What Got Us to First Will Not Bring Us Home!

BK Simerson, Ed.D.
February 14, 2013
In Baseball, the Field is Set...

Infield and Outfield Bases
Batter’s Box
Umpire Box
Pitcher’s Mound
The SPF Field is Set...

Regulatory Pressures
- CAA
- CWA
- NAAQS
- OSHA

Special Interest Groups
- SprayFoamProblems.com
- Treehugger.com
- GreenBuildingAdvisor.com
We Have Made it to 1st Base!

- Effort
- Contribution
- Accomplishment
- Success
We Made it to First...Not Through Luck, But...

- Courage
- Confidence
- Ability
- Motivation
- Perseverance
Why We Are Where We Are

External Forces
- Community Networks
- Customers
- Regulators

Professional

Internal Factors
- KSA Team
- Family

70% fail
How We Are Where We Are – Through Leadership

- Where…?
- Why…?
- How…?

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How We Are Where We Are – By Leading

- Meaning – This is important...
- Attention – We must/must not...
- Trust – I am as good as my word...
- Self – I will maintain my skills...

How We Are Where We Are – By Managing

- Planning
- Organizing
- Staffing
- Directing
- Coordinating
- Reporting
- Budgeting

How We Are Where We Are – By Supervising

- Hire
- Train
- Provide Feedback
- Direct & Support

Negligent hiring...training...supervision...retention!
Our approach, products, services....

- Practical
- Caring, thoughtful
- Idealistic and pragmatic
- Vital, critical, and important
- Collaborative and results driven
Our Eye is Now on...
Today’s Customer

SPF
• 6,570,000 items.

SPF: Insulation
• 4,740,000 items.

SPF: How
• 2,710,000 items.

SPF: Dangers
• 479,000 items.
“It’s not the strongest species that survive, nor the most intelligent, but the most responsive to change.”

~ Charles Darwin
To Thrive in an Information-Rich Environment
To Thrive in a Challenging Environment

We must:

➢ Do What is Sensible.
➢ Do What is Right.
➢ Climb the Ladder of Success.
➢ Start a Cycle of Success.
We Must Do What is Sensible

- Be Diligent
- Be Ethical
- Perform
- Address Customer Needs
<table>
<thead>
<tr>
<th>Provide…</th>
<th>Help the Customer See…</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dependability</strong></td>
<td>- Reliability, Stability</td>
</tr>
</tbody>
</table>
| **Needed Benefit** | - Effort, Results, Outcomes  
- Care, Thoughtfulness |
| **Expected Value** | - Personal/Family Well-Being |
We Must Climb the Ladder of Success

Bring “it” to life…
Be authentic…
Be friendly…
Tell your story…

Dependability
Needed Benefit
Expected Value
We Must Start a “Cycle of Success”

Customer Needs and Industry Advances → Your Desire, Input and Contribution → The Results and Outcomes you Produce

SUCCESS
To Round 3rd Base...

- Connect with Others
- Explore Options
- Evoke Pride
- Impact your Community

We Will Soon Cross Home Plate!

- Effort
- Contribution
- Accomplishment
- Success
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