



# Your Leadership Legacy

Andy Stanley

Best-Selling Author, Communicator &  
Founder of North Point Ministries

For a long time, Andy Stanley didn't put much value on **legacy**. He thought, "Why should I care what people think about me when I'm gone, because I'll be gone." Another part of him thought leaders who did consider legacy were maybe a bit too wrapped up in themselves because it seemed self-serving. He realized over time that his original perception about legacy couldn't be further from the truth.

"True legacy is about leaving the people in the organization better off than they were before we got there," Andy explains. It's not, "*What did I do for the organization?*" It's, "*What did I do for the people of the organization?*"

When properly understood, legacy forces leaders to think and move beyond themselves by putting others first and asking, "**When I'm gone, are people better off because of me?**"

## MAIN POINTS

**Use legacy for daily accountability.** Legacy is built over time. It is determined by your daily actions, reactions, and interactions. When we predetermine what we want to leave behind, legacy serves as accountability to guide our behaviors and choices.

**Craft a legacy statement.** Write a paragraph around, "When I leave, what I want said about me is..." Then, reduce what you wrote to a list of key adjectives and statements that describe you. Prioritize the items to craft a memorable statement you can display somewhere you'll see it daily.

**If you don't care about your legacy, ask why.** Leadership is inherently about people, and legacy considers your lasting impact on those you lead. If you don't care about your legacy, you likely aren't putting your people first in your leadership.

"Legacy isn't reputation; legacy is what we leave behind once we're gone."





# Success Is a Journey, Not a Destination

*Dominique Dawes*

*Olympic Gold Medalist, Atlanta Falcons  
Limited Partner & Gym Owner*

At 19, Dominique Dawes made history during the 1996 Olympics as the first U.S. Women's Gymnastics team to win a gold medal. Her podium moment was shared with six of her teammates, the Magnificent Seven. It's a moment that would have never happened had they stuck to a *me-first mindset*.

Before the Olympics, "Each and every one of us focused on me, myself and I," says Dominique of her team. Until the day their coach taught them the value of **TEAM: Together Everyone Achieves More**. From that point, they made a concerted effort to leave their egos on the

sidelines and work as a team even if the sport is inherently individual. They cheered each other on during practices and started viewing one another as friends instead of competing enemies.

Now, looking back on her time at the Olympics, Dominique rarely considers the *destination* of her success—the podium moment. She thinks about the *journey* and how a team doesn't work when the focus is on one person and their goals, dreams, and achievements. Great leaders know that success only comes when a team works together.

## MAIN POINTS

**Check your ego at the door.** "Me, myself, and I" doesn't hold a place among successful teams. Teammates encourage each other and lean on one another in difficult moments.

**Know your impact.** Success is the impact you make on the world around you. Realize how your influence helps others reach their potential because that will determine your legacy.

**Channel pain into purpose.** When setbacks happen, use them to your advantage. Through challenges, you get stronger. Pay attention to what brings you pain because your purpose could lie within it.

"Many times, you're going to have painful moments. Use that pain for a purpose, and it'll help you develop your passion and allow you to make a greater impact."





# Creating Fans for Life

*Jesse Cole*

*Owner of the Savannah Bananas &  
Founder of Fans First Entertainment*

When Jesse Cole and his wife began to pursue their dream of starting their own baseball team almost a decade ago, it wasn't going well. In their first three months, they sold only two tickets. They were doing all the things other teams do to be successful, and yet they were running out of money.

Everything shifted when they stepped outside the norm by changing the team's name to the "Savannah Bananas" and moved their focus to a "fans first"

experience. Now, the Savannah Bananas team is considered the greatest show in sports, with all their games selling out and millions on the waitlist.

Often, leaders are so focused on chasing customers or keeping up with competitors that they fail to create real fans. Jesse shares his five Es for creating raving fans that leaders can use to stand out and establish an unforgettable experience and brand connection.

## MAIN POINTS

### **Eliminate the friction.**

Ask what's wrong with what you're doing and how it can be improved. What are the friction points for customers? Always search for what's wrong so you can continually improve.

**Entertain always.** How are you providing enjoyment to your customers? It's not about the money, sales, protocols, or policies. "It's about making people feel like they matter," says Jesse.

### **Experiment constantly.**

All it takes is one idea to transform a business. "A lot

of things don't work, but quantity leads to quality," says Jesse. "Are we willing to try more things to find the great things?"

**Engage deeply.** Are you considering your customers en masse or one at a time? Do for one what you wish you could do for many.

**Empower action.** "Stop standing still; start standing out," Jesse urges. We don't remember Hall of Famers for their swings and misses but for their hits. So, "Swing hard in case you hit it." What do you have to lose?

**"Whatever's normal, do the exact opposite. Nobody gets excited about normal. People get fired up about remarkable."**





# Leading Like a Fighter Pilot

*Afterburner*

*A High-Performing Team of Elite Fighter Pilots*

The leaders we needed over 100 years ago aren't the same leaders we need today. As Christian "Boo" Boucousis, CEO of Afterburner, points out, the concept of people management was first introduced in the early 1900s when Frederick Winslow Taylor formulated efficiency standards for leaders striving to increase performance. What has changed over the past century is the advancing pace of impact caused by a leader's decision, our access to information, and our dwindling attention spans.

Living in a fast-paced, information-overloaded world

requires a leadership model designed for our modern age. Afterburner's *Flawless Execution Model* uses a fighter-pilot mindset to create a leadership framework that can thrive in a fast-paced environment. "The fighter pilot mindset requires us to make decisions in high-speed, high-impact, chaotic, and uncertain environments," explains former fighter pilot Bobbi "Flash" Doorenbos.

The perfect leader may not exist, but when we apply a fighter-pilot mindset to our leadership, we can maximize performance and transition from to-do lists to achieve lists.

## MAIN POINTS

**Have a wingman.** Our brains are limited in performance and can't think and do simultaneously. In critical moments, bring along a wingman to help assess the situation and minimize mistakes or threats, just like a fighter pilot.

**Strive for situational awareness.** For fighter pilots, this is the difference between life and death. "Lose sight, lose the fight," says Flash. "If you lose sight of your mission objective, you will lose the fight."

**Change your mindset.** We must shift our thinking from linear thinking (A to B) to iterative thinking, where we continually go through a plan, brief, execute, and debrief cycle until we reach the end goal.

**Never skip a debrief.** Fighter pilots will tell you debriefing is the most essential part of the process. Leave rank, experience, and egos at the door during a debrief. Welcome every criticism because awareness is the first step to growth.

**"Intention is nothing without action... the way we make an impact is when our actions deliver us to our intention."**





# The Miracle Morning

*Hal Elrod*

*Survivor & Best-Selling Author*

When Hal Elrod entered the workforce as a salesman, his boss taught him the **five-minute rule** to help him navigate the amount of rejection salespeople face. The rule states that when you get upset, allow yourself five minutes to react to how you feel. After five minutes, move on from dwelling and into acceptance by speaking three simple words: “Can’t change it.”

This simple tool would have a profound impact on Hal’s life as he faced a life-altering car accident that doctors said would leave him in a wheelchair for the rest of his life, or as he encountered financial ruin during

the 2008 financial crisis, or more recently, as he was diagnosed with a rare form of cancer.

Through his journey, Hal learned the ultimate lesson is that no matter what happens in life, you can choose to resist it (a path to pain) or accept it (a path to growth) and pursue fulfillment. Hal says, as leaders, we must wake up each day and fulfill our potential to help others fulfill theirs.

The fastest way to accelerate your growth is by starting the day following **the Miracle Morning**, where you dedicate one hour every morning to personal development through six steps, called SAVERS.

## MAIN POINTS

**Silence.** Start your day with silence to get yourself grounded, whether that’s through prayer, breath work, or meditation.

**Affirmations.** Use language to optimize your mindset. Affirmations that produce results are realistic and affirm what you’re committed to. They reinforce your why and are specific and actionable.

**Visualization.** Mentally rehearse optimal performance. Visualize yourself not just crossing the finish line but also

the run itself that will get you to your destination.

**Exercise.** Pursue movement to get blood flowing so your mind and body can perform at peak daily performance.

**Reading.** Absorb information that will increase your knowledge and provide strategies to improve your life.

**Scribing**—AKA journaling. Take time in the morning to write down your thoughts, reflections, and plans for the day.

“Get specific in what you are committed to because in life you don’t get what you want, you get what you are committed to.”





# Lessons From Negro Leagues Baseball

Bob Kendrick

*President of the Negro Leagues Baseball Museum*

When Bob Kendrick entered the one-room office that made up the Negro Leagues Baseball Museum in 1993, little did he know he would be stumbling upon what would become his life's passion. Now, as museum president, Bob has witnessed and learned countless leadership lessons from the stories of the players who changed American history.

"The story of the Negro Leagues embodies the American

spirit unlike any story in the annals of American history," says Bob. "It is everything America hails to be."

The story of the Negro Leagues is one of powerful leadership, economic empowerment, and social progress. More than a tale of adversity, the Negro Leagues' legacy is about overcoming challenges through courage and unity. It teaches that with belief and determination, anyone can achieve their dreams.

## MAIN POINTS

**Don't wallow; take action.** When something seems unfair, do something about it. The Negro Leagues were the result of people who wanted to play baseball. They didn't allow social injustice to get in their way. Instead, they created a league of their own.

**Focus on what people have to offer.** The Negro Leagues were very pioneering. "They didn't care what color you were, and they didn't care what gender you were," says Bob. "Can you play? Do you have something to offer? That is the way that it is supposed to be."

**Believe in yourself and pursue your dreams.** "If you dare to dream and you believe in yourself, you can do or be anything you want to be," says Bob. The players who made up the Negro Leagues dared to dream of playing baseball and did so through courage, passion, and determination in the face of adversity.

**"If you know the history of baseball, you essentially know the history of this country. They're that closely aligned."**





# The Power of Positive Leadership

*Jon Gordon*

*Best-Selling Author & Leadership Consultant*

It's not the pessimists who change the world. "Throughout history, it's the believers, the dreamers, the doers, the positive leaders who make the greatest impact," says Jon Gordon, who learned the value of positivity after stress and negativity nearly cost him his marriage when he lost his job during the Dot-Com Bubble. Since then, he shifted his mindset to positivity and now inspires others to do the same to be their most successful.

"Being a positive leader doesn't just make you better, it makes everyone around you better," shares Jon. Positive leadership elevates people and performance. It enables leaders to find a way through adversity and navigate a world where negativity lurks around every corner.

Teams need positive leadership now more than ever. Set yourself apart by leading positively and inspiring others to pursue a better future together.

## MAIN POINTS

**Lead with optimism and belief.** When we believe in others, our teams can accomplish more than they thought possible. Our teams want to believe in something where the future looks brighter on the other side, so stay optimistic. Speak truth to the negative thoughts that enter your mind and focus on words of encouragement to create the reality you're seeking.

**Address negativity.** Positive leadership isn't always thinking about the positive. It's addressing the negativity so it doesn't sabotage the

work you're doing and the mission that you're on. If negativity exists, it will persist.

**Build great relationships.** Focus on the three Cs: communication, connection, and commitment. Great leaders fill voids in communication with positivity. They foster one-on-one connections with their teams (at least 5-10 minutes daily) because they know it builds trust. Great leaders also show commitment to their teams through service and sacrifice to show it's about "we," not "me."

**"When you're selfish, your legacy ends with you. When you're selfless, your legacy and your commitment carry on to others and make a huge impact."**





# What We Wish We Knew Then

## Corporate Executive Panel

- Maria Ahlers, President of RPS Benefits by Design, Inc.
- Sam Huenergardt, CEO of the Mid-America Region at AdventHealth
- Kevin Lewis, CEO & President of Henderson Engineers
- Philip Sarnecki, CEO & Owner of RPS Financial

Any seasoned leader will tell you—the leader they are today isn't the leader they were at the start. Becoming a leader worth following doesn't happen overnight. It is the result of hard work, dedication, accountability, and lessons learned from both successes and failures.

Leadership is a journey. And while there is no shortcut, we can learn from those who've walked before us. We can learn from other

leaders' habits, mindsets, and mistakes to keep us on the path toward success.

In this panel, four leaders team up to share the advice they wish they had when they got started in their careers. Leadership isn't about having all the answers—it's about being self-aware enough to become the kind of person who's willing to grow through seeking others, failing, and trying again.

## MAIN POINTS

### Seek emotional intelligence.

Leaders can be highly skilled in the more technical aspects of their jobs, but that doesn't make them worth following. People skills are a non-negotiable. Leadership requires being able to recognize and understand internal emotions and the emotions of others.

**Embrace collaboration.** In the business world, nothing happens alone. It is a team effort, so don't feel like you need to know everything from the get-go as a young professional.

### Have a growth mindset.

People with fixed mindsets never

change. Don't let fear of failure deter you from the pursuit of continued learning.

### Understand it's a journey, not a sprint.

Your growth won't happen immediately. Seek personal development and be content incubating where you are instead of fixating on the next promotion.

### Seek people who will pour into you.

Get a coach, a mentor, or a sponsor. Find someone interested in developing you, and follow the people you admire to set the bar for your leadership.

**"Embrace failure as a stepping stone to success."**

—Maria Ahlers

**"Embrace the group project because once you get out in the world, nothing happens by yourself."**

—Sam Huenergardt

**"Business is a team sport."**

—Kevin Lewis

**"If you do a good job where you are, people will notice."**

—Philip Sarnecki





# Navigating Leadership as an Entrepreneur

## Business Owner Panel

- Harry Hoopis, CEO of Hoopis Performance Network
- Wayne Simien, Associate Athletics Director of Strategic Engagement at the University of Kansas
- Leah Smith, Agency Owner for Farmers Insurance
- Justin Ricklefs, Founder & CEO of Guild Collective

Business owners are easily consumed by work, especially in the beginning as demands grow. But the strongest leaders know how to step back, reset, and stay grounded in their values.

In this panel, four current and former business owners share their experiences with leading a team from the perspective of an entrepreneur. They discuss the value of investing in their own growth, seeking out

guidance, and understanding that people crave clear expectations and authentic connection.

Leadership doesn't begin with a title—it begins with a choice. A choice to lead yourself well, even when no one's watching. It's when you decide to bring your full effort to a small task, taking a deep breath before a hard conversation, or walking through uncertainty with clarity and care.

## MAIN POINTS

### Lead yourself first.

Don't let your work take over your whole life. Give your mind the white space it needs to briefly disengage from work through walks, deep breaths, etc. Find mentors and coaches who can give you guidance and encouragement.

### Bring your best to everything you do.

Approach your leadership with intensity and urgency because you've been entrusted with other people's lives as a leader. Your actions and decisions directly impact others.

### Communicate values and expectations.

Teams thrive when everyone has clarity on their roles and contributions. Articulate your values so everyone is on the same page with culture.

**Embrace differences.** Whether your team consists of older or younger generations, or a span of the two, get to know every individual on your team and their motivations. Understand that everyone is on a path of mutual growth and transformation. When we work together, the outcomes are stronger.

**"You're nobody until somebody expects something of you. Talent only develops in direct response to another human being."**

—Harry Hoopis

**"Joined generations go further."**

—Wayne Simien

**"You have to take time to be able to invest in yourself."**

—Leah Smith

**"The healthier the leader is themselves... the more they're able to have a proper and right relationship to the work."**

—Justin Ricklefs