

Family: It's not my Dad's Chamber anymore

Attendance here is HUGE! I'm no consultant!

We break things!! We've had too

Biggest killer of creativity and innovation is **SUCCESS**

Dabo Swenny: Prosperity is a terrible teacher

"During periods of discontinuous, abrupt change, the essence of adaption involves a keen sensitivity to what should be **abandoned**, not what should be **changed or introduced**. A willingness to **depart** from the familiar has distinct survival value: Peter Drucker

- ...Instead of Differentiate (Innovate) or Die, the real mantra should be **"differentiate all you want, but figure out a way to be the only one who does what you do, or die."** What is your Golden handcuff?
- ...It's unobtainable unless you make significant changes to the way you think about the business you're in. Little tweaks won't cut it. It needs to be way of thinking that produces an unconventional strategy, that surprises the market with unexpected solutions, and that turns customer expectations upside down and takes our industry into the next generation.
- ...That's called **"disruptive thinking."**
- ...**It's not about how to spot and react to disruptive changes in technology and the marketplace; it's about how to BE the disruptive change.**
- **Land Use Board: We were the disruptive change**

- A new leadership quality was emerging for Chamber CEO's to be successful and of value. "Catalytic Leadership" The CEO must crave and create change rather than simply helping members and the community cope with change.

- Some people have trouble reaching the top of the ladder because they mistake it for an escalator. Work the ground. Reap the benefit. Repeat!

2010 changes that are “Disrupting our Chamber”

An IBM Global CEO survey: 67% of worldwide CEO’s think that their current business model is only sustainable for another three years: Another 31% believe their current model; might last as long as five years. So that means 98% of global CEO’s believe their current business model is unsustainable.

*The largest shift of human capital in America’s history

*America’s Aging Workforce Crisis

*Millennials 94 million out-numbered the Boomers 72 million:

*Talent in ED

*Retaining young people

*Population growth

*Housing (Boomers/Millennials)

*Tiered structure for investments

*Retention rate was 83%/Number of members/COSMO/\$80,000

*Churches/Ministers

*Brand identity

The Coming Jobs War: What do 7 billion people value the most?

James Clifton

Six years into their global effort, they have already found the single searing, clarifying, helpful world altering fact. What the whole world wants is a good job! All leaders, policymakers, lawmakers, prime ministers, parents, judges, priests, imams, teachers, managers and CEOs, need to consider every day in everything they do. Humans used to desire **love, money, food, shelter, safety, peace, freedom**, more than anything. The last 30 years have changed us. Leaders of countries, cities must make creating jobs their Number 1 mission and primary purpose. The new currency for all world leaders, public school supts., university presidents need to think beyond curricula and their graduation rates. Mayors and leaders of every city, town, county and village on Earth must realize that every decision they make should consider the impact, first and foremost, on good jobs. One of the most important changes will be in globe migration patterns. Today's explorers will migrate to the cities that are most likely to maximize innovation and entrepreneurial talents. That's where the next economic empires will rise. When they choose your city, you attain the Holy Grail of global leadership, brain gain, talent gain, and then job creation. America's problem is not healthcare costs, global terrorism, run-away government spending, environmental degradation etc. None of these problems matter when compared with the likely possibility of America slowly and then suddenly going broke. Going broke is what happens when there are not enough jobs.

What have we broken?

- **Shareholders and Investors**
- **Business Expo**
- **After Hours: Net-giving: Morning Brew**
- **Committees are viruses that mutate**
- **MADE Magazine/Hot job videos/Talent Jam**

- Annual Meeting
- Economic Outlook vs Future of Catawba County
- YP's Top 10 Under 40/YP Survey/Rotary
- Board/Every other month/Under 40/Control!
- Military recruitment
- SBTDC
- Hello Hickory Metro: Spouses
- The Leader in Me
- Ambassadors

How did we become the CACCE COTY 2015/National Chamber of the Year 2016?

How Relevant are Chambers Today? Value, Benefits, ROI, Telling You're story

- Bold mission and Vision...
- Why do we exist? How do we get there?
- **How do you sell the invisible? A source of knowledge; a venue for human interaction; a center of learning; an extended family; a pillar of the community; the friendships; vibrant; bold; inclusive; cutting edge; smart; productive; action oriented; innovative; creative; catalyst; accessible**
- **The CEO has to be the Visionary leader**—do others want to follow us? **Earning a place in your community's "Most Wanted List"**
- Active Board members—do we attract other leaders who invest in us?
- Clear understanding of members' needs—what do our members need to succeed – Find the need and fill it. Do they know???
- Effective communication—what's our message and how well do we deliver it?
- Dynamic membership base—is our community/membership growing?
- Valued partner—are we valuable or essential to our members?
- **How do you transition from valuable to essential? Customer delight; alignment of products, services and benefits with your mission statement; data driven strategies; dialogue and engagement of your members; CEO as broker of ideas and vision; organizational adaptability; alliance building**
- Public Policy/Voice of business
- One size does not fit all
- Committee structure

Danny's "Lessons Learned"

*By the time you figure out it's broke, it's been broke for a very long time

*The best time to plant a tree was twenty years ago. The second best time is now.

*Create Stop Doing Lists

*The reason young people want responsibility as quickly as possible is because they look around the traditional business landscape and say, "You've got to be kidding me"

*The successful don't start with brilliant ideas, they discover them

*Leadership is a choice, not a position

*Give your staff permission to fail

*People are not your most important asset. The "right" people are.

*Anything worth doing is worth failing at. Well led teams have higher error rates than average or poorly led teams.

*Many people don't like journeys without a final destination. "Destination Expert"

*My sales rep talks too much. Don't sell, solve problems.

*Most sales people think that selling is "closing" It isn't. Selling is OPENING!

*Are they listening and when do they stop? 55% face and body language; 38% sound of your voice and 7% actual words

You keep your member entrepreneurs by helping them continue to grow their dreams.

*Continue to ask, "Why do we do it that way?" "How can we get better?"

*One size fits All! NO... You can't be everything to everybody

*Knowing that no one has to lose for you to win

*This isn't Your Chamber!

*Being able to open an emotional bank account with each S & I

*Great Chambers are not built by extraordinary people but by ordinary people doing extraordinary things.

*Find the need and fill it! What keeps you up at night? They don't know the Chamber can help

Understanding Business (Our Shareholders and Investors) Career

* Small businesses in the US simple do not work; the people who own them do. They work far more than they should for the return they're getting.

* It's not that the owners don't work; the problem is that they're doing the wrong work.

*They need to work more on their business than in their business

* Ever year, over a million people in this country start a business. By the end of the first year, at least 40% will be out of business. Within 5 years, 80% of them will fail. 80% of those that survive for 5 years fail in the second five.

* If your business depends on you, you don't own a business, you have a job. That's not the purpose of going into business. The purpose of going into business is to get free of a job so you can create jobs for other people.

* The entrepreneur has less to do with what's done in a business and more to do with how it's done. The commodity/service isn't what's important. The way it's delivered is.

How and what we do? What is your WHY?

Apple:

What? We make great computers

How? They're beautifully designed and user friendly

Wanna buy one?

Why? Everything we do we believe in challenging the status quo. We believe in thinking differently

How? The way we are challenged is making our products beautifully designed and user friendly.

What? We just happen to make great computers.

Wanna buy one?

People don't buy or invest in what you do, but why you do it!