“Taking Your Network to the Next Level”
Presented by: Mary Scheibel
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Defining Leadership

• What is leadership?
• Who will lead?
• Where will you build your leadership skills?
Defining Leadership

• “Organizing a group of people to achieve a common goal”

• Interesting:
  – The leader may or may not have formal authority
  – Leaders often emerge - across a variety of situations
Defining Leaders

• Words that describe good leaders:
  – Courageous. Straight-forward. Imaginative.
Defining Leaders

• Food for thought:
  – Leaders do not command excellence. They build excellence. And you must first be a leader of good character.
  – “Waste no more time arguing what a good man should be. Be one.” *Marcus Aurelius*
  – “Managers are people who do things right. Leaders are people who do the right things.” *Warren Bennis, Ph.D. On Becoming a Leader*
Becoming a Leader in Your Network

- Lead in your communities and organizations
  - Vision is the essence of leadership
  - Exhibit good character
- Find and create opportunities to expand and build a unique and extraordinary network
- Continue to refine leadership skills and abilities along the way
Why I’m Here Today

• Founder & principal of Scheibel Halaska, a strategic communications agency
  – Work with engineers
  – Member of Water Council
  – “A prominent player in the city’s PR scene,” according to media reports

• Personal winner of the BizTimes Milwaukee 2011 Entrepreneurial Award and Spirit of Milwaukee award winner
Why I’m Here Today

• Current involvement in the community:
  – Metropolitan Milwaukee Chamber of Commerce (MMAC), Board Member
    • Member Education Reform Committee
  – MMAC’s Council of Small Business Executives, President
  – Second Chance Partners for Education, Board Member
  – TEMPO Milwaukee, Board Member
  – PRSA WI, Board Member and Past President
Why I’m Here Today

- However, I’m also a spouse. A mom. A grandmother. An active member of my church.
Start at the Beginning

• Getting involved
  – Advocates for Women/Families of Domestic Violence
  – Village of Saukville Economic Development Committee
  – Northern Ozaukee School District, Co-chair for new school referendum

• Advice from a leader
  – Charles McNeer, CEO of WE Energies
  – In response to my question, “How can I advance in my career,” he said “lead in your communities.”
Journey of a Lifetime

This was not good news!

…but I took Charlie’s advice and I’m passing it on to you.
Becoming a Leader in Your Network

• What are you passionate about?
  – Gaps to be addressed.
  – Problems that need to be solved.
  – Opportunities that can be seized.

• There are:
  – Issues important to water
  – Issues important to the world
  – Issues important to you personally
Becoming a Leader in Your Network

• This involvement will help you
  – Advance your career
  – Build your leadership skills
  – Establish friendships with like-minded people
  – Accomplish things you may never have dreamed of
  – Build a network with people you may otherwise never have met
  – Leave a legacy you can be proud of
Start at the Beginning

• Join professional associations
• Where can you help make a vision a reality?
  • Figure it out. Make an offer.
• Don’t just join the organization. Get on a committee.
  – Lead an initiative, program or task
  – Roll up your shirtsleeves. Help get the work done
• Be a great follower
Start at the Beginning

• Benefits:
  – Get smart about your industry and key issues
  – Establish relationships with people in your industry
  – Build networks of help, resources
  – Build references
  – Develop your leadership skills
Start at the Beginning

• Find a charitable organization or cause that’s important to you.
  – Education in the inner city
  – Closing the skills gap
  – Winning the war on poverty
  – STEM and why kids should study math & science
  – Protecting the environment
  – Kids and cancer
Start at the Beginning

• Benefits
  – New or sharpened focus
  – Diverse friends and colleagues
  – Relationships with business or community leaders
  – Emotional fortitude. Humility and character building
  – Being a part of something bigger
Expanding Your Reach

• Involve your families in these issues

• Groom your kids to be tomorrow’s leaders today
  – We often fear exposing them to uncomfortable or unfamiliar situations

• They will develop the characteristics we look for in leaders
  – Less entitled, kinder, diverse in their thinking
  – Fair-minded, inspiring, refreshing
Taking Your Network to the Next Level

• Aaah, but it’s work and I’m already busy.
  – To whom much has been given, much is expected. It’s the right thing to do
  – And, he who parties hardest, parties longest and has the most toys…
    • Really doesn’t win the game.
    • Especially if it’s the man at the pearly gates you’re answering to.
Taking Your Network to the Next Level

- Key success factors in building your value as a leader
  - Values & Integrity can never be sacrificed. NEVER.
  - Create strong networks of help. We are all insufficient on our own.
  - Surround yourself with people who know more than you do.
  - Be willing to make both sacrifices and commitments
  - Have a strong faith. It’s where emotional fortitude comes from
Taking Your Network to the Next Level

• Key success factors in building your value as a leader
  – Respect that wisdom comes with age and experience
  – Integrate the new and the old. The emerging and the traditional.
  – Manage your time wisely
  – Keep confidences. Don’t gossip. It’s very detrimental to the people you’re discussing – and especially to you.
  – Just do it. Be a leader in your industry. In your family. In your community
Thank you & good luck!