

Leaders Pursue the Best

Participant Guide

Based upon the book *Results Rule!*

by Randy G. Pennington

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SESSION OBJECTIVES:

At the end of this session, you will be able to:

- Discuss why it is important for leaders to always pursue the best
- Discuss why the decision to pursue the best rather than the easy is the most important decision any organization can make
- Describe the fundamental expectations for your chapter or region and the opportunities to be distinctive
- Discuss the barriers to delivering on members' fundamental expectations and the opportunities for us to be distinctive.
- Discuss the ways you intend to pursue the best in your role as an IRWA leader

Note:

All of the learning objectives are important, but there will probably be one or two that are the most relevant to your current situation. Take a moment as you read the objectives to place a (*) by the learning objectives that are most critical to your success today.

SESSION GROUND RULES

This session will be most effective if we all honor certain ground rules:

- Questions are appropriate at any time
- Support and help your colleagues by actively participating in the discussions
- Be here mentally and physically
- Discussions should be open, honest, and appropriate
- Work hard and have fun

PROGRAM NOTES
PURSUE THE BEST OVER THE EASIEST
CARL SEWELL INTERVIEW

<p>The first question you have to ask yourself is</p>	<hr/>
<p>The decision to be the best is extremely important. It should drive</p>	<hr/>

DISCUSSION QUESTION

What would be different in our IRWA chapters and regions if we pursued the best over the easiest in every area of our operation, education, and volunteer experience?



PROGRAM NOTES
PURSUING THE BEST OVER THE EASIEST
RON WHITEHEAD & CARL SEWELL INTERVIEW

<p>In today's world, pursuing the best means that:</p> <p>Two of the obstacles to pursuing the best over the easiest in every area of your operation are:</p> <p>Pursuing the best is a way of</p>	<ul style="list-style-type: none"> • Fundamentals are the _____. • Being distinctive is the _____. • _____. • _____. <p>_____ about every aspect of your business.</p>
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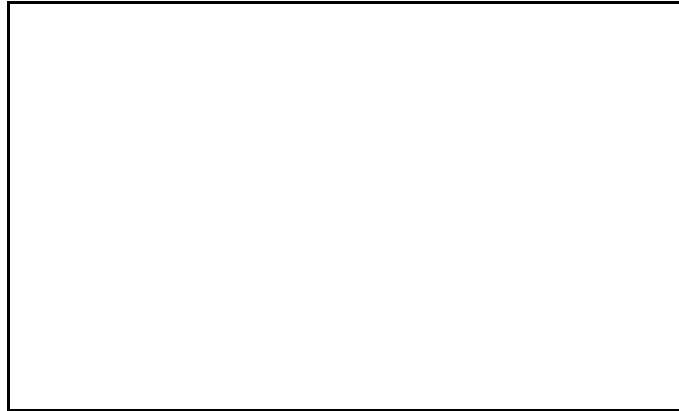
DISCUSSION QUESTIONS

You heard Carl Sewell say that the decision to pursue the best must drive every aspect of your operation. What are some examples of when we settle for doing what is easy rather than delivering the best for our members?



The “fundamentals” are the basic expectations you or your members/customers have for your operation.

What are the fundamental or basic expectations our members should expect from IRWA Regions and Chapters?



You heard Ron Whitehead say that being kind and delivering exceptional service is what the Town of Addison does to be distinctive.

What would make your chapter or region truly distinctive to the members you serve?

Remember: The things that make you distinctive must add value to your members.



What are the obstacles or barriers we will have to overcome to pursue the best in every area of our IRWA chapters and regions?



THREE THINGS TO REMEMBER AS A LEADER:

1. **Think.** Don't confuse remembering with thinking. We remember the way we have always done it or the approach that worked before and decide to do that again. When presented with a leadership decision, stop and ask, "What is the best?"
2. **Create a process or system and then measure your performance.** Creating a process ensures that the best performance can be replicated again and again. Relentless measurement should be used to fine tune performance rather than punish or blame people.
3. **Rebound from performance lapses.** Organizations and teams who pursue the best rebound from performance lapses quickly before they have an opportunity to become a habit.

YOUR COMMITMENTS

Based on what I learned in this session, the biggest hurdles I have to help my team overcome to consistently pursue the best are:



The three things I will stop or start doing to close those gaps are:

1. _____

2. _____

3. _____

LEADERS PURSE THE BEST

COURSE EVALUATION

Your feedback is important.

Please take a few moments to review the workshop objectives and rate your ability to put them into practice.

	Not at all		Somewhat		To a great degree
I can do the following:	1	2	3	4	5
<ul style="list-style-type: none"> Discuss why it is important for leaders to always pursue the best. 					
<ul style="list-style-type: none"> Discuss why the decision to pursue the best rather than the easiest is the most important decision any organization can make. 					
<ul style="list-style-type: none"> Describe the fundamental expectations for your chapter or region and the opportunities to be distinctive. 					
<ul style="list-style-type: none"> Discuss the barriers to delivering on members' fundamental expectations and the opportunities for us to be distinctive. 					
<ul style="list-style-type: none"> Discuss the ways you intend to pursue the best in your role as an IRWA leader. 					

We would also appreciate your feedback in the following areas:

What was the most beneficial part of the training?	What was the least beneficial part of the training?	What additional information or skills do you need to help you as an IRWA leader?

Not at all Somewhat Definitely

	1	2	3	4	5
Were the techniques and exercises useful?					
Were the workshop materials and handouts useful?					
Was the instructor knowledgeable?					
Did the instructor show enthusiasm for the subject?					
Did the instructor answer your questions and make you feel a part of the class?					

Poor Average Excellent

	1	2	3	4	5
What is your overall evaluation of this workshop?					
What is your overall evaluation of the instructor?					

Thank You!

ABOUT RANDY G. PENNINGTON



Randy Pennington helps leaders and organizations build cultures focused on results, relationships, and accountability. He is a twenty-year business performance veteran, author, and consultant who has worked with many of this country's best-known organizations including: Alabama Power Company, LaSalle Bank, SmithBucklin, Hyatt Hotels and Resorts, Texas A&M University, Marathon Oil, Sprint, Huntsman Chemical, Progressive Insurance, AEGON Direct Marketing Services, and DFW Airport in addition to government agencies at the local, state, and national level. Additionally, he serves as

an adjunct instructor in the Cox Business Leadership Center at Southern Methodist University.

Pennington is author of two books: *Results Rule!*, which received the 2007 Best Books Award from USA Book News, and *On My Honor, I Will*. He is a frequent radio talk show guest/commentator with appearances in *The New York Times*, *Entrepreneur*, *Executive Excellence*, on CNN, Fox News, the BBC, the ABC radio network, and in numerous professional and trade association journals.

Randy's background is a unique blend of line, staff, and consulting experiences ranging from hourly employee to senior management. He holds a Bachelor and Masters Degree in Psychology and completed Postgraduate work in Organization Administration and Management. He is a past Chairman of the Board for the American Heart Association, Texas Affiliate, and the National Speakers Association Foundation as well as a founding member of the Texas Council on Disease and Stroke. Randy was inducted into the Speaker Hall of Fame by the National Speakers Association and earned the Certified Speaking Professional (CSP) designation.

For additional information about Randy Pennington, visit us on the Internet at www.penningtongroup.com or www.resultsrule.com.