



Scheibel Halaska

Strategic Marketing Communications

# “Taking Your Network to the Next Level”

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April 2, 2012



## 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:
  - Honest. Competent. Forward-thinking.
  - Inspiring. Intelligent. Fair-minded.
  - Courageous. Straight-forward. Imaginative.
  - Conscientious. Ambition. Aspiring.



## 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.”



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# 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



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Thank you & good luck!