



WET CEMENT

— MAKE YOUR MARK —



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10 RULES FOR BUSINESS SUCCESS

1

NO SURPRISES

The only good surprise is your baby's gender or when you are the guest of honor at a surprise party!

In business, no one likes surprises.

Communicate up the org chain to set expectations and share news in an orderly fashion—

whether the news is good or bad.

While it may seem exciting to share a big win with your CEO, if your boss and her boss haven't heard about it yet, they'll feel blindsided if the CEO asks them about it.

2

BRING PROBLEMS WITH SOLUTIONS

When you surface an issue, come prepared with ideas of how to solve it.

You don't have to personally solve the problem, but at least demonstrate you are thinking through ways to overcome team roadblocks. When you publicly identify an issue, you should also identify at least two to three possible solutions to the problem to start the conversation.

3

OVERCOMMUNICATE

Scheduling a meeting?
Use the ORO Method.
Identify Objectives,
Responsibilities and
Outcomes Needs in advance.

At the meeting, share data and insights,
capture action items throughout and
assign homework at the conclusion
(including to yourself). Schedule your follow-up
meeting in the moment, while you are together.
Send a brief recap with next steps
to all attendees within 24 hours.

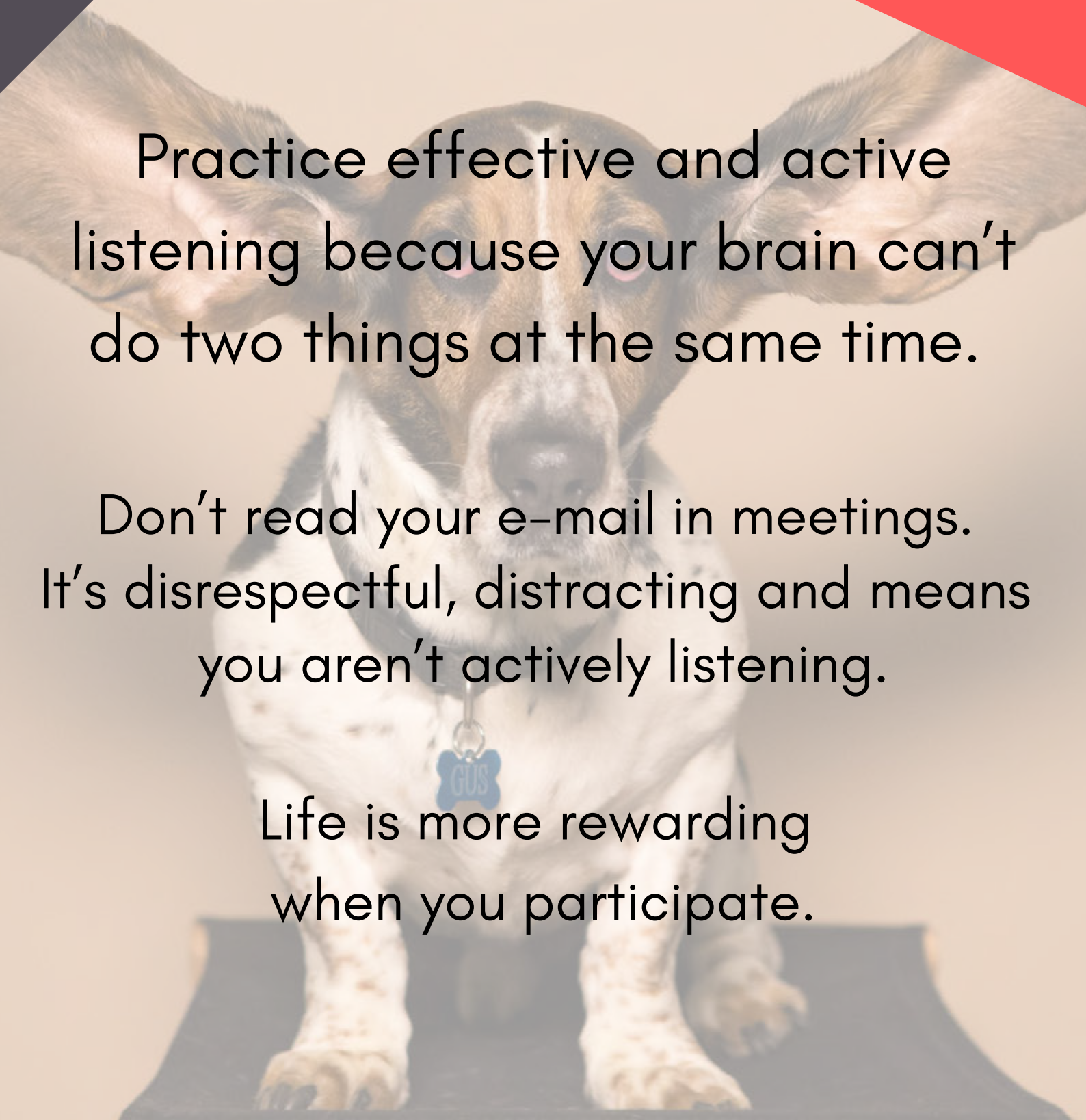
4

BE PRESENT

Practice effective and active listening because your brain can't do two things at the same time.

Don't read your e-mail in meetings. It's disrespectful, distracting and means you aren't actively listening.

Life is more rewarding when you participate.



5

ACT LIKE THE AMBASSADOR YOU ARE

You represent your company, your team and your direct manager.

Do you project the best version of yourself?

If senior leadership is in the office, dress to impress and be ready for action!

Arrive early and stay a little later than you normally would.

Do your part to create a positive impression of your team.

6

BE POSITIVE

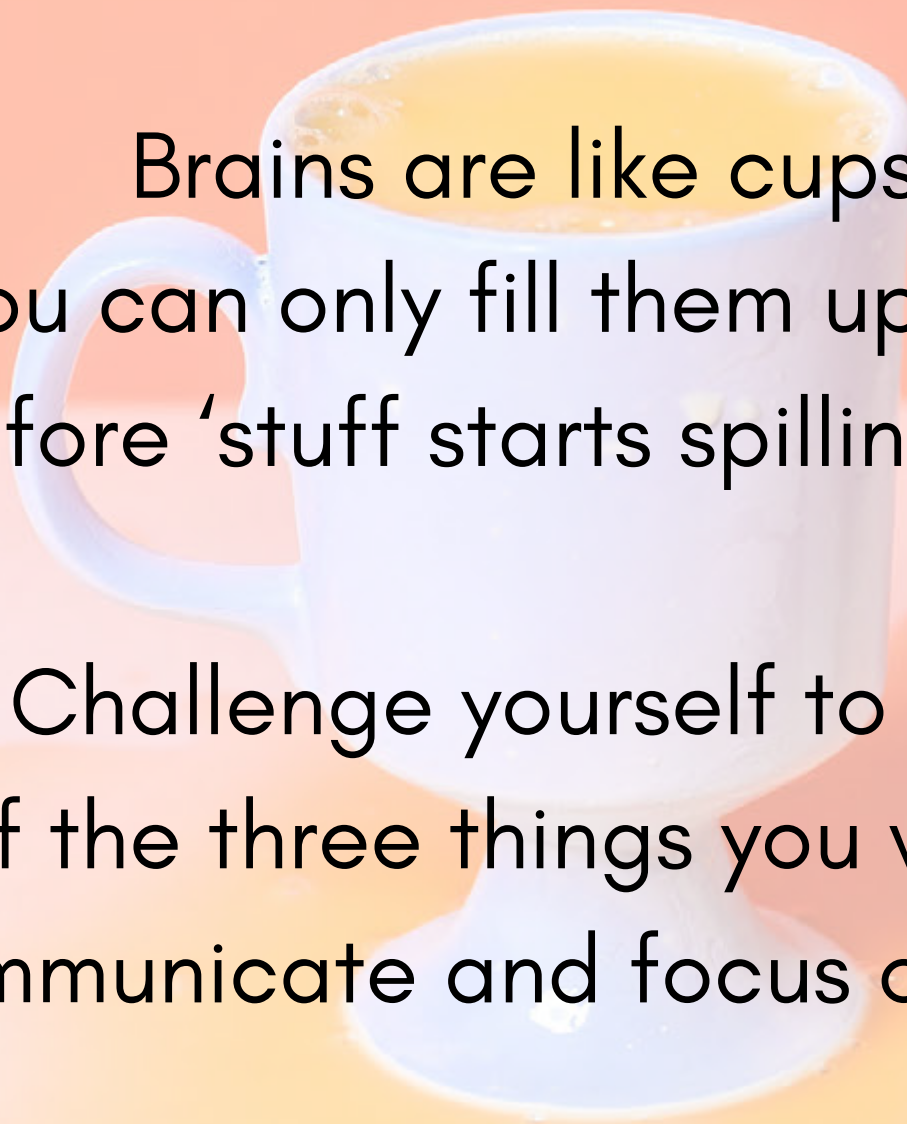
Teams thrive in positive and supportive environments. No one likes to be around negative people, attitudes, or gossip—it creates unnecessary worry (and it's usually a waste of time!).

Gossip destroys morale and reduces teamwork and productivity.

This toxic behavior is contagious—it can 'infect' not only your business, but your personal life as well.

7

DON'T OVERFLOW



Brains are like cups—
you can only fill them up so far
before ‘stuff starts spilling out.’

Challenge yourself to think
of the three things you want to
communicate and focus on those.

8

BE CLEAR, DIRECT AND ASSERTIVE

No one likes to deliver bad news or have uncomfortable conversations, but being straightforward and candid is always the best choice.

If you are Passive Aggressive, you likely hold things in, complain in private, and delay solving the problem.

This often makes things worse over time. Strategically plan on how you will approach the issue, schedule it at an opportune time and address in private.

9

ASSUME INNOCENCE

We are all running fast
and that means sometimes you
can step on toes.

Always assume it's an
accident first... rather than
an intentional slight.

10

BE RESPONSIVE

Acknowledge requests from colleagues and clients in a timely manner.

Even if your plate is full, it doesn't take much time to let someone know they've been heard.

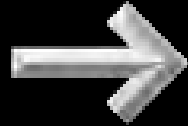
A simple 'thanks,' 'on it' or 'got it' can go a long way!

My former CEO acknowledged every request or important e-mail.

He had 40 direct reports.

If he can do it, you can!

**NEED EXPERT HELP TO CREATE AN
EMPOWERED, INCLUSIVE AND
INNOVATIVE ORGANIZATION?**



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