



# THINK TANK

October 16, 2021  
Tallahassee, FL



# Welcome!



Alisha Stair  
Member Engagement Consultant  
LSCU & Affiliates



Michael Poucher  
YP Coordinating Council President  
First Commerce Credit Union

# Enough About Us...

We want to hear from you!

1. Name
2. Position
3. Credit Union

**If you had to only eat one food for the rest of your life, what would you pick?**



# What is the YPG?





## 2021 Coordinating Council

- Michael Poucher
- Laura Massimino
- Tabatha Cirgenski
- Marissa Davis
- Ashley Espinal
- Michael Joseph
- Nate Hicks
- Crystal Fravezzi
- Ryan Hesser
- Katrina Lovett
- Jennifer Seber
- Corie Ward
- Vanessa Jules

# CONGRATULATIONS!!!



Michael Poucher  
First Commerce Credit Union



# What is LSCU?



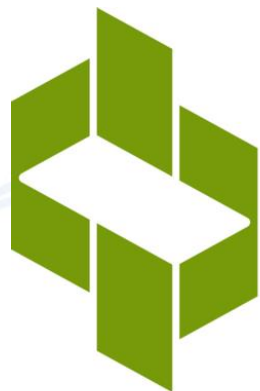
*Your Trusted Advocate.*

# Thank you to our sponsors!

## Friday Welcome Reception



# Thank you to our sponsors!



**CorporateAmerica**  
CREDIT UNION

*DIFFERENT **STARTS HERE**™*

**THINK  
TANK**

**LSCU**



# Prizes!

Thanks to our generous supporters,  
we have prizes to give away today!

Two FREE registrations to  
LSCU's 2022 State Advocacy  
Conferences!



**STATE ADVOCACY  
CONFERENCES**

# Get Your Mind Right!



**Pete Pritts**

*President/CEO*

Corporate America Credit Union

# Get Your Mind Right



# Why Get Our Minds Right?

## Harvard Study:

200 organizations

11-year study

Income up 756%





# Psychological

dictionary.com

"Of, affecting, or arising in the mind; related to the mental and emotional state of a person."





# MICHAEL

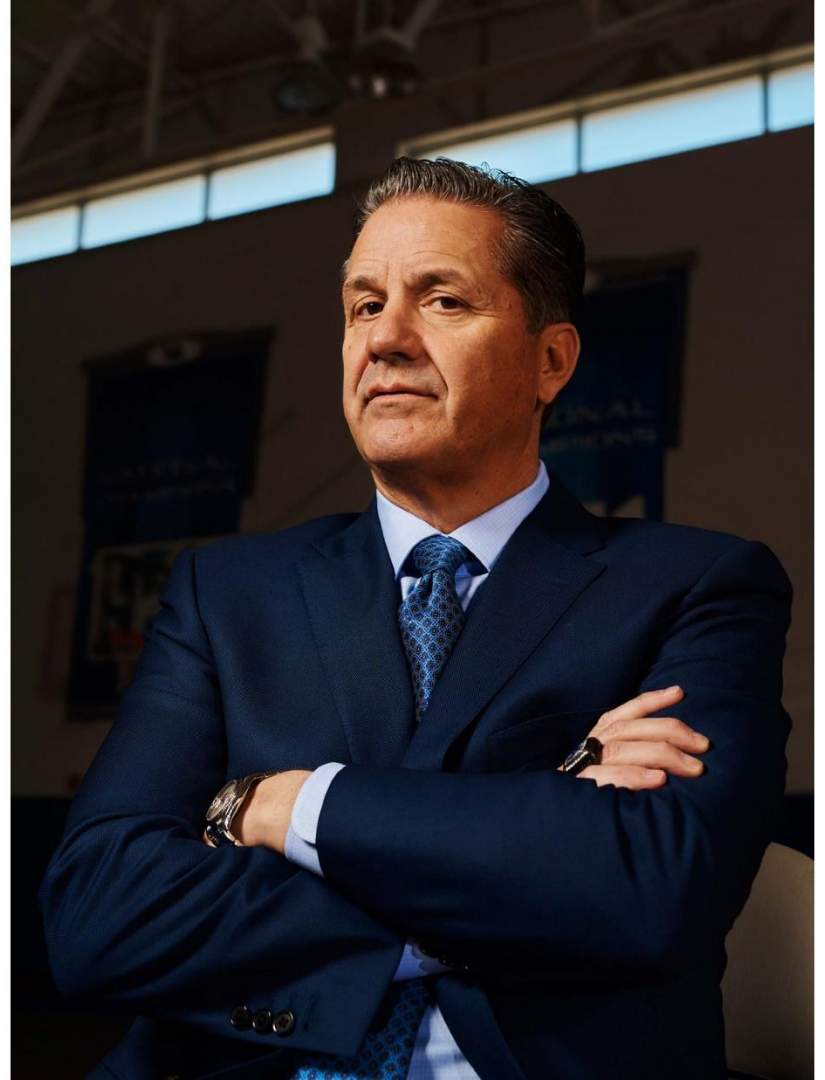
## Control your Emotions



The way you respond to an event defines the outcome.

# JOHN CALIPARI

What's Next?



# Assess

identify the issue, challenge, or initiative

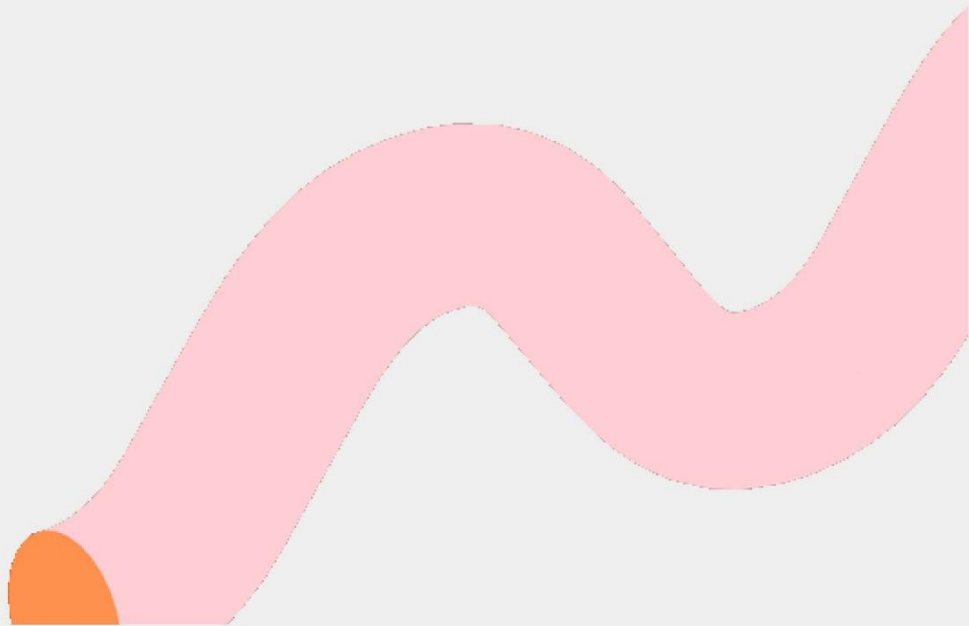
# Adapt

formulate a plan of action

# Act

execute the plan of action

# Repeat



# SUN TZU

Know thyself  
Know thy enemy





# DISC ASSESSMENT



**CorporateAmerica**  
CREDIT UNION

DIFFERENT STARTS HERE™





# NAPOLEO

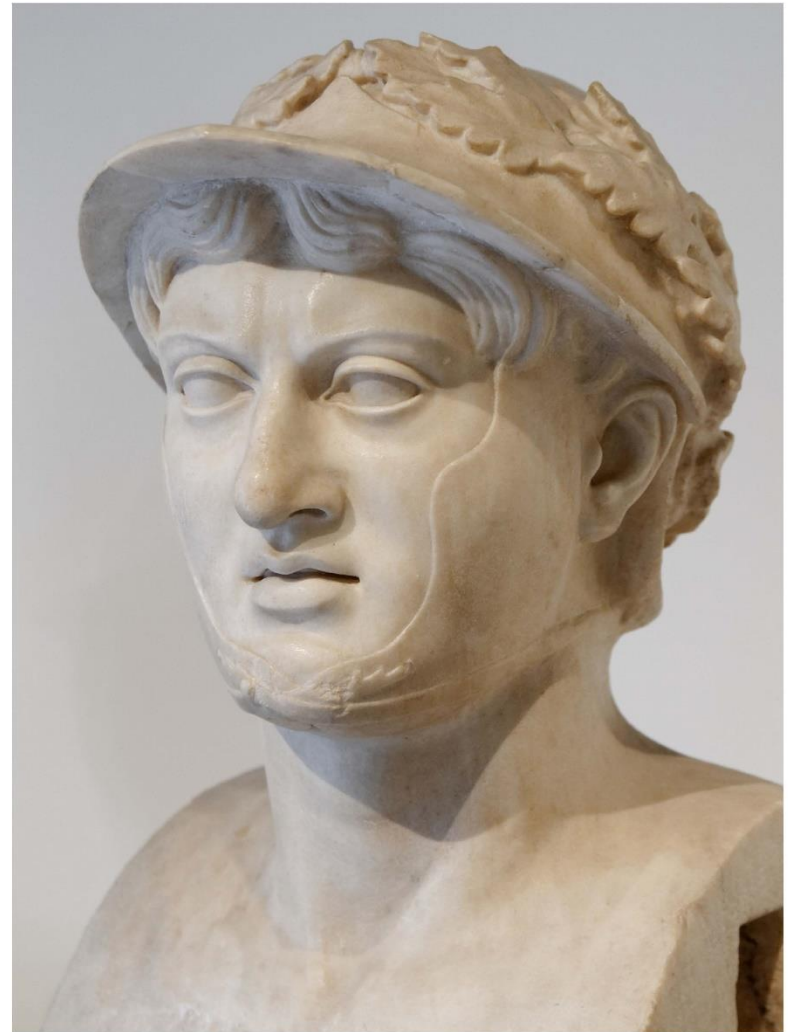
# N

Master Planner



# PYRRHUS OF EPIRUS

## Pyrrhic Victory



# TOM PETTY

Follow:  
your heart,  
your gut,  
your intuition





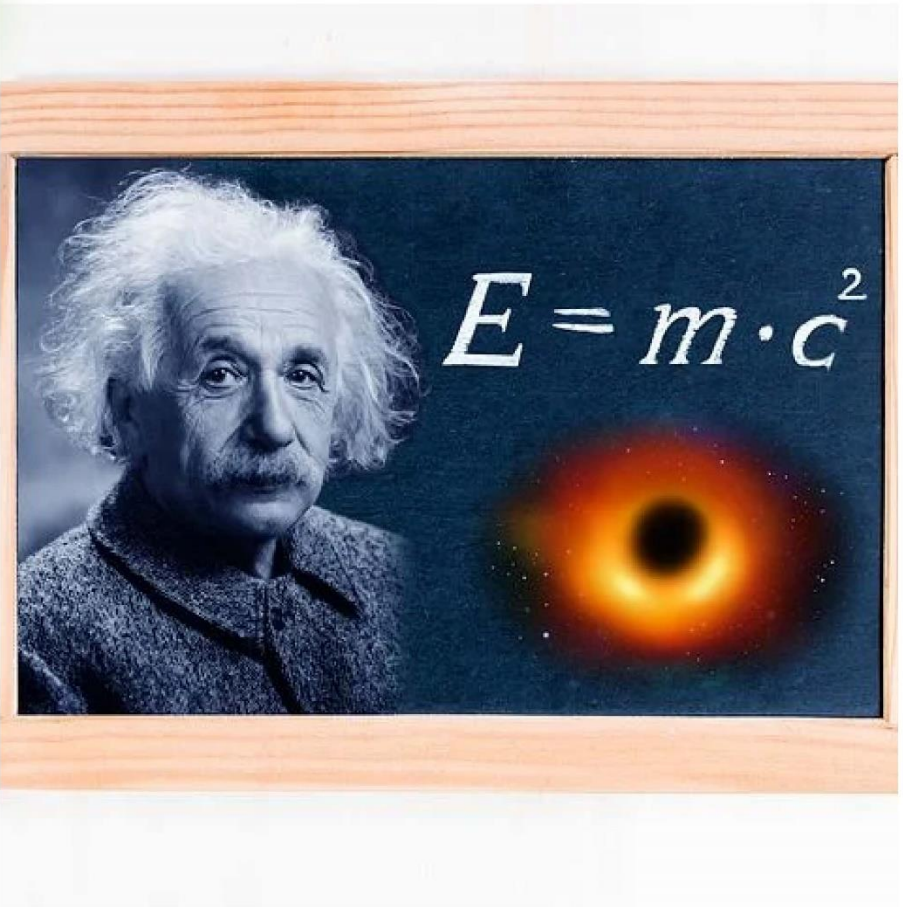


**Harriet Tubman**  
**1822 - 1913**

**Determination**

# ALBERT EINSTEIN

"Any intelligent fool can make things bigger and more complex, it takes a touch of genius and a lot of courage to move in the opposite direction."





# Korean Air Flight 801





# United Flight 242



# **Captain Al Haynes**





**Psychological**  
**SUCCESS**

Listen to  
Your  
Heart

**BIG  
PICTURE**

Prepare  
&  
Plan

determinatio  
n

**Keep it  
simple**

assess  
adapt  
act  
repeat

Know:  
-thy self  
& thy  
enemy

What's  
next? or:  
fall down 7  
times, get  
up 8

control  
your  
emotions

**Seek  
help**



**CorporateAmerica**  
CREDIT UNION  
DIFFERENT STARTS HERE™



# Physiological

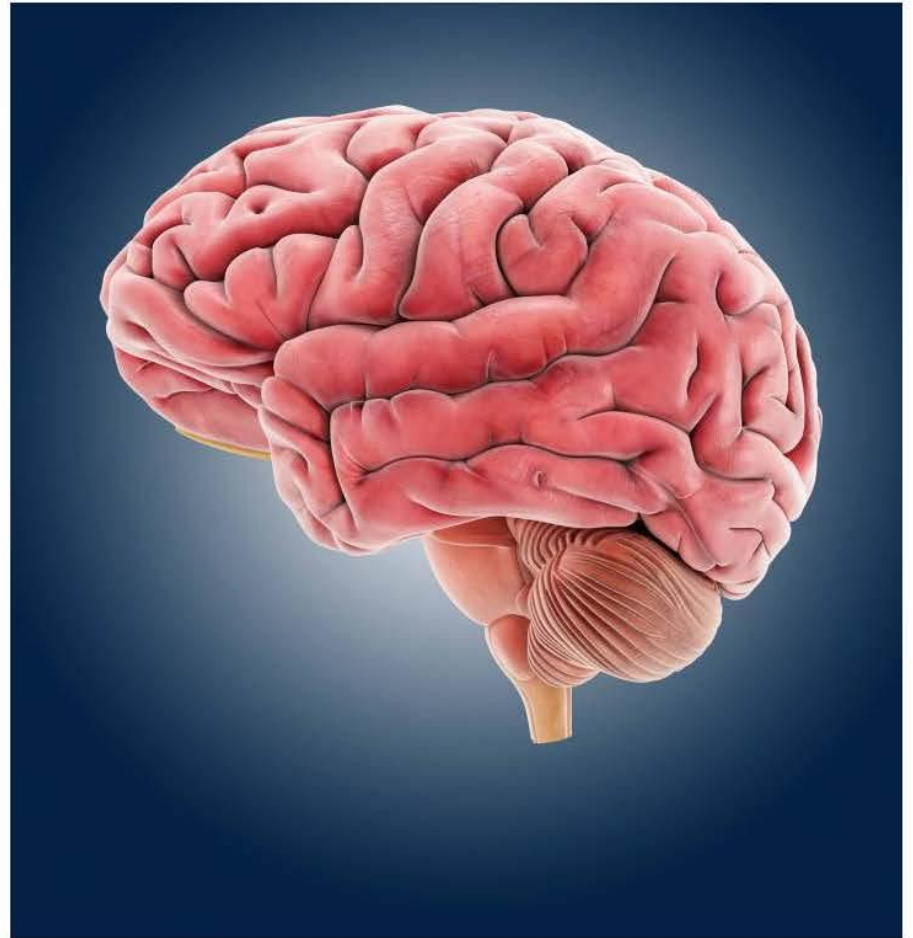
dictionary.com

"Relating to the way in which a living organism or bodily part functions."



CorporateAmerica  
CREDIT UNION  
DIFFERENT STARTS HERE™

# Physiology of the Brain





# Cortisol (fight or flight)

source: [Psychology Today](#)

## The Good

Drives cells to manufacture glucose  
from proteins and fatty acids

Forces the body to burn fatty acids  
from stored fat saving glucose for  
brain function

## The Bad

Increases blood pressure

Reduces inflammation response:  
- slower healing process

Reduces immune response:  
- more susceptible to illness/disease

Our minds create stress = **Cortisol**

# Dopamine (think and plan)

source: [Psychology Today](#)

## The Good

- See rewards and seek action
  - Enables us to take risks  
(usually a good thing)
- Makes us competitive - motivation
  - Impulse control

## The Bad

- Drives aggression
- Too much makes us psychotic
- Not enough makes us binge eaters, gamblers, schizophrenic

Neurotransmitter health = keeps us lucid & stable

# Activate Your Brain

by Scott G. Halford



**Brain is 75% Water**

**dehydration = reduction in brain  
function including memory**



# Activate Your Brain

by Scott G. Halford



Apples contain choline = synaptic firing-  
better brain function



Berries contain antioxidants = improved  
memory

# Activate Your Brain

by Scott G. Halford

Nuts & seeds contain vitamin E  
= slows cognitive decline  
(aging of the brain)





# Activate Your Brain

by Scott G. Halford



Fatty Fish contain omega 3 fatty acids  
= neuron health (effective communication)

# Activate Your Brain

by Scott G. Halford



Red meat contains quickly absorbed iron and catecholamines = improved mood



# Activate Your Brain

by Scott G. Halford

"Exercise Key to Brain  
Longevity"

**Big Oxygenated Blood Cells**  
maintain healthy brain functionality

Exercise generates  
**Big Oxygenated Blood Cells**



# National Nuero logical Institute

# SLEEP

Brain very active during sleep:

- removes toxins that build up while awake

- forms and maintains pathways that help you learn and create

- concentrate and respond better and quicker



# Physiological SUCCESS

water

sleep

exercise

nuts  
&  
seeds

fatty fish  
- omega 3

apples

red  
meat

berries



CorporateAmerica  
CREDIT UNION  
DIFFERENT STARTS HERE™



# Why Get Our Minds Right?

## Harvard Study:

200 organizations

11-year study

Income up 756%



GET YOUR  
MIND RIGHT  
TAKE CARE  
OF YOUR  
BRAIN

Pete Pritts  
CACU



CorporateAmerica  
CREDIT UNION

DIFFERENT **STARTS HERE™**



# YPG Panel



*League of Southeastern  
Credit Unions & Affiliates*



TIME FOR A  
BREAK!

# Never Let 'Em See You Sweat: Tips for Public Speaking and Working a Room



**Kim Howes**

*Chief Operating Officer*  
First Commerce Credit Union

# **Never Let 'Em See You Sweat:** Commanding and Working a Room

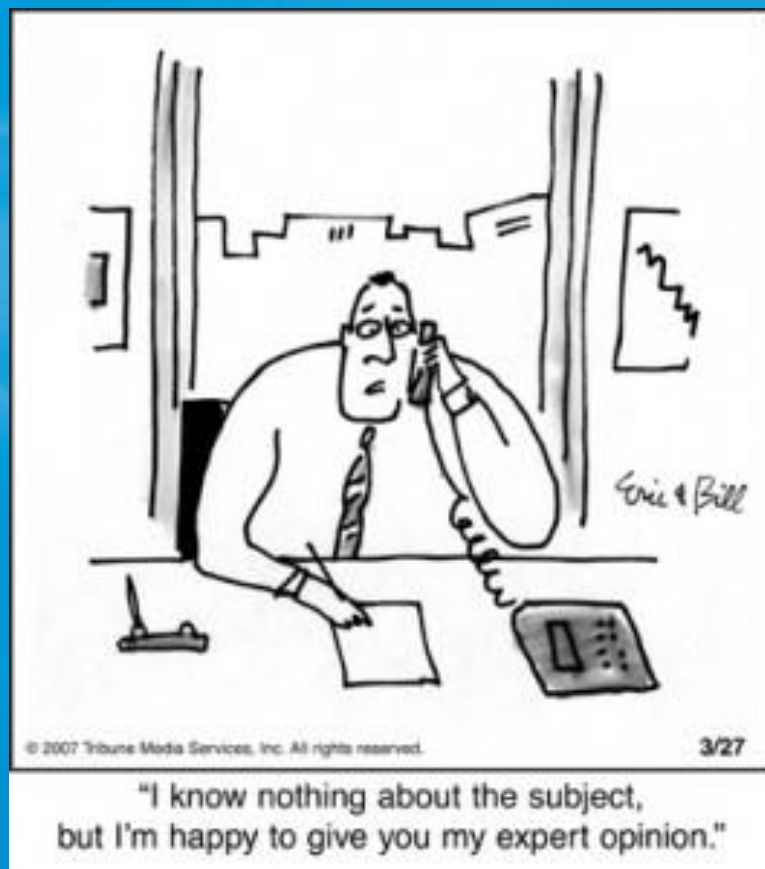


**FIRST  
COMMERCE**  
CREDIT UNION

**The Power of You.**

# Why me?





# Glossophobia



**The Power of You.**

# This morning



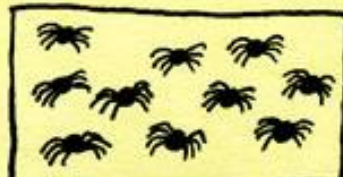
**The Power of You.**

**Are YOU in the  
75%**

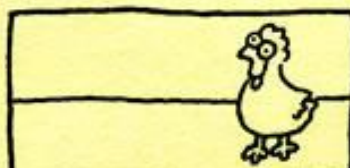
## Savage Chickens

by Doug Savage

### THINGS TO FEAR



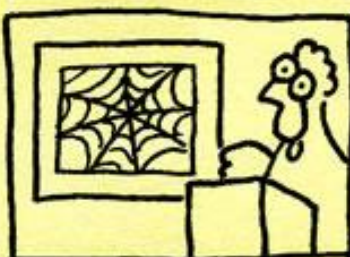
SPIDERS



ABANDONMENT



PUBLIC SPEAKING



PUBLIC SPEAKING ABOUT  
SPIDER ABANDONMENT

© 2010 BY DOUG SAVAGE



## Savage Chickens

by Doug Savage



# My Experiences

**“Virtually every speaker gets nervous most of the time, or at least some of the time.”**

*– Paul L. Witt, Ph.D.  
Texas Christian University*

# Your Experiences

**“There are only two types of  
speakers in the world.**

**1. The nervous  
and  
2. Liars.”**

*– Mark Twain*



# **Best Speeches**

<http://www.youtube.com/watch?v=PVOdYK029y0>

**“They may forget what you said, but they will never forget how you made them feel.”**

*– Maya Angelou*

**“Let thy speech be better  
than silence,  
or be silent.”**

*– Dionysius Of Halicarnassus*

# **Public Speaking Survival Tips**



# **ONE SIZE Does Not Fit All**

# **BEFORE THE SPEECH**

# Do Your Homework

# **Start with the End in Mind: Message and Takeaways**

# Tell A Story



# **Make It Relevant**

**“If you can’t write your  
message in a sentence, you  
can’t say it in an hour.”**

*– Dianna*

*Booher*

# Less Is More

**Keep it  
Interesting**

**Start  
– and Finish –  
Strong!**



# **A Little Help from Your Friends (or Co-workers)**

# Practice Makes Perfect

(but not TOO perfect!)

**“It takes one hour of preparation for each minute of presentation time.”**

*– Wayne Burgraff*

**“It usually takes me more than three weeks to prepare a good impromptu speech.”**

*– Mark Twain*

# **Have A Backup Plan**

# **The Day/s (And Night) Before**

# **Gear Up...and Take Care of the “CEO”**



# THE BIG DAY



**Look good  
– feel great!**

# **Final preparations**

# Be Aware

# **Connect with your Audience**

# Remember to Breathe



**Never Let 'em  
See You Sweat!**

# Be Flexible

**YOU DID IT!**

**The Power of You.**

# **CELEBRATE!**

**The Power of You.**

**“There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.”**

*– Dale Carnegie*

# **Be A Good Audience Member**



# Your Best Tips





**And if all else fails...**

**...bring treats! 😊**

**Keep Calm  
and  
Speak On!**



# Working a “Room” (Networking)

**The Power of You.**

**“Succeeding in business is  
all about making  
connections.”**

*– Richard Branson*

# **Do Your Homework, Set Your Goals**

**Find a “Wingman”  
...or Person/Place**

**Relax, SMILE,  
and be authentic!**

# Get Them Talking

(Be curious, LISTEN, and  
find connections)

# Cultivate Connections



# **Quality over Quantity**

# **Pay It Forward**

# Follow Up

# **Your Tips**

# THANK YOU!



**FIRST  
COMMERCE**  
CREDIT UNION

**The Power of You.**

# Networking by Function

- YPs will break out into groups to hold discussions around the topics on your tables.
- Be ready to switch groups when time is up!





THINK  
TANK

Sponsored by



CorporateAmerica  
CREDIT UNION  
*DIFFERENT **STARTS HERE**™*

**LSCU**



# Impactful Leadership: Increase Confidence, Competence, & Creditability as a Leader in Your Organization



**Yolanda Lewis**

*Director of Marketing*

*Growth by Design*



# Impactful Leadership

Increase Confidence, Competence, and Credibility In  
Your Organization



**Yolanda Lewis, MBA**

Marketing Director  
Growth By Design

# House Rules

Here are some rules and reminders to keep in mind throughout the presentation.

01

Turn off or mute your phone.

02

Be open and participate with questions, discussion and knowledge sharing.

03

Enter the no judgement zone - every need to judge is checked at the door.

04

Questions will be entertained at the Q&A after the presentation.

# Today's Agenda

What we'll learn:

- PART 1
  - What impactful leadership is
  - What the impactful leadership model is
- ACTIVITY: What Would Leaders Do - WWLD
- PART 2
  - How to promote leadership at every level
- ACTIVITY: What Would Leaders Do - WWLD
- Q&A
- Wrap up

# About Me



## I'm Yolanda Lewis...

Marketing Director, Growth By Design

Committed to helping you reach your target audience through marketing, branding, and leadership development.

Passionate about inspiring growth personally and professionally.

Life beats to the rhythm you're ready to groove to. Whether marketing products and services, prospecting clients, or building teams, impactful, confident, competent, and credible leadership is at the core of successful delivery.



# What Can You Expect From Me?

- To keep you engaged
- To challenge the way you see leadership
- To inspire and motivate the way you lead

In addition to an expertise in business, branding, marketing and leadership coaching, Yolanda Lewis is a 10x author, singer/songwriter, certified Life Coach, NLPP (Neurolinguistic Programming Practitioner), Emotional Intelligence Practitioner and Certified Family Trauma Professional.

# Part I

Defining impactful leadership





# What is Impactful Leadership?

It's a model that challenges leaders to confront their truest self in a way that positively enhances their environment.



"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

John Quincy Adams

# Impactful Leadership Model

Challenges: Impersonation, Influence, and Interpretation.





# Impersonation

Your leadership impact negatively charges the environment around you when it's not genuine.

It's exhausting to be someone or something you're not. You will always, only be the best, when you show up as the best version of you.

# Influence

Your leadership impact robs the environment around you when it's selfish.

As a leader, your contribution to make your team, your company, and yourself better happens when it hears the needs of others before their own.





# Interpretation

Your leadership impact steals the motivation from the environment around you when it's view is one-dimensional.

How you see challenges defines the outcome and is the difference between ineffectiveness and success.

# Activity: "WWLD"

What Would An Impactful Leader Do?

Visiting scenario based examples we'll discuss different opportunities to display impactful leadership.



# Scenario 1

What Would An Impactful Leader Do?

CEO opens leadership team meeting with an agenda that covers 3 items. By the end of the meeting the CEO rushes through the 3rd point about the financial losses and closes the meeting.

You are a member of the leadership team.

What is your FIRST reaction?

# WWLD

What Would (an Impactful) Leader Do



# Scenario 2

What Would An Impactful Leader Do?

Manager walks into the break room where a group of teammates are having water-cooler talk. The manager interjects by asking a personal question to the group.

You are a teammate in the group.

What is your FIRST reaction?

# WWLD

What Would (an Impactful) Leader Do

# Scenario 3

What Would An Impactful Leader Do?

A staff member meets you in the parking lot on your way into the office. They are a new employee with a question. You have a meeting in 10 minutes.

You are the CEO.

What is your FIRST reaction?

# WWLD

What Would (an Impactful) Leader Do



## Part II

Promoting leadership at every level

# Promoting Impactful Leadership

01

Leveraging failure as a stepping stone for success

Error in any area is a signal of a skill that needs to be defined, refined or built.

02

Developing personal leadership skills

The responsibility of a leader is centered around skills development.

03

Listening to communicate effectively

Practice listening to understand and respond instead of reacting to trigger words.

# Activity

## Action Planning

Using this time to begin the habit of journaling responses to a series of personal development questions about your leadership impact.

01

## Evaluate weaknesses.

---

What is one weakness I can turn into a strength in one year or less?



02

## Evaluate strengths.

---

What is one strength that I can develop to temper with my role?

03

## Evaluate your life goals.

---

What do you really want for your life? Is it time for a new beginning?

04

Evaluate in action  
costs.

---

What is the stress of not maximizing  
your skills costing you?

05

# Evaluate specific results.

---

What is one specific result I want to accomplish in my role?

# Impactful Leadership starts with YOU

How do you want to be remembered as  
a leader?



# Summary



Impactful leadership is more than managing for performance.



The Impactful leadership Model empowers you to plan for different situations.



A focus on reflective personal development energizes your environment.



Be a listener rather than a reactor.



Look at challenges as an opportunity to learn, grow, and transform.



# Leadership is a growth journey

That's where agencies like Growth By Design come in.

# Got Questions?

Get Answers.



# Thank you!

Email me at [yolandal@growthbydesign.org](mailto:yolandal@growthbydesign.org)  
if you have more questions.

# Strategic Dialogue/Debrief



Question One: What is your main takeaway(s) from today's speakers?



Question Two: What are you looking to get out of the YPG?

**Please complete the Evaluation Form so we may continue to improve this event!**

**Thanks for attending the 2021 YP  
Think Tank!**



*League of Southeastern  
Credit Unions & Affiliates*