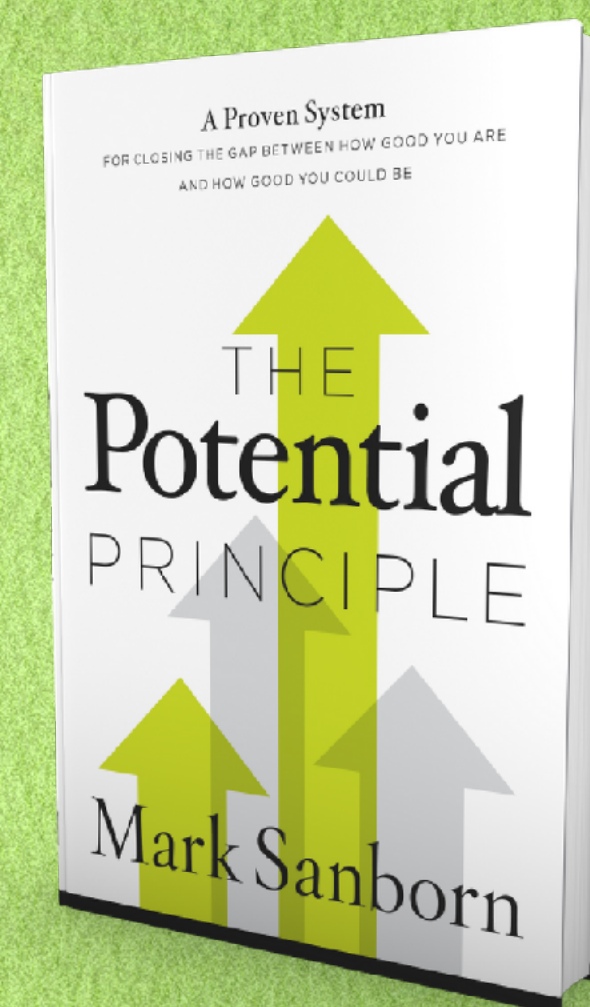
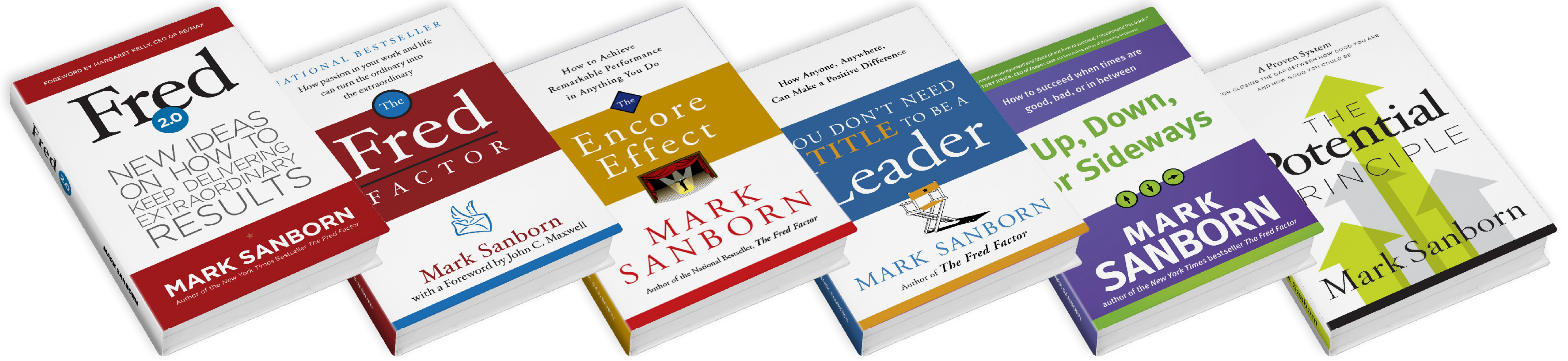


The Potential Principle:

How the best leaders get better

with Mark Sanborn





POP QUIZ

Learning

...is remembering
what's important.

Change the Questions

leadership?

analytics?

service?

best?

followers?

insights?

success?

better?

Why get better?

DANGER

SUCCESS

the early warning
indicator for failure.

Change





Competition



You're either getting better or you're getting worse. The status quo is a myth.



Customers



Capability

“Benchmark against
CAPABILITIES,
not **COMPETITORS**”

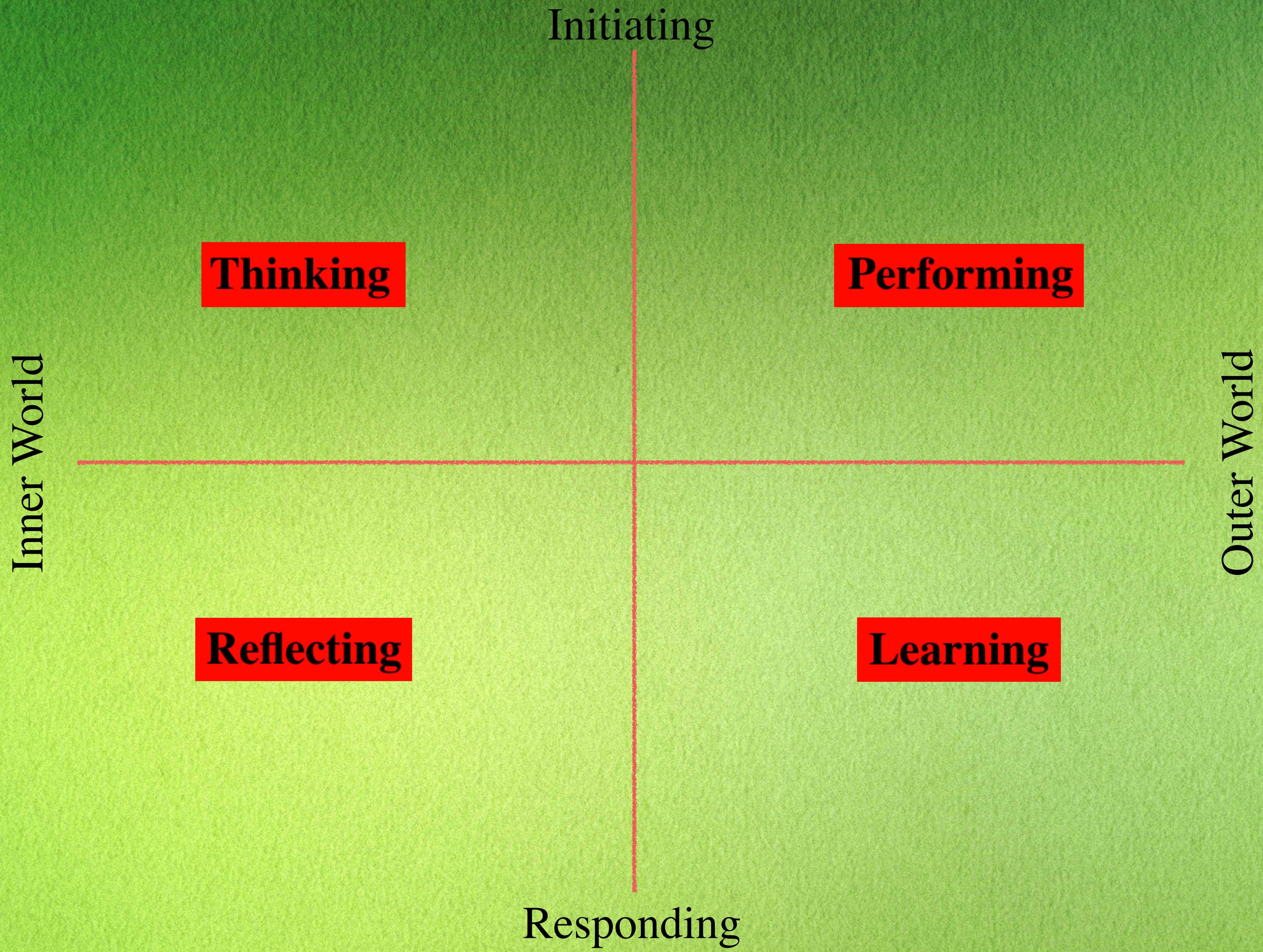
Panasonic
ideas for life



Age 60: Swam from Alcatraz Island to Fisherman's Wharf handcuffed and shackled towing a 1,000 lb. boat.

Age 65: towed 65 boats one mile handcuffed and shackled. The boats were filled with 6,500 lbs.

Age 70: handcuffed, shackled, and fighting strong winds and currents, towed 70 rowboats, from the Queen's Way Bridge in the Long Beach Harbor to the Queen Mary.



Initiating

Thinking

Performing

Inner World

Outer World

Reflecting

Learning

Responding



Raynold Mendoza
Anaheim Marriott

#1 Disrupt Yourself



*...before
somebody
else does.*



path to TRANSFORMATION



path to TRANSFORMATION



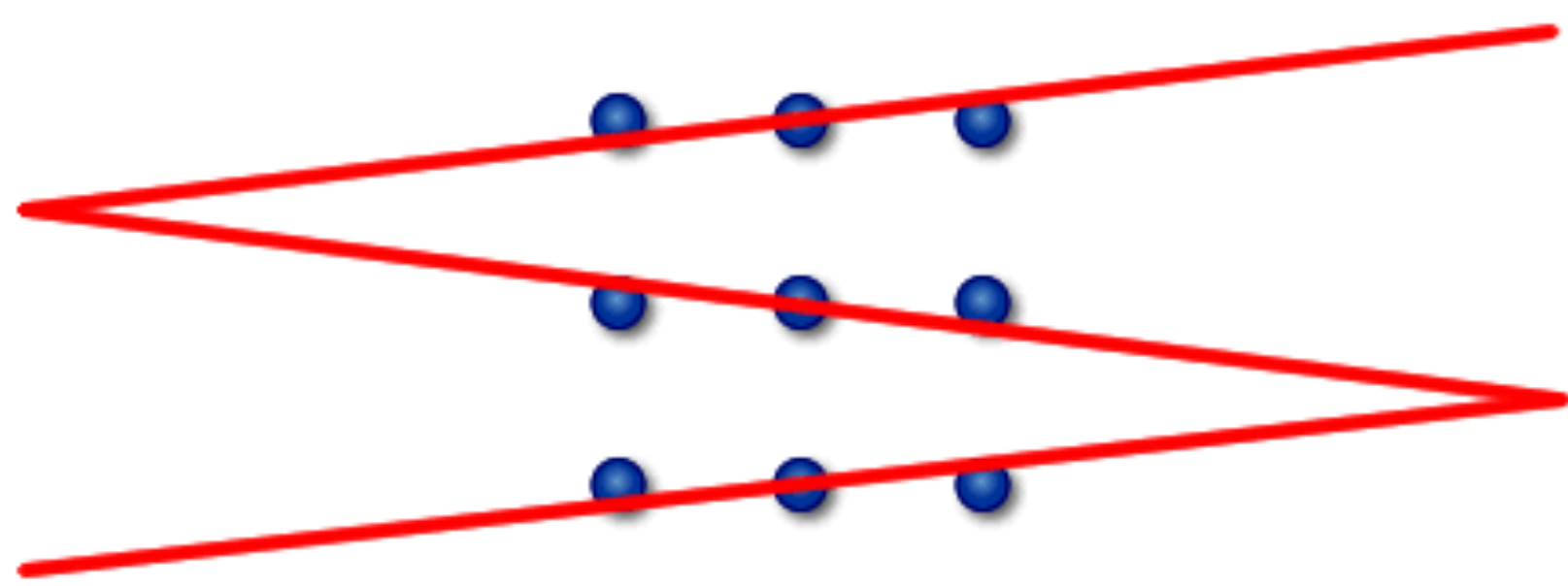
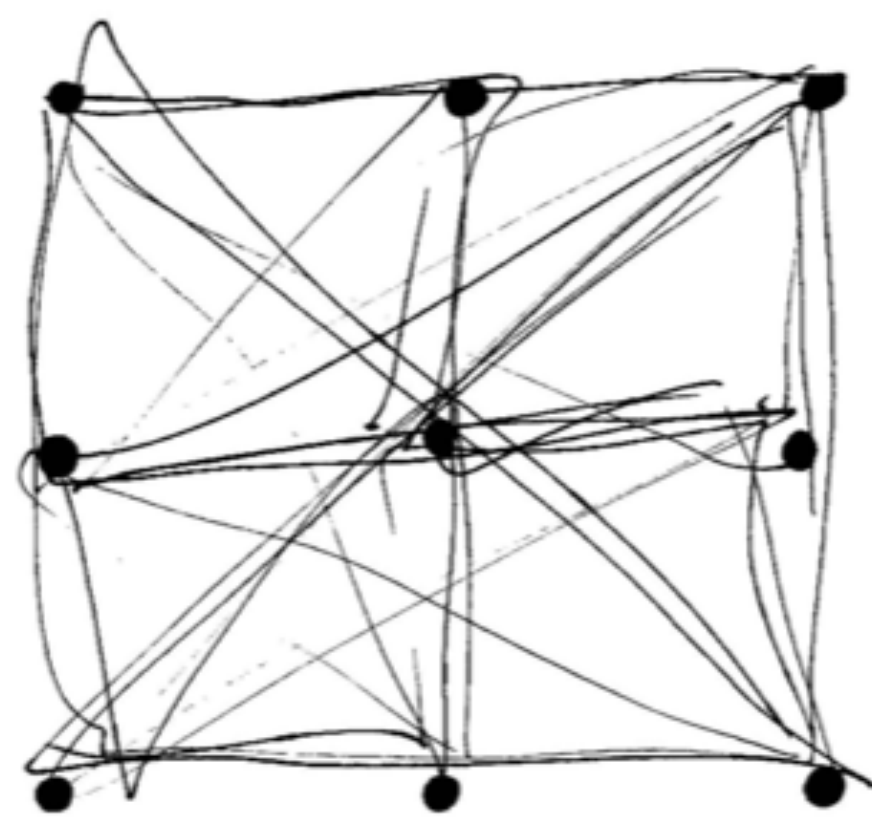
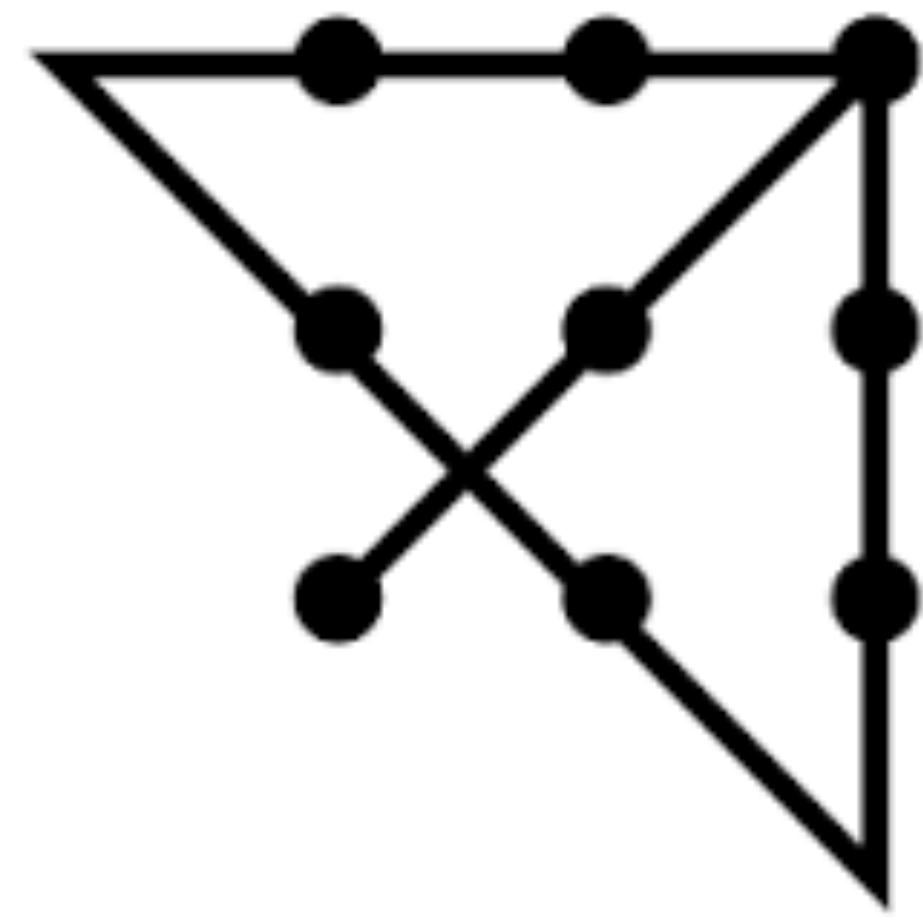
Who or what
needs disrupted?

What we can learn from Rodin





FAIL...



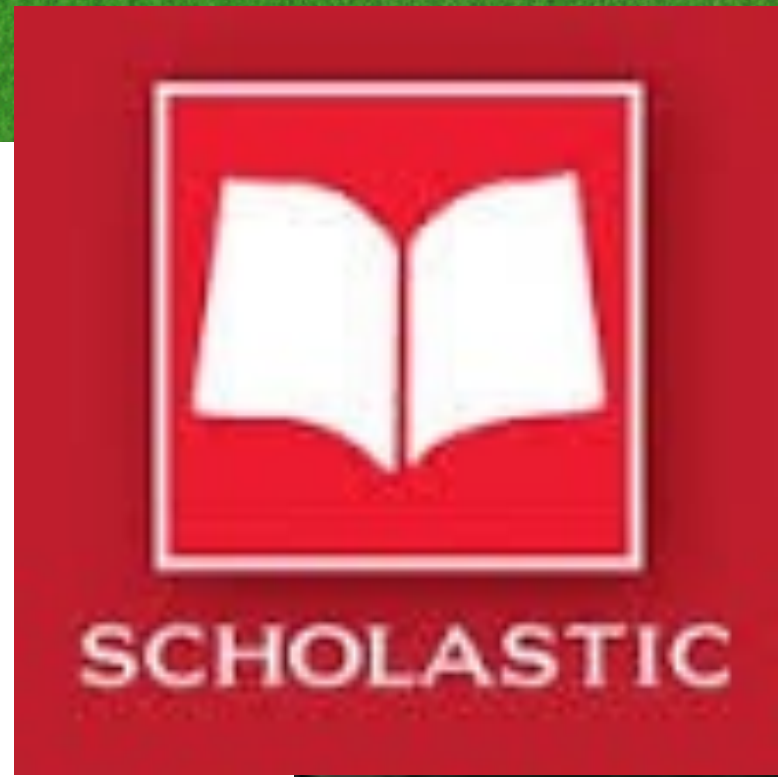
People
are always
the reason...



At Least You Didn't Die!

#2 (re) Focus





The Power of Focus



“ Focused attention
beats brains and brute
strength every time. ”

– Mark Sanborn

(re)Focus or Repeat

1

What
are your
6-8 MVP
activities?

2

Schedule
60-80%
of each day
to do them.

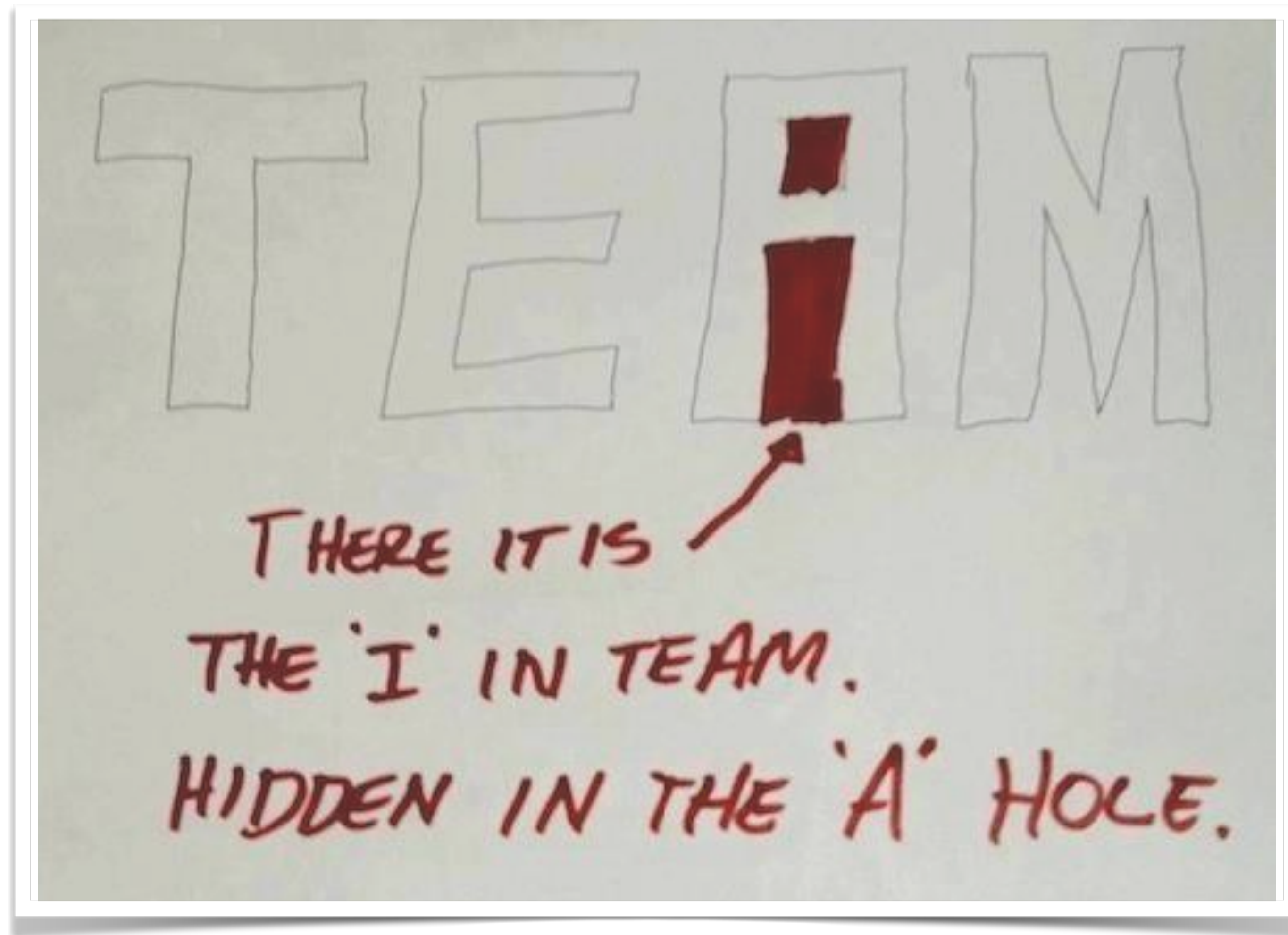
3

Check
your list
with your
team's list.



#3 Work Together

A Mystery Solved



*When values are clear,
decision making is easy.*



Great Leader Research

Social skill **12%**
Results focus **14%**
Both **72%**
1% high on both

James Zenger, 2009

#4 Innovate Continually

Disrupt Best Practices

Best



Better



Next



The Emotion Economy



Imports

Elevate the Experience

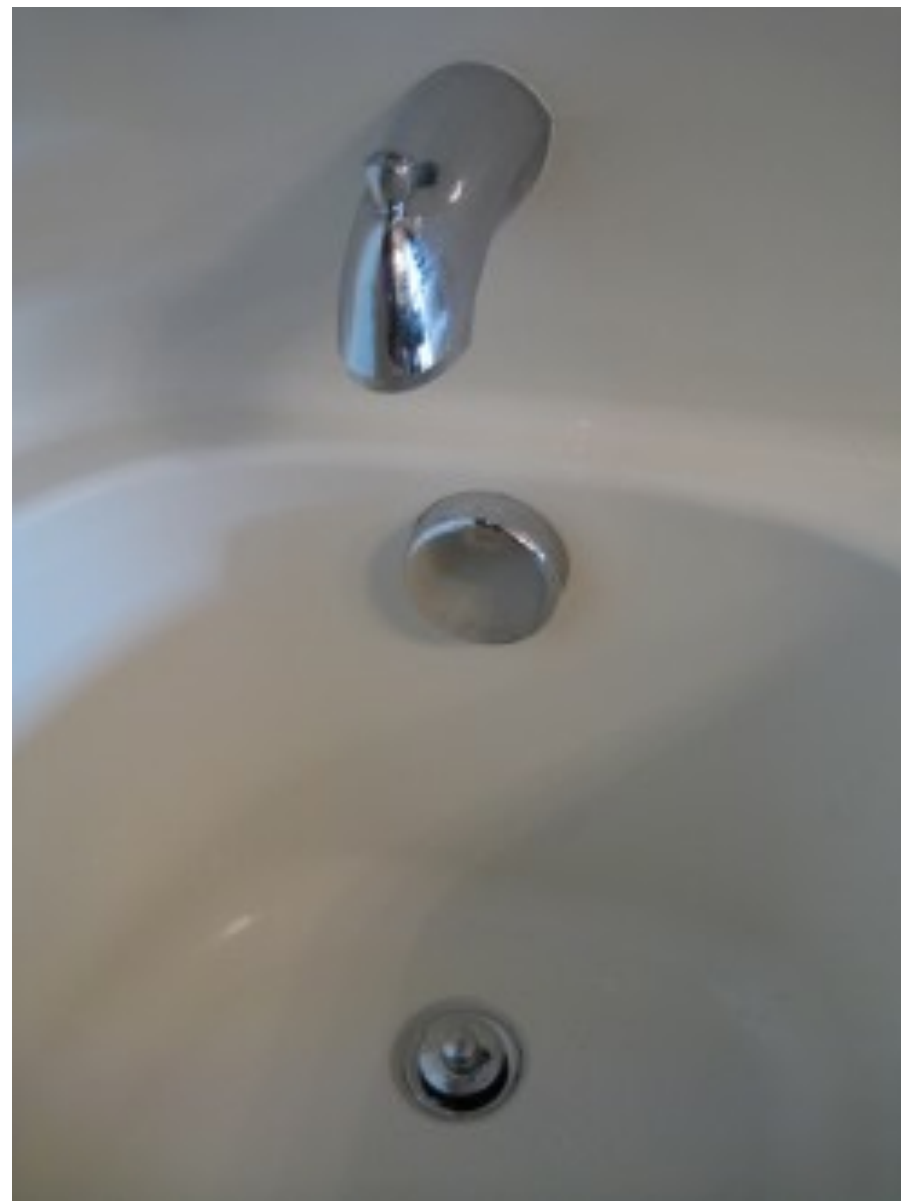
- The client or customer receives value.
- They are pleasantly surprised.
- They become happier.
- They tell others, do more business, and are more loyal.

Outthink
rather than
Outspend

Little things make
a big difference



OMNI  HOTELS
& RESORTS®



thoughtfulness

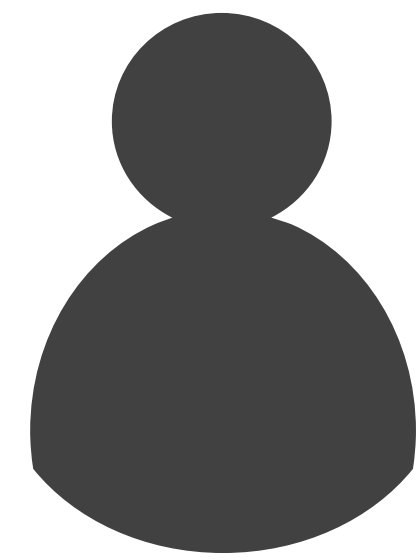


#5 Increase Capacity

Duct Tape Team Members



Only 2 ways to grow:



Grow Yourself



Grow Your Team

#6 Be Bold





There is room for more . . .



LAGUNITAS

BREWING COMPANY

To Do

1. Identify who and what needs **disrupted**.
2. **Elevate the experience** (and value prop).
3. **(re)Focus** your MVP list and your team's.
4. **Outthink**, rather than outspend.
5. Eliminate or explain the "**tub stoppers.**"
6. **Grow** yourself and your team.

***How fast can a human
being ride a bicycle?***

152 MPH



BROKEN!

183.9 MPH



Denise Mueller-Korenek

Thank You!



National Association
of Residential
Property Managers

MARK **MSA** SANBORN
CSP, CPAE

Appendix

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