



INSIGHT 2019

Takeaways

INSIGHT 2019 may be behind us, but you can still take the lessons learned from the conference and apply them to your life. Below are a few of the key takeaways from the conference.

ABOUT PLANNING

- Never Fall in Love with the Plan
- Use the OODA Loop: Observe, Orient, Decide, Act (or, if you are a leader, Ask). Rinse and Repeat.
- Disagreement is not disrespect
- Contrarians are welcome, but cynics are not

ABOUT BUILDING A TEAM YOU CAN TRUST

- Trust = Character x Competence
- If people are underperforming, try moving them to areas where they can be more competent. If that doesn't work, take action and remove them, or you could lose the trust of your team.

ABOUT INSPIRING AND EMPOWERING YOUR TEAM

- Have a Philosophy: Keep it simple, say it often, live it daily.
- Leadership is a contact sport: Your team in the field needs to see you in person sometimes
- Empower your team to deviate from plan if necessary: Sharing information with the field enables staff to make decisions for themselves
- Create an accountability checklist that is short and can be carried around

“If Not Me, Then Who? If Not Now, Then When?”

SOUTH49°

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