



coach@successhandler.com

Each day you face an array of challenges – making strategic decisions, engaging with employees, developing new insights. A coach enhances techniques and performance to help you grow. [Email me](#) to take the first step toward improving yourself.



Please feel free to [send Fast:Forward](#) to a friend. Since 2004, I have shared ideas on how to be a better leader and have a more fulfilled life. There are 120+ issues on our website under [Insight](#), plus 35 articles that appeared in other publications. You'll find even more viewpoints by visiting [my blog](#).

.....
[Contact Us](#)



Caring Leadership

Ideas For Success | July

Much of the nation's recent attention focused on the World Cup. More than 25 million tuned in to the U.S. draw with Portugal – and during the next game with Belgium, Twitter filled with photos of thousands gathered in bars and stadiums. Soccer suddenly had a presence... and Tim Howard became a household name. A large part of the audience consisted of the younger generation.

Worldwide, 700 million people viewed the Final between Germany and Argentina. With 7.2 billion on the planet, nearly one of every 10 watched *fútbol* two days ago. That's a big percentage; yet not as impressive as an event to be commemorated this weekend.

Sunday, July 20, 1969 / 10:56 p.m. EDT

Americans born before 1964 likely remember Neil Armstrong's historic moment: "That's one small step for [a] man, one giant leap for mankind." Eight years and 56 days after President John F. Kennedy challenged the nation to "commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth," 500 million people saw it live on television... representing 15% of Earth's inhabitants.

Imagine the pressure that comes with knowing the world is watching your every move – and ready to pounce on any error. Brazil understands that feeling seven times over. Neil Armstrong realized it, too. Perhaps that's why the renowned space explorer may have garbled his famous quote... leaving out the indefinite article. Realizing the best of the best are human should make your next mistake a little easier to handle.

I Did Not Know That – Two weeks ago I observed a five-day program conducted by one of the world's largest energy companies. The objective of this 'immersion experience' was to focus the 30 attendees – among 480 supervisors who will partake around the globe – on the importance of safety as the organization's cultural value.

Discovery: July – *The tone of the week was set the first day in a video during which the CEO said: "All of us are in the risk management business. We have a moral obligation and duty to protect our employees, the community and the environment... We cannot buy a safety culture off the shelf. We have to build and sustain it ourselves so that it resides in the hearts and minds of our people." That evening after dinner, the leader of the midstream group gave a 30-minute*

One of the lessons of that safety training program involved understanding how beliefs evolve from a lower-level focus on self or politics (I do it to satisfy my boss or keep my job), to an intellectual acknowledgement (I understand the importance), to an emotional level (I feel strongly about it), into spiritual nirvana (I believe it is the only way).

A culture of safety starts with leadership, as leadership drives culture and culture drives behavior. By setting expectations, building structure, teaching others and demonstrating stewardship, leaders influence culture.

Strong leaders utilize these attributes to impact the organization:

Credibility – Say what you do and do what you say; Action – Commit yourself and others to achieve the desired results; Resolve – Never give up on the pursuit of excellence; Engagement – Listen, consult, involve and communicate.

Hearing this in a class is one thing. The only way to live it daily is for every leader to adopt the attitude of NASA flight director Gene Kranz, as played by Ed Harris in the film *Apollo 13*: "Failure is not an option."

.....

We will never release,

talk to the group without looking at a note. He shared a heartfelt story about an employee in his division who died from an on-the-job accident years ago. "I never want you to have to live with something like that," he said. "Don't just accept the standards as the end. Seek to step out and make them even better."

During those sessions I learned the company has a policy to always have one hand on the rail when using steps. Coincidentally, a few days before I tripped on the way up our staircase – going way too fast – and fell spread eagle on the landing. "Maybe I'm getting too old to do that," I thought. As you might imagine, I came home, started walking slowly and holding on tight. Everyone who completed the course received a coin that emphasizes the company's motto: "Nobody gets hurt." It sits on my desk as a reminder.

Great Expectations

John F. Kennedy didn't live to see the Apollo 11 astronauts splash down in the Pacific. However, the clear objective he set before Congress on May 25, 1961, focused everyone on a journey taken without knowing the ultimate impact. "I realize this is in some measure an act of faith and vision," he said, "for we do not now know what benefits await us."

The learning that arose from the exploration of space turned out to be substantial – and the advances play an important role in our lives: microcomputers; database management systems; digital imaging breast biopsy; wireless communications; robotic hands; protective clothing; energy saving A/C; fogless ski goggles; laser surgery. These and many more have origins in that journey.

Walter Cronkite signed off CBS News' coverage 45 years ago by saying: "In these eight days of the Apollo 11 mission, the world was witness to not only the triumph of technology but to the strength of man's resolve and the persistence of his imagination... The date's now indelible. It's going to be remembered as long as man survives... The least of us is improved by the things done by the best of us, because, if we are not able to land at least we are able to follow. Armstrong, Aldrin and Collins are the best of us, and they've led us further and higher than we ever imagined we were likely to go."

A recent study showed Millennials express their patriotism less than past generations. Perhaps what needs to happen to instill them with fervor is a monumental effort that focuses the nation on a singular goal. That approach worked for those who witnessed the race to the lunar surface. All that's lacking 45 years later is the vision and courage to get things started.

Until next time, continued success in all things.

.....



.....

sell or give your name or e-mail address to any other party or organization. Our subscribers will only receive e-mail messages that contain requested information, articles or service announcements.

[View A Print Version](#)

.....

[Send This To A Friend](#)

Copyright © 2014 Success Handler, LLC
All rights reserved.