



# DreamMaker

## The Iowa Center for Economic Success

February 15, 2021

Presented by Andy Haning-Brown and Jodi Rhone



# A little bit about us



**Jodi Rhone**  
Founding Partner,  
Consultant



**Andy Haning-Brown**  
Founding Partner,  
Consultant



**Carl**  
Chief Culture  
Officer

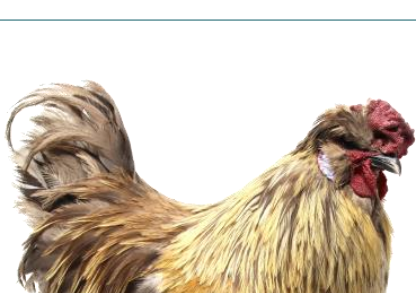


**Bella**  
Chief Wellness  
Officer

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## Our Team

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# Agenda



**PRINCIPLES**

**CULTURE**

**ORGANIZATION**

**VALUES**

**NETWORKING**

**LEADERSHIP**

**TIME MANAGEMENT**

**EXPECTATIONS**

**PRIORITIES**



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## Defining Your Unique Footprint: Principles, Values, Culture, and Impact

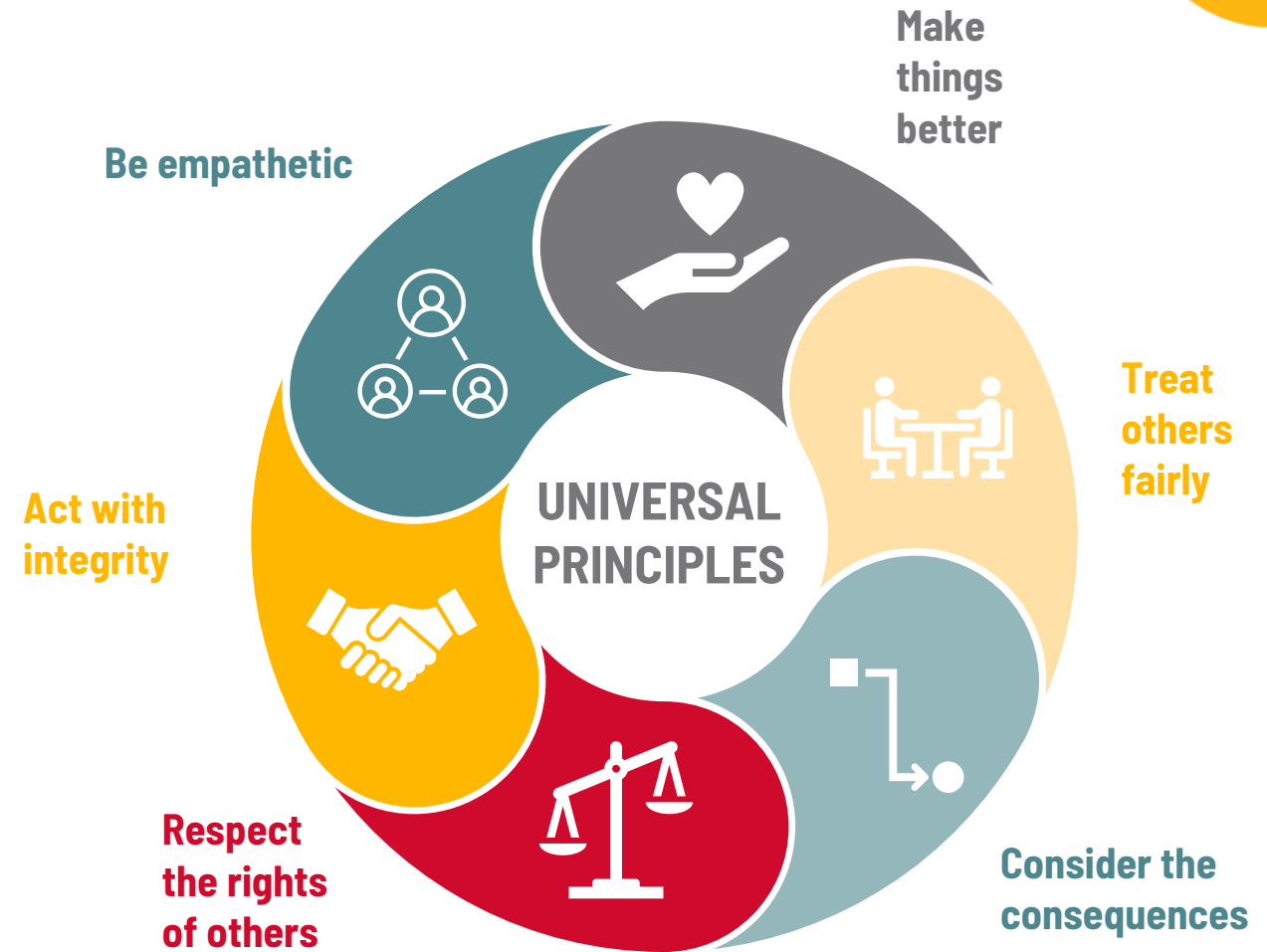
# What are principles?



A rule or belief governing one's personal behavior and interactions with others.

The sum of two distinct ideas:

- Ethics
- Morals

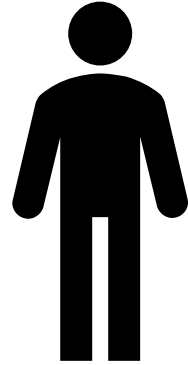


# How do I stay true to my principles?



- Avoid egregious misbehavior
- Be on the lookout for mini-violations
- Be super intentional under stress
  - If you sense avoidance, take action
  - Check yourself BEFORE you behave badly
- Remember, public perception of your principles is as impactful as your actual principles

# Principles vs. values



## Principles

- Universally held truths
- How you expect to behave



## Values

- Your organizational DNA
- How you expect your team to behave

# Values drive behavior and decision-making:



## Examples:

1. Who you should hire
2. How you train and set expectations
3. How to create a culture of accountability
4. Which vendors/suppliers will make good partners
5. Which types of customers you want attract
6. What business you're willing to walk away from
7. How to make decisions



# When and how to define values



## When:

- If you're a partner or corporation, identify your values as soon as possible to ensure you're on the same page
- If you're a sole proprietor, identify your values before hiring any employees so it's clear what you expect from them

## How:



# What should I know as I brainstorm?



What Values Are NOT	What Values Should Be
Borrowed	Unique to who you are
Manufactured	Don't just check it off your list
Accidental	Intentionally crafted based on intentional behaviors
Changeable	Things that hold true over time, even as you change
Table Stakes	More personal than just basic morals/ethics
Aspirational	Grounded in reality; evidenced by behavior

# Your values build your culture



## The truth about culture:

You already have one ... whether you know it or not

### What does 'culture' mean?



#### **For your employees:**

What it feels like to work here.

#### **For your customers:**

The 'vibe' they're attracted to.

### How can you shape it?



#### **Put values front and center:**

Model them, talk about them, teach them

#### **Hold people accountable:**

And invite them to hold YOU accountable

#### **Be intentional ...**

... about what you reward and what you tolerate



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## Finding Balance: Time Management, Organization, and Prioritization

# Time Management



**“To achieve great things, two things are needed; a plan, and not quite enough time.”**

**- Leonard Bernstein**



# Let us guess ... you're tired.



What do I  
want my life  
to look like?

How do I  
achieve that  
balance?

How do I  
organize to  
prioritize?

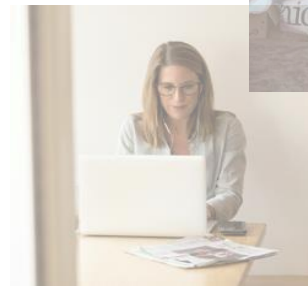
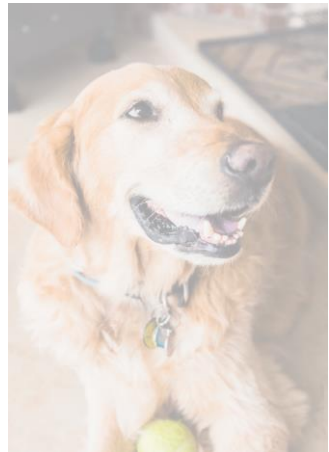


# Time Management

What do I want my life to look like?



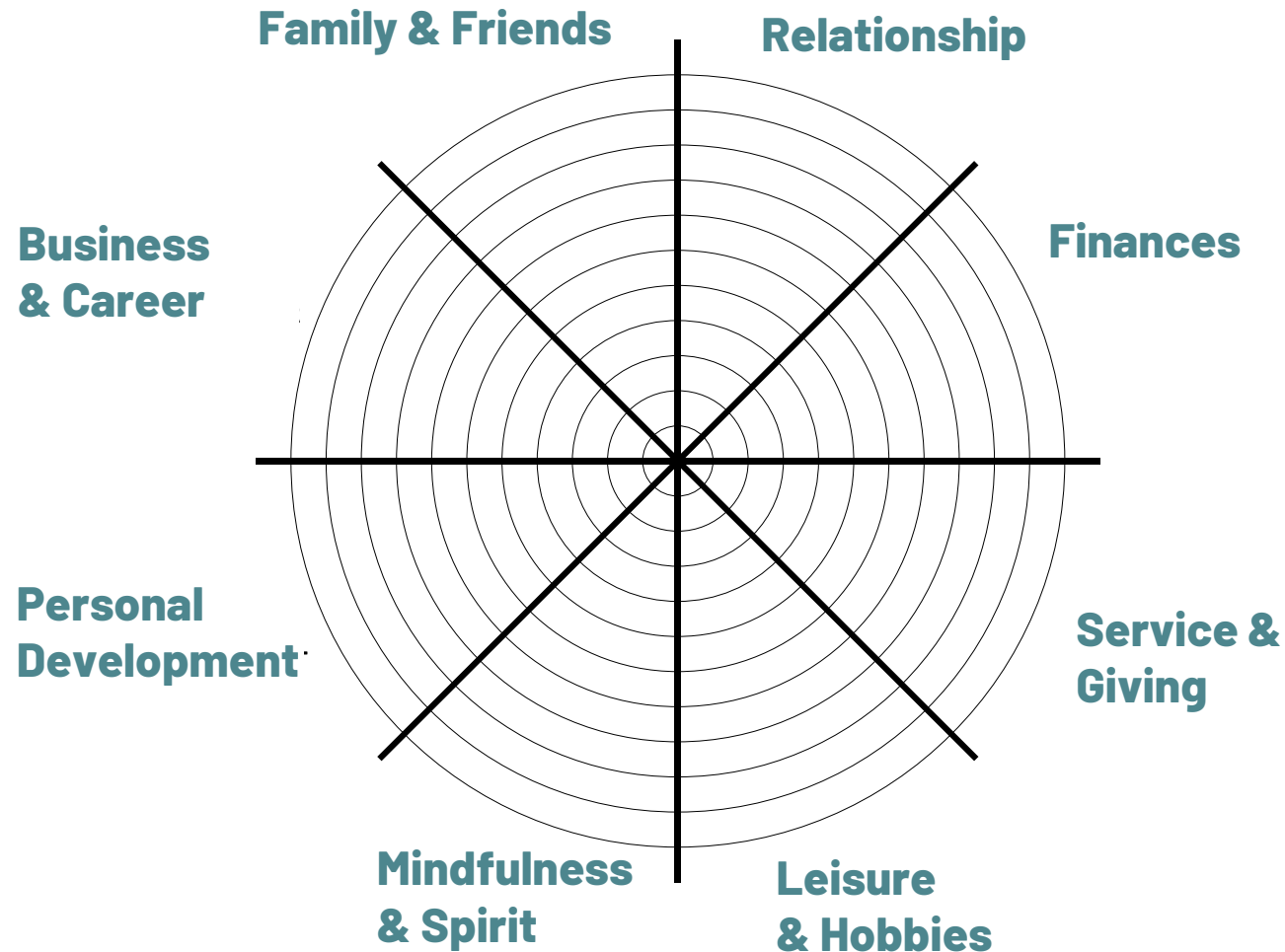
**BALANCE**





# Time Management

What do I want my life to look like?



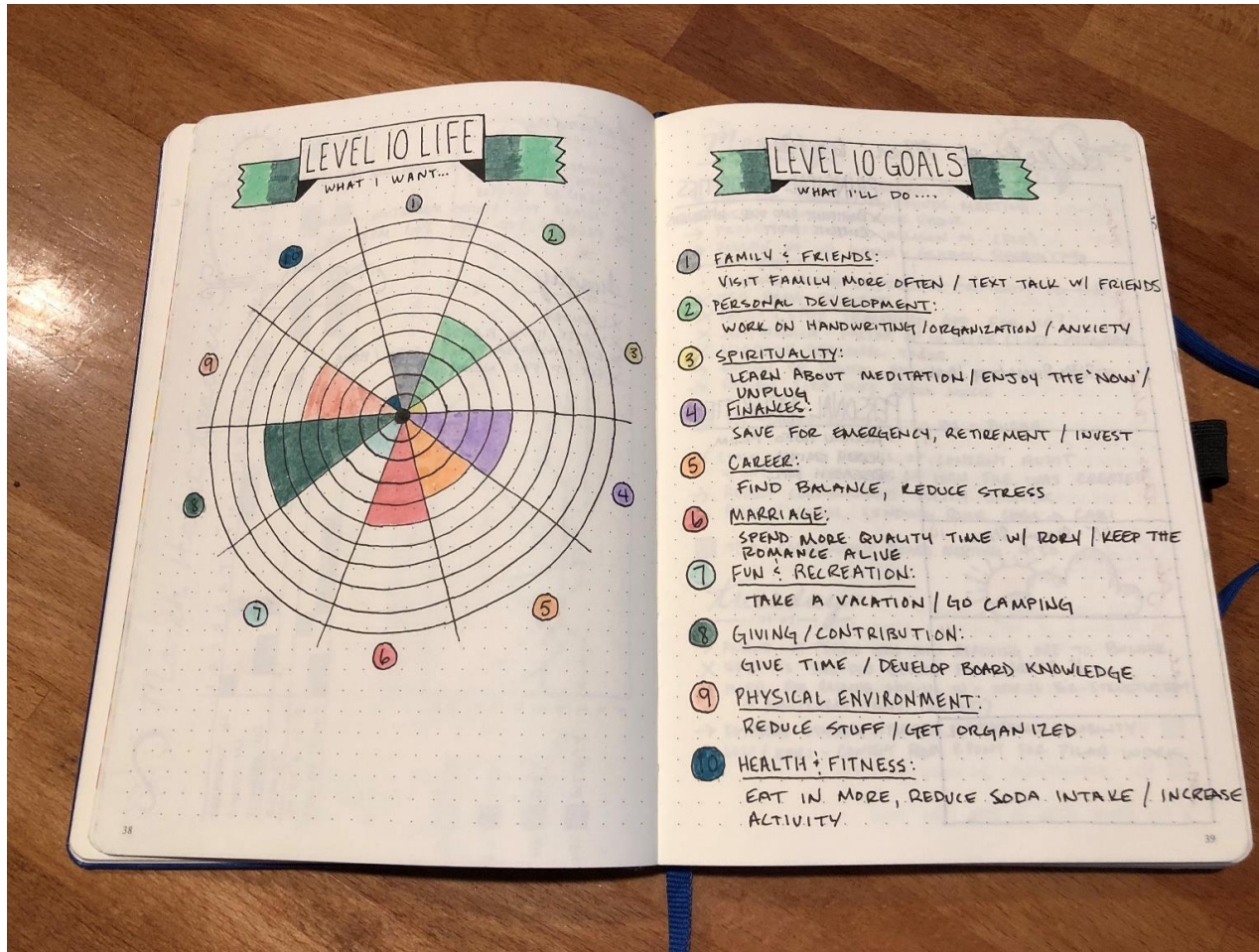
My **BALANCE** depends on ...

My relationship  
My finances  
My service to the community  
My leisure and hobbies  
My mindfulness and spirit  
My development  
My business and career  
My family and friends



# Time Management

What do I want my life to look like?



## 1. Health & Fitness

1. Go for a walk every morning
2. Limit sugar intake

## 2. Spirituality

1. Practice meditation
2. Disconnect 1 hour before bedtime

## 3. Fun & Recreation

1. Plan and take a vacation
2. Go camping for a weekend

# Time Management

How do I achieve that balance?



For every item needing to be done, I have a choice:

1. I can do it.
2. Someone else can do it.
3. It can be left undone.

# Separating the urgent from the important



## Organization Tools

- Focuses on one-step tasks
- Addresses the urgent
- Builds a repeatable system
- Prevents you from dropping the ball

## Project Prioritization Tools

- Focuses on large, complex sets of activities
- Addresses the important
- Requires unique problem-solving
- Propels you toward growth

1. Website Updates
  - a. Discuss main split (for profit/non-profit or something else) – Jodi/Andy
2. Refine Product Mix
  - a. Revisit % of business for nonprofits and for profits – Jodi/Andy
3. Develop Social Media Plan
4. Plan for Networking
5. Launch For-Profit Consulting Group





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## Growing as a Leader: Building Your Network and Embracing Mistakes

# What kind of leader are you?



## Types of leaders:

- ☐ The visionary/entrepreneur
- ☐ The idea generator
- ☐ The people mobilizer
- ☐ The thought leader
- ☐ The sales champion
- ☐ The operations leader
- ☐ The cheerleader



# Improving your leadership posture



## Questions to assess

- What are your passions and joys?
- What are your blind spots?
- Do you value leading as much as doing?
- How do people really perceive you?
- What skill gaps do you need to fill? (leadership training, soft skills)
- What coaching or mentorship might help you thrive?

## Developing your team:

- Do you value leaders over individual contributors?
- Do you promote tenure or leadership?
- How do you evaluate and coach your leaders?

# Networking isn't a dirty word



## Common barriers

- The intimidation factor
- No bandwidth
- A fear of competition
- No idea of where to start

*... Oh yeah, and Coronavirus*

# Tips for effective networking



## Do this:

- Set networking goals
- Choose your 'targets' wisely
- Be planful about diversity
- Give, don't just take
- Be curious
- Network before you need it
- Stay in touch
- Invite a third person
- Consider networking events
- Think about presenting

## Not this:

- Expect to get but never give
- Don't ask things you could Google
- Talk more than you listen
- Connect with random people on LinkedIn
- Ghost someone or misbehave (Des Moines is too small)





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Why is growing a business so hard?

Find  
your  
no.

Every yes means  
that you'll be saying  
no to other things.

Save your yes for the  
things that matter.





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What got you here  
won't get you there

# A few things get harder ...



## A few examples:

- Your security blanket is cozy
- You can't personally do everything
- More open doors = more hard decisions
- The bets get bigger



# But some get easier ...



(Thank goodness!!)

- You'll learn to trust your gut
- Uncertainty is now your old friend
- Your network is larger
- You gain confidence
- And our favorite ...

it is so much **FUN** to nurture and grow the thing you built.

# We want to hear from you!!



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