ARE WE MAD?
Does Culture Eat Strategy For Lunch?
Vision Objectives

- People Oriented vs. Organizational Oriented
- Alignment with People & Organizational Purpose
- Noble Purpose & Bigger Than Ourselves
- Not Tell, Not Sell, But Want To Buy
# Leadership Journey

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<th>Management</th>
<th>Transactional</th>
<th>Servant</th>
<th>Transformational</th>
<th>Transcendent</th>
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<td>Knowledge</td>
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<td>Change the World</td>
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Leadership Values

- People First, Work Second
- Trust & Being Selfless - Biggest Obstacle to Leadership
- Inspiration vs. Motivation
- Genuine From the Heart
Culture

Zappos.com

Disney

Google

Think different.

The Golden Circle

Why

What

How

by Simon Sinek

The Ritz-Carlton®
Start With Why

Traditional Motivational Mindset

MAD Inspirational Mindset

Those Who Have a ‘Why’ to Live, Can Bear Any ‘How’.

-Victor Frankl
A MAD Life for Me

5 Core Values

• Fun and Enjoyment
• Friends and Connections
• Healthy – Physically, Mentally, & Spiritually
• Personal Growth & Learning
• Meaningful Work
Customer Experience
Embrace Individuality
One Wow Team

GIANCARLO MEZZA  
Rock Star WOW

DESIREE GONZALES  
5 Star WOW

DARLENE PEREZ  
Going the extra mile to WOW

ALELI BURGOS  
WOW at work
Culture

• Live First, Work Second
• Developed by the Staff
• Sense of Pride & Purpose
• Live It! – Policies, Procedures, & Practices
Amazing Results

• True Employee Engagement & Fulfillment
• Wow Customer Service Experience
• High Performance Team
• Increase in Productivity & Innovation
MEDIA ATTENTION

Felicia C. Logan @Felicianlogan 4h
#ICMASUMMIT Grant Yee, Annie Wu, Lilyan Villarreal rock-they know and show the importance of fun as leadership tool

Nuro mentioned you.

Heartfelt thank you to @CityofOntario Delliah Patterson & staff. Their help today made me proud of this city, like I belong.
@MayorPaull.com

City of Ontario
303 East B Street Ontario, California 91761

Express Feedback & Recognition

Positive Feedback: 227
People Recognized: 140

Guest User recognized
Peter from City of Ontario

Very effective. And super nice

Work
Efficient, Quality, Informative, Signage, W...
Make A Difference Day
Tis The Season of Giving

Random Act of Kindness
Making A Difference in Our Future
WE LIVE!
There is no passion to be found playing small - in settling for a life that is less than the one you are capable of living.