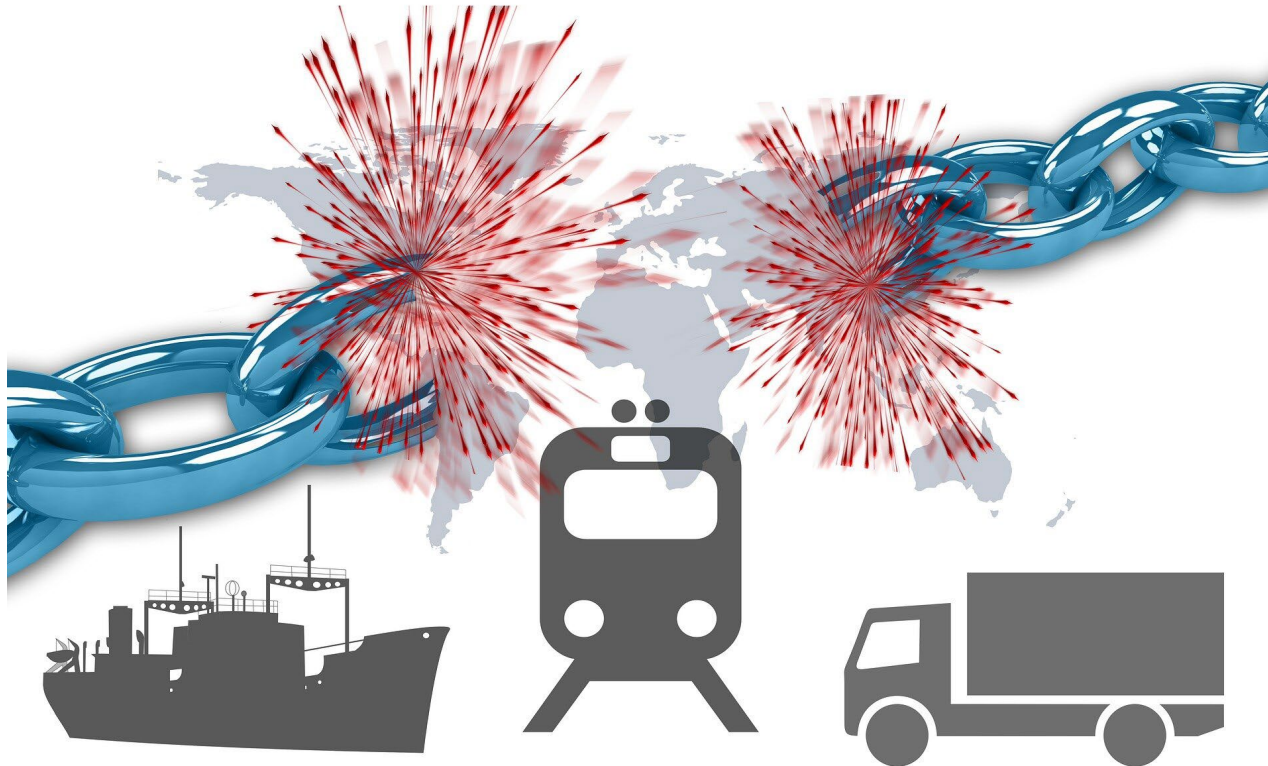


Selling Items  
On  
**ebay**

 Deytips.com



# Supply Chain Disruption





# Inflation



# A Divided Nation



# Change

# Accelerating Change



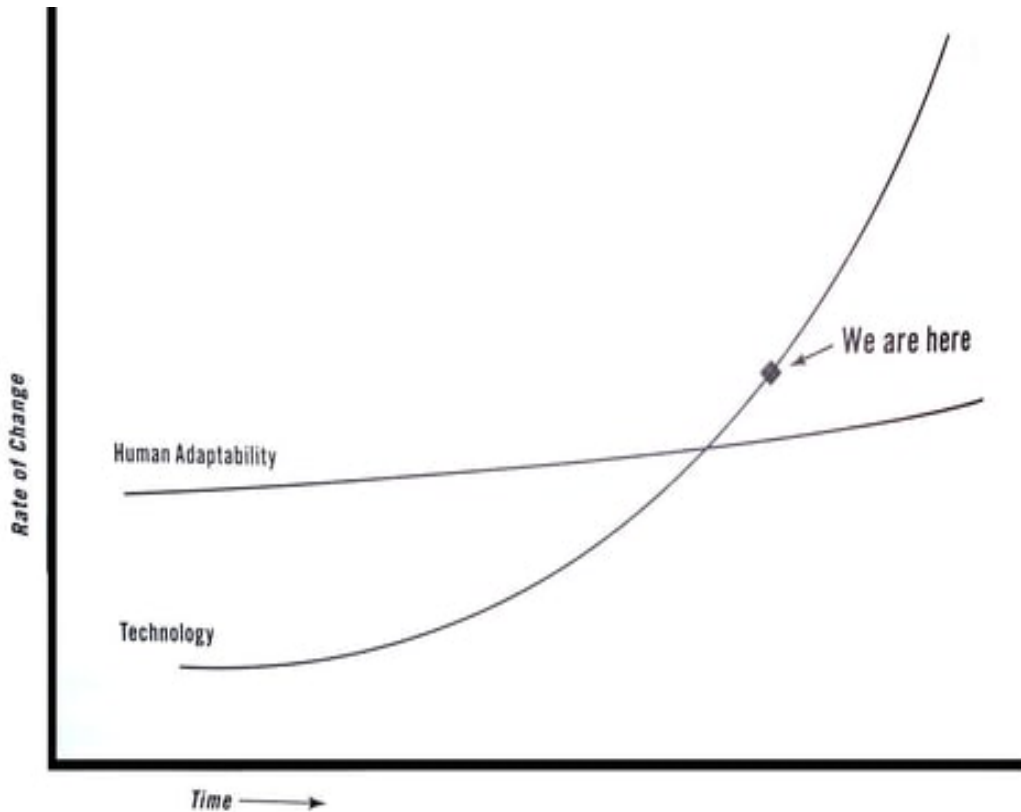




*“Nothing in life is to be feared, it is only to be understood. Now is the time to understand more, so that we may fear less.”*

- Marie Curie

# Pace of Change



“When the pace of change gets this fast, the only way to retain a lifelong working capacity is to engage in lifelong learning.”

- Thomas Freidman

# Succeeding in a Changing World

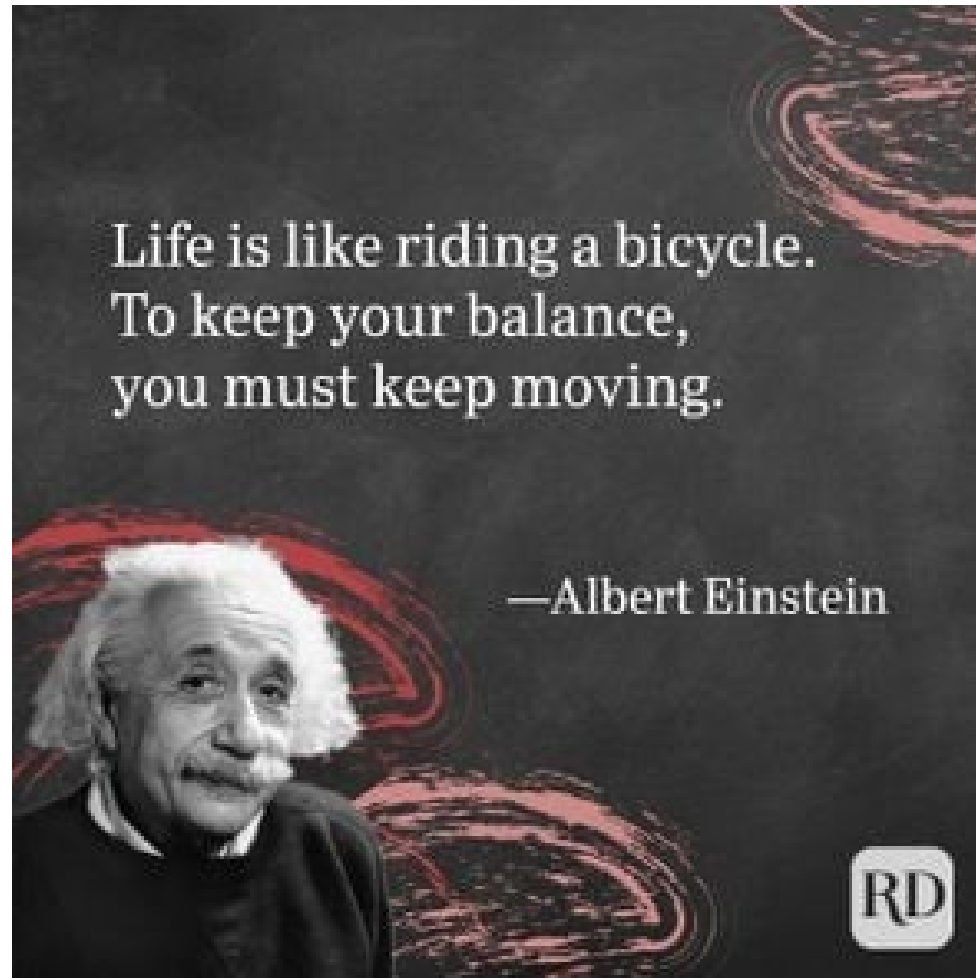
# Keep Moving



“To enhance stability in rapids *it’s important to move as fast or faster than the current.* Every time you rudder or drag you paddle in the water you lose momentum and that makes you more vulnerable to flipping over.”

Anna Levesque, a member of the Canadian Freestyle Whitewater Kayak Team

# Keep Moving

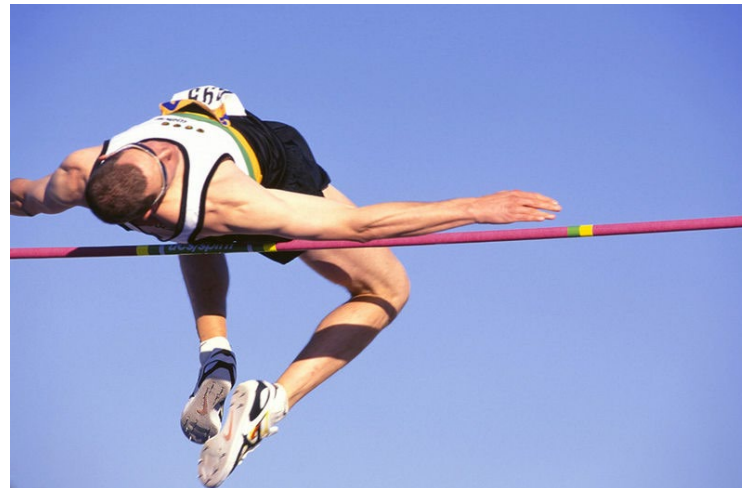


# Change is Scary





# Courage



# Trust Makes Us Feel Safe





# Trust Is the Safety Net



# Great Leaders Build Trust

# Inspiration



We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender ...

# Commitment



“

**The fight is here. I need ammunition, not a ride.**

**Ukrainian President Volodymyr Zelenskyy**  
The AP reports Zelenskyy was asked by the U.S. government to evacuate Kyiv, but turned down the offer.

USA TODAY

# Belief

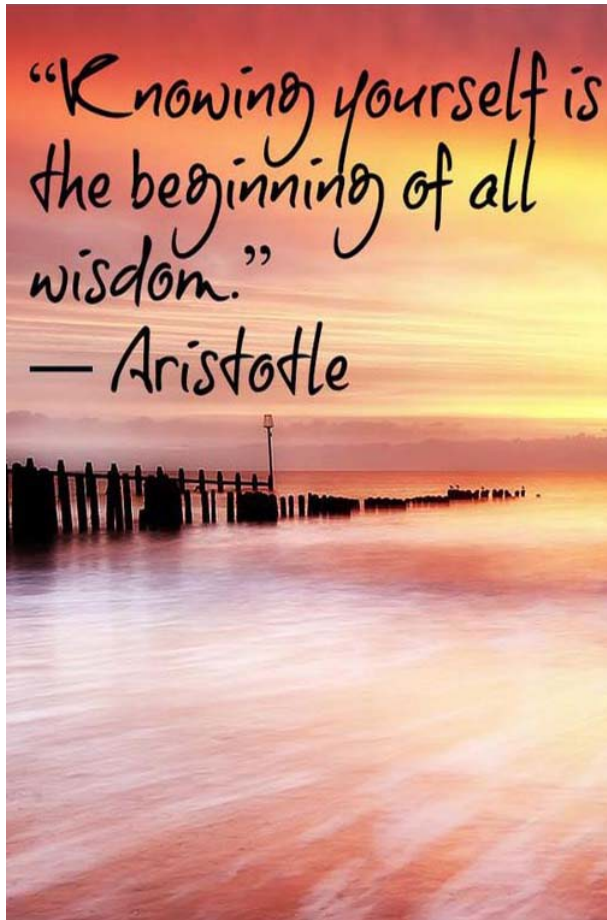


"[Reid] tells me to keep throwing it, keep slinging it," Mahomes said. "He doesn't want me to lose who I am."

# How to Become a Trusted Leader



# Look in the Mirror



# Look in the Mirror

“

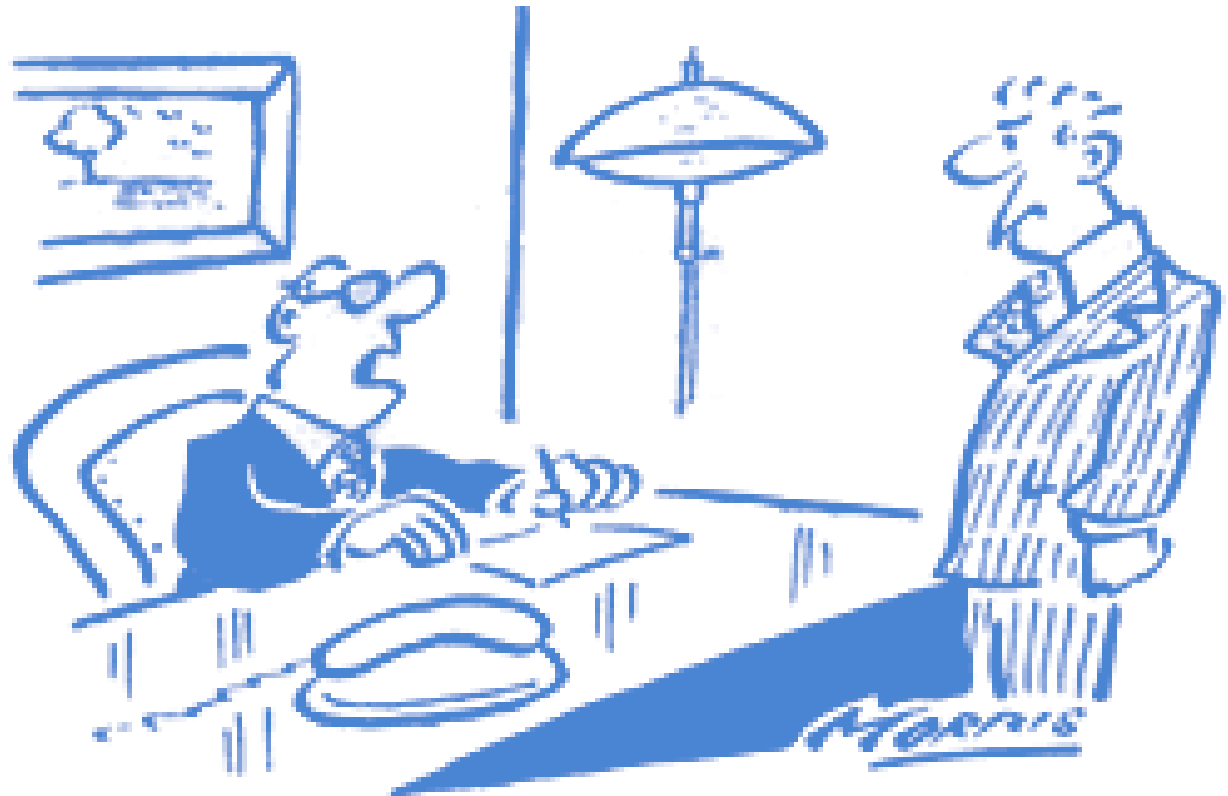
“This above all: to thine  
own self be true,  
And it must follow, as the  
night the day,  
Thou canst not then be  
false to any man.”

*william shakespeare, hamlet*





# Competent

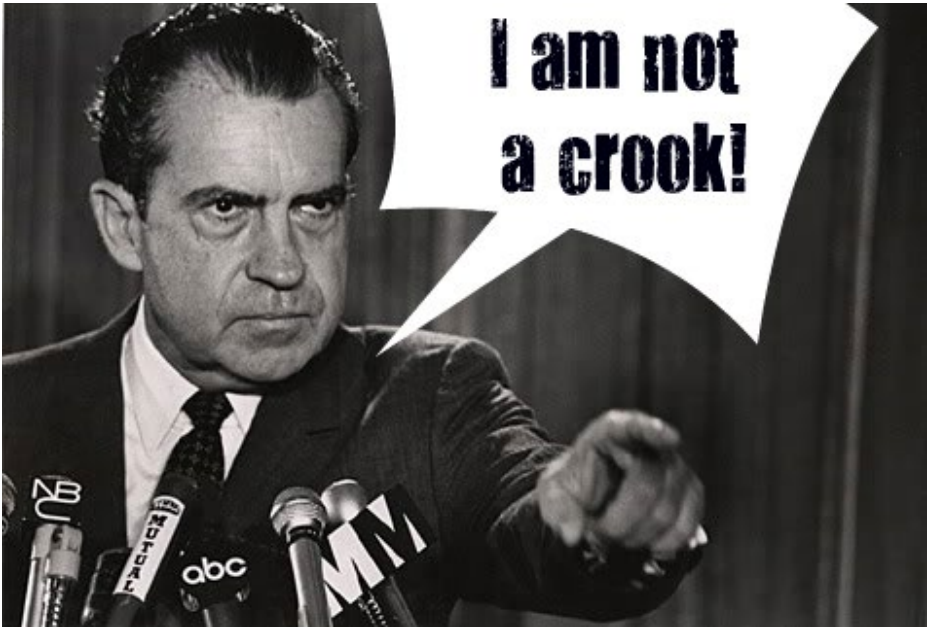


**"I agree you do have drive, ambition and self-confidence, but what we're looking for is competence."**

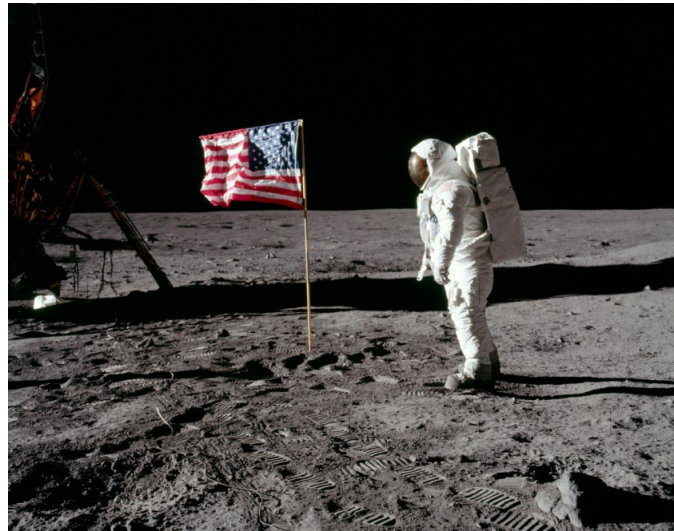
# Be First



# Be Honest



# Set A Vision



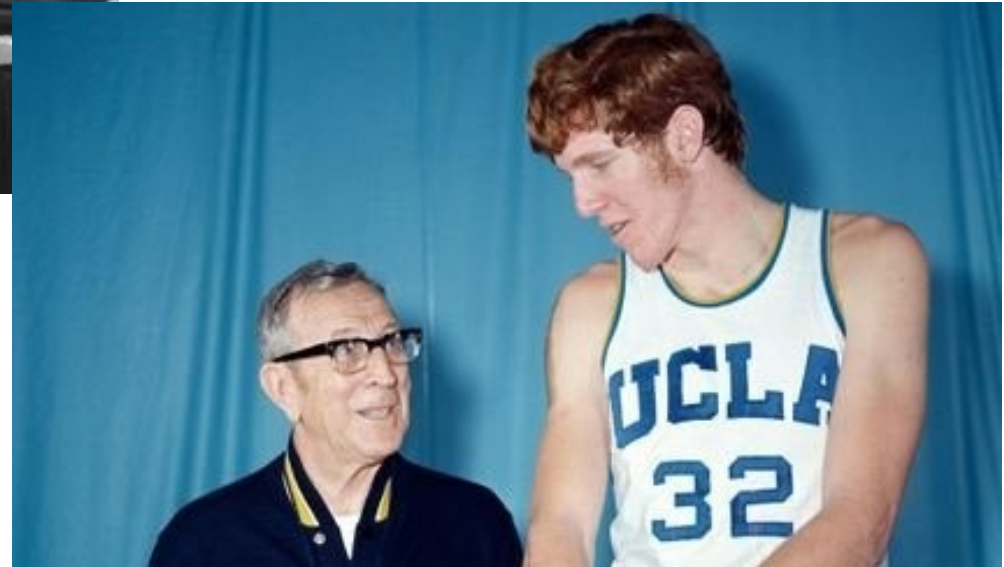
*"I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth."*

# Set A Vision

IF YOU DON'T  
KNOW WHERE  
YOU'RE GOING,  
YOU'LL NEVER  
GET THERE.

[www.TheMindsetJourney.com](http://www.TheMindsetJourney.com)

# Adapt



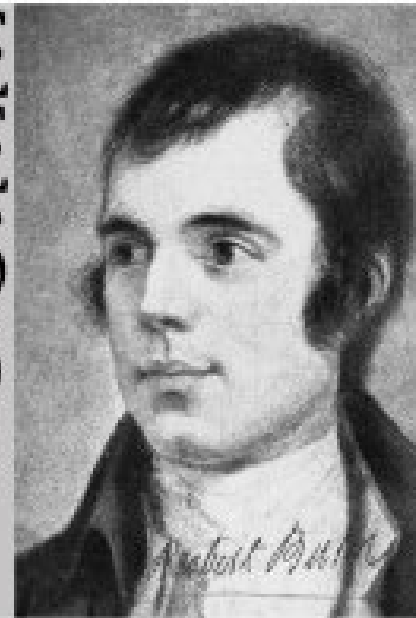


# Credible



# Empathic

O, WAD SOME  
POWER THE  
GIFTIE GIE US  
TO SEE OURSELS  
AS ITERS  
SEE US





# Dependable



# Be Accountable

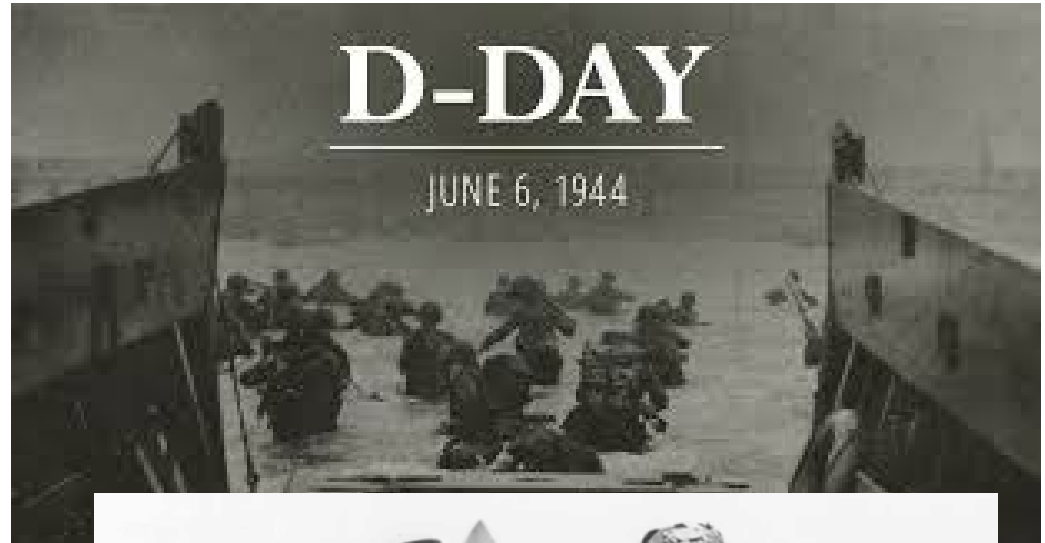


*Accountability is an inside job.*

# Be Accountable

Our landing in the  
Cherbourg - Havre area  
has failed to gain a  
satisfactory foothold and  
the troops (I hope  
without) my decision to  
attack at this time and place  
was based on the best  
information available, and  
the troops, the air and the  
navy did all that mankind  
Brave and devotion to duty  
could do. If any blame  
is placed attached to the attempt  
it is mine alone.

July 5



# Facilitate



# Listen





# Praise

# Hire the Best



# Find Ways to Say “YES”

- Be ready to go
- What’s right with this idea?
- What triggered the idea?
- Where is the potential?
- Can we modify it?
- Can we test it?



# Final Thoughts

# The Wooden Pyramid

**WOODEN ON LEADERSHIP™**

**THE ART OF SUCCESS**

**PYRAMID OF SUCCESS**

**COMPETITIVE GREATNESS**  
 "Perform at your best when your best is required. Your best is required each day."  
 FAITH PATIENCE

**POISE**  
 "Be yourself. Don't be thrown off by events whether good or bad."

**CONFIDENCE**  
 "The strongest steel is well-founded self-belief. It is earned, not given."

**CONDITION**  
 "Ability may get you to the top, but character keeps you there – mental, moral, and physical."

**SKILL**  
 "What a leader learns after you've learned it all counts most of all."

**TEAM SPIRIT**  
 "The star of the team is the team. 'We' supercedes 'me'."

**SELF-CONTROL**  
 "Control of your organization begins with control of yourself. Be disciplined."

**ALERTNESS**  
 "Constantly be aware and observing. Always seek to improve yourself and the team."

**INITIATIVE**  
 "Make a decision! Failure to act is often the biggest failure of all."

**INTENTNESS**  
 "Stay the course. When thwarted try again; harder; smarter. Persevere relentlessly."

**INDUSTRIOUSNESS**  
 "Success travels in the company of very hard work. There is no trick, no easy way."

**FRIENDSHIP**  
 "Strive to build a team filled with camaraderie and respect: comrades-in-arms."

**LOYALTY**  
 "Be true to yourself. Be true to those you lead."

**COOPERATION**  
 "Have utmost concern for what's right rather than who's right."

**ENTHUSIASM**  
 "Your energy and enjoyment, drive and dedication will stimulate and greatly inspire others."

**12 LESSONS IN LEADERSHIP**

1. Good Values Attract Good People
2. Love Is The Most Powerful Four-Letter Word
3. Call Yourself A Teacher
4. Emotion Is Your Enemy
5. It Takes 10 Hands To Make A Basket
6. Little Things Make Big Things Happen
7. Make Each Day Your Masterpiece
8. The Carrot Is Mightier Than A Stick
9. Make Greatness Attainable By All
10. Seek Significant Change
11. Don't Look At The Scoreboard
12. Adversity Is Your Asset

*"Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best of which you are capable."*  
 John Wooden, Head Coach

*"Failure to prepare is preparing to fail"*  
*"Don't mistake activity for achievement"*

**ACHIEVEMENT**

True success comes only to an individual by self-satisfaction in knowing that you gave everything to become the very best that you are capable of.

*"Success is not a destination, it is a journey."*

**SUCCESS**

*Leadership*

[www.CoachJohnWooden.com](http://www.CoachJohnWooden.com)



# Success

Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to do the best of which you are capable.

*John Wooden*



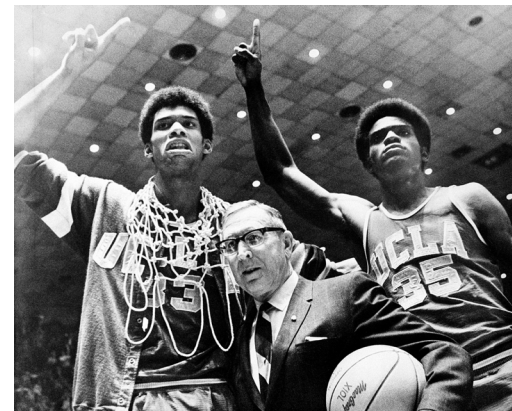
If you're always striving to achieve success that is defined by someone else, you'll always be frustrated. Define your own success.

*Mike Krzyzewskis*

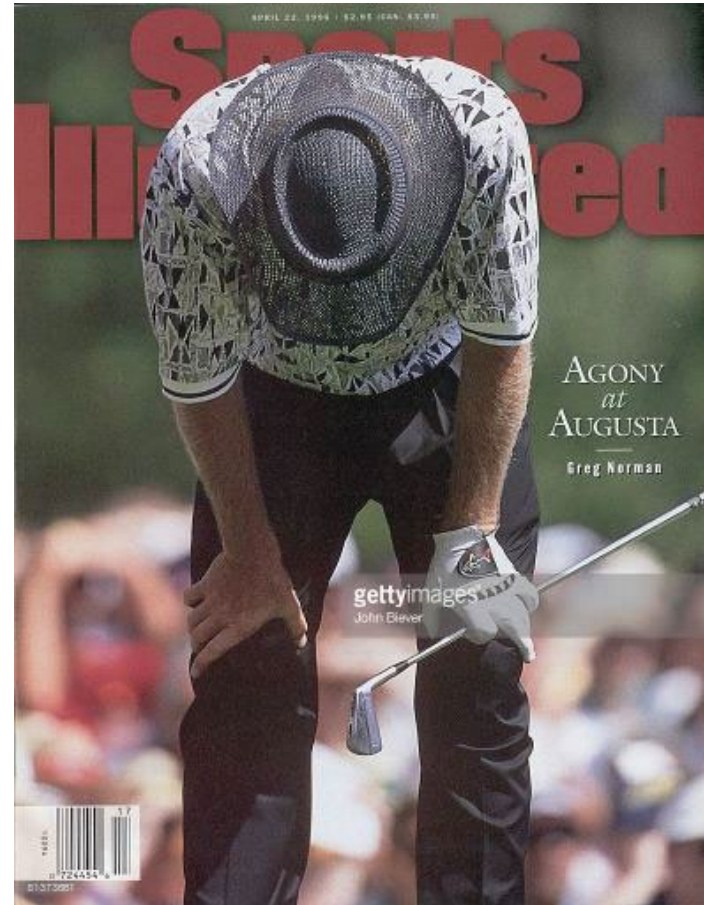


Coach Wooden didn't talk about winning-ever. His message was give the game the best you got.

*Dave Meyers UCLA Varsity 1973-1975*



# Watson and Norman



# Final Thoughts

My father gave me the greatest gift anyone could give another person, he believed in me.

*Jim Valvano*



To me there are three things everyone should do every day. Number one is laugh. Number two is think -- spend some time in thought. Number three, you should have your emotions move you to tears. If you laugh, think and cry, that's a heck of a day.

*Jim Valvano*

Don't give up.

Don't ever give up.

*Jim Valvano*



Cancer can take away all of my physical abilities. It cannot touch my mind, it cannot touch my heart, and it cannot touch my soul.

*Jim Valvano*

# One Day





# Thank You!

Please share your thoughts and comments:

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