



Results Rule!®

Build a Culture that Blows the Competition Away

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KEY LEARNING POINTS:

- Your organization is either a has-been, a wanna-be, or a hero in the mind of your customer.
- Customers (both external and internal) are asking “Why you? Why now? What makes you relevant?”
- The marketplace never lies – Results Rule!
- A compelling culture that develops and encourages positive performance from every member of the staff is the intangible that provides a sustainable competitive advantage in a world where products and services are viewed as interchangeable.
- Leader’s influence a RESULTS RULE! culture through the application of three principles. Remember – it’s not about position. It’s about your willingness and ability to set you and your organization apart from the other guys.

Focus the energy to make the main things the main thing

- Fundamentals are the minimum, being distinctive is the difference.
- The commitment to delivering the fundamentals and being distinctive must drive every decision; be visible in every organizational structure and system; and be reinforced through goals, measures, rewards, consequences, employee selection, and operational decisions.
- Three questions to determine the main things in your operation:
 - What results must we deliver to create a valuable uniqueness for our customer?
 - What behaviors must we exhibit to build partnerships externally and internally?
 - What must we learn to be better tomorrow than today?

NOTES

Leverage the power of partnerships

- Employees see no particular need to help you succeed unless you give them one.
- RESULTS RULE! organizations create an environment that attracts and retains people who want to help you succeed. They build partnerships with internal customers that lead to loyalty from external customers.
- Little things mean a lot when you are building relationships with people. Recognize their efforts. Earn and maintain trust. Provide a world-class environment. And, connect with them as individuals.

Show the courage of accountability

- Most organizations do not hold themselves accountable for results and behaviors that distinguish them from the other guys.
- Three things get in the way of accountability
 - We don't tell ourselves and others the truth
 - We settle for what's easy, rather than what's best
 - We lack the courage to confront
- Start tomorrow – no \$.79 problems for anyone
- Great leaders and great organizations commit to a culture that promotes positive performance as their competitive advantage. It is the only way to succeed over the long-term.
- What would happen in your team, department, or organization if you decided to let go of the things that are getting in the way of being a hero to those you serve by delivering results year...after year...after year?

ABOUT RANDY PENNINGTON

Randy Pennington helps leaders and organizations create cultures focused on results. He is a nationally recognized expert in workplace, leadership, and integrity issues. Randy has worked with many of this country's best-managed organizations including JCPenney, Motorola, Sprint PCS, DFW Airport, Alabama Power Company, Progressive Insurance, Heery International, and Brinks Home Security as well as numerous associations and government agencies. Additionally, he serves as an adjunct instructor in the Cox Business Leadership Center at Southern Methodist University.

Randy is creator of POSITIVE PERFORMANCE[®] Management and INTEGRITY-DRIVEN[®] Leadership. His first book, *On My Honor, I Will* received endorsements from President Gerald Ford, Zig Ziglar and Stephen Covey, Ph.D. His second book, *Results Rule!* was released in 2006 by John Wiley & Sons. Randy's ideas and comments have appeared in *The Wall Street Journal*, *The New York Times*, *Entrepreneur*, *Executive Excellence*, *Training* magazine and numerous professional/trade association journals. He has appeared on CNN, Fox News, the BBC, and the ABC radio network.

Randy's background is a unique blend of line, staff, and consulting experience ranging from hourly employee to senior management. He holds a Bachelors and Masters Degree in Psychology and has completed Postgraduate work in Organization Administration and Management. Randy is Chairman of the Board of Trustees for the National Speakers Association Foundation and also serves as a member of the NSA Board of Directors. He received NSA's Certified Speaking Professional (CSP) designation in 1996. Additionally, he served as the 1998-99 Chairman of the Board of Directors of the American Heart Association, Texas Affiliate and was a founding member of the Texas Council for Cardiovascular Disease and Stroke.

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