

**BLACKHAWK CONSULTING GROUP**

### Alignment: The Path to Success



Presented By: Tom Crea • November 2, 2016  
tom@blackhawkleader.com

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### U.S. European Command

- UNIX → Windows NT
- AUTODIN → DMS
- GCCS-COP-13-EIEIO



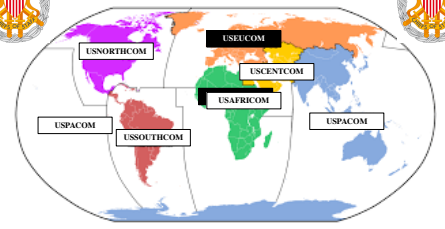
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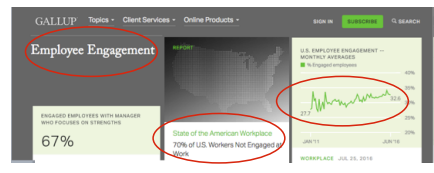
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### Employee Engagement



67%

U.S. EMPLOYEE ENGAGEMENT - MONTHLY AVERAGES

70% of U.S. Workers Not Engaged at Work

WORKPLACE JUL 23, 2016

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**Alignment**

Business values the employee & Employees value the business

MacLeod & Clarke

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**PwC**

	2013	2015
CEOs (active role)	57%	73%
IT (\$ authority)	53%	32%

**BLS (2022)**

- 1M educators
- <300K Software Engineers

Forbes: "That Useless Liberal Arts Degree has Become Tech's Hottest Ticket"

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"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel"

- Maya Angelou  
(April 4, 1928 - May 28, 2014)

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...they lived happily ever after

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### 3 Leadership Principles

#1  #2  #3 

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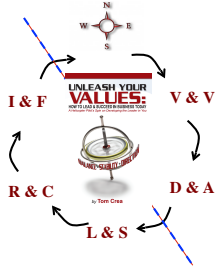
### Top 25%



Rules Rules

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The name we give something shapes our attitude toward it.

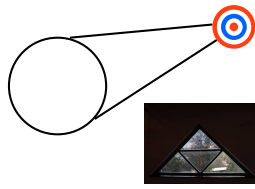
- Katharine Paterson

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### Today's Objectives

- One Goal
- One Word
- One Symbol



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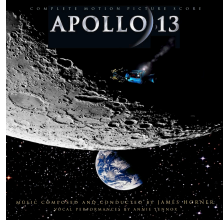
### Vantage Point



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### Vantage Point



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### DRIVING


### FLYING

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### Hindu Proverb

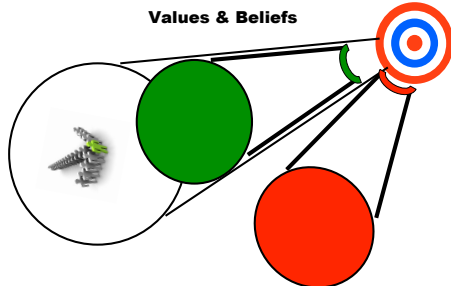
"There are hundreds of paths up the mountain,  
all leading to the same place,  
so it doesn't matter which path you take.  
The only one wasting time is the one  
who runs around the mountain,  
telling everyone else that his or her path  
is wrong."



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### Values & Beliefs



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### Why We Choose



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Recruiting Retention

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OVER 15 MILLION SOLD

THE HABITS OF HIGHLY EFFECTIVE PEOPLE

Powerful Lessons in Personal Change

Stephen R. Covey

- Fairness
- Honesty and Integrity
- Human Dignity
- Quality or Excellence
- Growth

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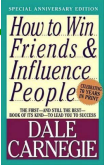
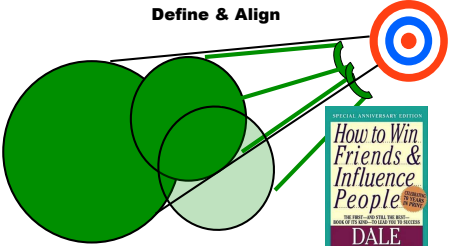
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ROTC

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### Define & Align



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### Flight School



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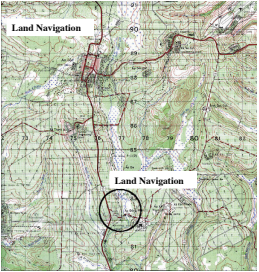
### Land Navigation



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### Land Navigation



- Rivers
- Roads
- Hilltops
- Saddles
- Ridgelines
- Draws


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**Define & Align**

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L-D-R-S-H-I-P

- Loyalty
- Duty
- Respect
- Selfless Service
- Honor
- Integrity
- Personal Courage

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**Instill & Fulfill**

**True North**

**UNLEASH YOUR VALUES**

I & F

V & V

R & C

D & A

L & S

**Relate & Communicate**

**Lead & Succeed**

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### UNLEASH YOUR VALUES:

HOW TO LEAD & SUCCEED IN BUSINESS TODAY  
A Philosopher's Path to Success for Developing the Leader in You

by Tom Crea

Balance - Stability - Direction

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### Alignment

Values

Beliefs

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### Alignment

Business values the employee & employee values the business

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### Alignment

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### 3 Leadership Principles

#1

#2

#3

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### Leadership Purpose

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