



Ann McGee-Cooper & Associates, Inc.

4236 Hockaday • Dallas, Texas 75229
214.357.8550 • 1.800.477.8550 • Fax 214.357.4770

DATE: October 15, 2014

TO: SLLC Attendees October 10, 2014

FROM: Ann McGee-Cooper, Duane Trammell, Tara Mibus, Carol Haddock, and Luis Duran-Arapicio

SUBJECT: **Celebrating a Terrific Final 2014 SLLC Session Linking Servant Leadership & Conscious Capitalism**

We were thrilled to welcome 43 highly energizing SLLC Members to our final 2014 Session. Keith McCoy, Vice President of Operations at Balfour Beatty Construction, welcomed us and walked us through an inspiring story of their journey growing a strong, resilient culture based on Servant Leadership. Keith told about the process they use with AMCA to ground a project team on huge, multi-million dollar projects in a Shared Vision and Terms of Engagement so that when there are disagreements, there will already be shared skills to help the team create “Third Right Answers” so mutual trust only grows stronger. Strong mutual trust creates better profit margins and exceeds Customer expectations with jobs completed on schedule and in budget.



We are so pleased to welcome several new members, including those from DCCCD, Tex Energy and Lumin Schools. AMCA has been a sponsor of Lumin Schools since their beginning and are eager to welcome these leaders to join in our work of deepening advanced skills of both Servant Leadership and growing authentic learning communities practicing the five essential skills: Shared Vision, Personal Mastery, Mental Models, Team Learning (which includes Dialogue) and Systems Thinking.



Duane Trammell, Master Designer of fun and highly interactive experiential learning, got us all up and moving as we shared four details about ourselves through quick, stick-figure drawings. Then we learned some ways to invite the creative voice into our lives and how to identify and not be limited by our VOJ (inner voice of judgment that is a harsh critic and squelcher of new ideas). Inspired by a short video, “Everyday

Creativity” by DeWitt Jones, we learned that each of us has an enormous capacity to exercise our creativity all day long in the attitude and curiosity we bring to our life and work. “Creativity is falling in love with the world,” DeWitt noted, along with 9 other great tips to put you in the place of highest possibility.

The big challenge was learning to brainstorm outrageous, outlandish ideas as a catalyst to getting “out of the box.” We combined this with research on great company brands we admire and doing some creative swiping to re-energize Servant Leadership and take it to higher levels of performance in each of our organizations.



SUGGESTIONS for your ACTION PLAN:

- Use the ice breaker with four quick drawings to open a meeting. Take your name tent and post on your desk to stimulate curiosity and connection.
- Continue reading *Conscious Capitalism* for even more inspiration and new ideas on building strong, resilient, great places to work that honor all stakeholders equally.
- Notice where you are and what you are doing when you get your best ideas. Build even more of this.
- Build “alpha brain-wave time” into your schedule.
- Raise self-awareness of VOJ (Voice of Judgment) and practice turning down the volume and replacing it with self- appreciation for innovative thinking.
- Review the nine main themes from DeWitt Jones in “Everyday Creativity.” Teach what you learned to at least one other person and share one way you are committed to acting on these ideas.
- Teach the strategy of having fun with outrageous brainstorming to your team and show them how to analyze the attributes from crazy ideas and turn these into powerful, fresh and practical solutions.
- Collect favorite brands and set aside time to explore what makes them great. Then do some creative swiping to energize your culture of Servant Leadership.



- Remember to have fun with kids and spouse to bring refreshing creativity into your personal life. Sometimes we come home so tired that we are living on fumes instead of discovering how to re-energize our spirits for optimal fun and purposeful productivity.

Stay Tuned...

From your Evaluations, we can celebrate three memorable and highly engaging mornings of learning this year. Carol and Tara will be back with you soon regarding renewing your membership for 2015.

PLEASE SAVE THESE DATES FOR SLLC 2015!

Friday, April 24

Friday, July 24

Friday, October 9



YOUR FEEDBACK (which we always appreciate):

Most valuable for me today was...

1. I loved the video on Everyday Creativity. Overall, there was great balance of individual learning, organizational application, and group collaboration. Well done!
2. Sitting and discussing what and how to involve Servant Leadership in our workplace.
3. New ideas for the future.
4. Change and creativity.
5. Networking, new ideas, and being invigorated.
6. Loved all the collaborative exercises and discussion time. Thanks for listening! Truly loved DeWitt Jones video – have seen him in-person at an event and he is just so compelling - his perspective, enjoyment and appreciation for life.
7. Visual examples. New ways of thinking.
8. The video was so inspiring. The changing of groups gave us the opportunity to actually put the video to work by looking through different lenses. Although there is always more than one right answer, all the right answers connect in some form, even if from multiple individuals.
9. DeWitt Jones video was transformational.
10. The ideas presented were new and exciting. I enjoyed all the information and meeting other people that share the same vision. This program allowed me to refresh Servant Leadership in my daily life.
11. It was great brainstorming with the groups.
12. Just do it! The people here.
13. DeWitt Jones video. Hearing from others on the Servant Leadership journey.
14. Learned new ways to improve my leadership.





- 15. The group activities and the DeWitt Jones video. Networking as well.
- 16. Remember to entertain and explore even “crazy ideas” as there is benefit in exploring the opportunities they may bring.
- 17. The video presentation by DeWitt Jones.
- 18. Brand swiping – this helped a lot of folks in the room translate something they are familiar with into Servant Leadership implementation (or at least it did for me!).
- 19. Everything was valuable for me. I never thought creativity was personal and different. I’ve always thought I was not very creative.
- 20. The video of DeWitt Jones. He had many great things to say about creativity.
- 21. Don’t be afraid to fail. There are multiple answers. I liked the video. It took the

message home.

- 22. The video was awesome. I liked the two breaks format. Discussion at the table was great, as were the fun exercises. It really opened up the creative thoughts.
- 23. Inspiring me to value my creativity. Collaborating with others. Meeting new people; hearing their ideas, values, and feelings and thinking through how to implement Servant Leadership.
- 24. DeWitt Jones message. Learn to look at things from different perspectives – finding more than one answer.
- 25. Discussion → Dialogue. Learning from the wisdom and experience of others.
- 26. Brainstorming. VOJ. Brand dialogue.
- 27. Meeting new people – changing tables and gathering different perspectives.
- 28. The exercise in encouraging creativity. The video was powerful; the 9 points in the handout provide a great reference/reflection point.
- 29. The video by DeWitt Jones. I loved the message in the video.
- 30. Continued to be included and encouraged in the Servant Leadership community. Inspiration from others. Active participation.
- 31. Creativity - outrageous ideas – using those attributes to create real world solutions. Control that Voice of Judgment or maybe just be aware of it.
- 32. Networking and meeting professionals in different industries.
- 33. Loved the video – DeWitt Jones. He explained looking through a different lens to find creativity in both a literal and figurative manner.
- 34. Hearing new, great ideas that will help me improve.
- 35. The DeWitt Jones video. Loved the message of multiple right answers.



- 36. I got a lot of nuggets from DeWitt Jones’ segment/documentary. It opened my eyes to a lot of possibilities, choices that need to be made for me that can potentially impact my environment, community, and also personal development.
- 37. Seeing the DeWitt Jones video again. The explanation of “why” we sometimes think as we do.
- 38. Use of crazy ideas and how to use them to generate real action plans.

My suggestions for improvement are...

1. You hit a home run today. Keep up these types of meetings with maximum interactive engagement.
2. NA.
3. None.
4. None – good session!
5. Three great sessions! Thanks for all you do.
6. A lot of new faces – a way to introduce or “check” them in at the beginning?
7. Nothing. Keep doing this.
8. None.
9. Serve lunch for more group talk. Need to make a class for a younger group.
10. Great meeting!
11. VOJ – would be great to do the exercise to identify the inner VOJ. Finish Action Plan.
12. Great class. Maybe start a little later for those that live further away.
13. None.
14. More fun exercises. Moderators and your entire team are AWESOME! Thank you for the learning opportunity.
1. None. I enjoyed this session very much.
2. Nothing at this time.
3. Video presentations.
4. Coffee!
5. Focus on finding multiple right answers.
6. Conducting sessions that take these meetings out into the community – where we get to actually show the practical side of what Servant Leadership exemplifies.
7. None.
8. A little more group time limits.
9. None today. The sessions were excellent, engaging and table movement was great! Oops! Breakfast! Real food.
10. Keep things moving. Great job. Y’all made it fun.
11. Everything was awesome! =)
12. Great job!
13. Great presentation.
14. N/A.
15. None.
16. None. Keep up the great work!
17. Continue to do exactly what you’re doing.



“Only as what is uniquely me emerges do I experience moments of true creativity.”

–Robert K. Greenleaf
