Leading in Chaos
You and Your Role are Needed More Than Ever!

Jay McChord
“Never Look Down On A Day Of Small Beginnings”
STOP ... Before you keep moving
Navigate?
Thank You!
Question for you?
Why are you excited?
3 Reasons for YOU to be Excited?
Bert Jacobs
*Life is Good* - Brand
Know The Times & Know What To Do!
“The Times”
HOW TO MAKE IT SIMPLE???
“Covid Effect”
“We’re all in this together.”

Most Politicians
“Same Storm, Different Boats.”
BIG DIFFERENCE
“Covid Effect”
HOW ELSE?
Rubber Bands & Plastics
Rubber Bands
Rubber Bands
Rubber Bands
Rubber Bands
Plastic
Plastic
What are the “Rubber Bands” in my world?
“Rubber Bands” go back to NORMAL
What are the “Plastics” in my world?
“Plastic” NEVER goes back to NORMAL?
COVID Created Opportunities!
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity

MARCH 2020

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CORONAVIRUS OUTBREAK
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity
True Story of Opportunity

Because of COVID
True Story of Opportunity

Because of COVID

• Forced to make changes.
True Story of Opportunity

Because of COVID
- Forced to make changes.
- Were flexible and nimble.
True Story of Opportunity

Because of COVID

• Forced to make changes.
• Were flexible and nimble.
• Altered a process they already knew.
True Story of Opportunity

Because of COVID

• Forced to make changes.
• Were flexible and nimble.
• Altered a process they already knew.
• Provided an in-demand product everyone wanted and needed.
True Story of Opportunity

Because of COVID

• Forced to make changes.
• Were flexible and nimble.
• Altered a process they already knew.
• Provided an in-demand product everyone wanted and needed.
• Created new revenue with better profit margins.
True Story of Opportunity

Because of COVID
• Forced to make changes.
• Were flexible and nimble.
• Altered a process they already knew.
• Provided an in-demand product everyone wanted and needed.
• Created new revenue with better profit margins.
• Were seen as leaders in their industry.
True Story of Opportunity

Because of COVID

• Forced to make changes.
• Were flexible and nimble.
• Altered a process they already knew.
• Provided an in-demand product everyone wanted and needed.
• Created new revenue with better profit margins.
• Were seen as leaders in their industry.
• Are seen as extremely **RELEVANT** by employees, customers, and the community.
True Story of Opportunity

Because of COVID
• Forced to make changes.
• Were flexible and nimble.
• Altered a process they already knew.
• Provided an in-demand product everyone wanted and needed.
• Created new revenue with better profit margins.
• Were seen as leaders in their industry.
• Are seen as extremely RELEVANT by employees, customers, and the community.

• AND...THEY SAVED THEIR BUSINESS!!!
Ask yourself...
Your Story of Opportunity?
TOOL
Opportunity Evaluation
Opportunity Evaluation

Write “Rubber Bands” at the top of the page.
Opportunity Evaluation

Write “Rubber Bands” at the top of the page.

Under “Rubber Bands” write what will likely go back to the way it was before COVID for you, your position, your profession, and within government.
Opportunity Evaluation

Write “Rubber Bands” at the top of the page.

Under “Rubber Bands” write what will likely go back to the way it was before COVID for you, your position, your profession, and within government.

What opportunities do you see?
Opportunity Evaluation

Write “Plastic” at the top of the page.
Opportunity Evaluation

Write “Plastic” at the top of the page.

Under “Plastic” write what will likely NOT go back to the way it was before COVID for you, your position, your profession, and within government.
Opportunity Evaluation

Write “Plastic” at the top of the page.

Under “Plastic” write what will likely NOT go back to the way it was before COVID for you, your position, your profession, and within government.

What opportunities do you see?
Opportunities Are Everywhere!
“The Times”
HOW TO MAKE IT SIMPLE???
“The Times”???
Did you know…
8 seconds - 2022
12 seconds - 2000
9 seconds -
Your Last 12 Months
...how much time did you spend thinking about...
...what you would say in the first...
Most people spent...
Window to Communicate is Getting Tighter
Concise
“Short”
“Nothing Unnecessary”
Concise = “Nothing Unnecessary”
The Brain
The Brain
The Brain
The Brain

ANALYTICAL
The Brain
The Brain
The Brain

- Analytical
- Emotional
The Brain

- Analytical
- Emotional
- Survival
The Brain

- Analytical
- Emotional
- Survival
The Brain

[Diagram with labeled areas: Analytical, Emotional, Survival, Pain]
The Brain
The Brain
The Brain

- **Analytical**
- **Emotional**
- **Survival**
- **Pain**
- **Gain**
- **Explain**
8 Seconds of Attention Span
Did you know ...
5 Generations… communicating differently

- **Traditionals**
  - Write me
- **Baby Boomers**
  - Call me
- **Gen-X**
  - Email me
- **Millennials**
  - Text me
- **Gen-Z**
  - Snap Me
  - DM Me
“Different Generations See Things Differently”
Simple Technology
Time Management
Success
Leadership
Mental Health
Community Impact
Flexible Work Environment
Effective Constituent Service
HARD WORK
GENERATIONAL DIFFERENCES ARE A BIG DEAL!!!
Why such a BIG DEAL for you??
Decision-Makers are Changing!
Constituents are Changing!
The Media is Changing!
And *You* work with *them* **ALL!**
GENERATIONAL DIFFERENCES ARE A BIG DEAL!!!
HOW TO MAKE IT SIMPLE???
30,000 ft View
The Compression of the Two Tens
10,000
PERSONALLY
ORGANIZATIONALLY
The Compression of the Two Tens
10 Year Window
WHY?
#1 WHY?
WHY?

Deconstruction
WHY?

Deconstruction

• Why do you do it this way?
WHY?

Deconstruction

• Why do you do it this way?
• Why not?
WHY?

Deconstruction

• Why do you do it this way?
• Why not?
• Why can’t we?
Your Response
HOW?
HOW?
How do you see doing it differently?
How do you see doing it differently? How would you approach the problem?
HOW?

How do you see doing it differently?
How would you approach the problem?
How should we be looking at it?
What Rules?
#2 WHY?
WHY?

Alignment
WHY?

Alignment
Why do you do what you do?
Not Ready for the “Two 10’s”
Walkway Behind Cinderella Castle To Be Widened In Magic Kingdom

“Honestly, the walkway can become almost impossible to walk through during busier times and if strollers or wheelchairs/ECVs end up utilizing it.”

- March 2019
Are **YOU** Built For The Two Tens?
Are **YOU** Built for the Two Tens?

**Ask:**

- **Yourself**
Are YOU Built for the Two Tens?

Ask:

• Yourself
• Your Team
Are **YOU** Built for the Two Tens?

**Ask:**

- Yourself
- Your Team
- Your Leadership
Are YOU Built for the Two Tens?

Ask:

• Yourself
• Your Team
• Your Leadership
• Your Community’s Leadership
Are YOU Built for the Two Tens?

The Way to Ask:
Are YOU Built for the Two Tens? Boomer Retirements
Are YOU Built for the Two Tens?

Boomer Retirements
• What are the challenges?
Are YOU Built for the Two Tens?

Boomer Retirements
• What are the challenges?
• What are the opportunities?
Are YOU Built for the Two Tens?

**Boomer Retirements**
- What are the challenges?
- What are the opportunities?

**Millennials Moving Up**
Are YOU Built for the Two Tens?

Boomer Retirements
• What are the challenges?
• What are the opportunities?

Millennials Moving Up
• What are the challenges?
Are YOU Built for the Two Tens?

Boomer Retirements
• What are the challenges?
• What are the opportunities?

Millennials Moving Up
• What are the challenges?
• What are the opportunities?
TOOL
“Generations in a Word”
Look at Each Generation
One Word Per Generation
One Image
Per Generation
Traditionals
(pre-1946)
Traditionals

Approximately 76 years+
RULES
Baby Boomers (1946-1966)
Baby Boomers
Approximately 56-75 years old
Legacy
Gen-X

(1966-1981)
Gen-X

Approximately 41 to 55 years old
Level
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<td>12</td>
<td>9890</td>
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<td>3</td>
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<tr>
<td>5</td>
<td>AXS</td>
<td>20890</td>
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<td>EMJ</td>
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<td></td>
<td>16</td>
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<td>7</td>
<td>IUL</td>
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<td>17</td>
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<td>18</td>
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<tr>
<td>9</td>
<td>GYS</td>
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<td>19</td>
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<td>TKC</td>
<td>18920</td>
<td></td>
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<td>6140</td>
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<tr>
<td>11</td>
<td>OCK</td>
<td>18390</td>
<td></td>
<td>21</td>
<td>6140</td>
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Millennials
(*1981-2000)
Millennials
Approximately * 22-40 years old
Impact
Gen-Z
(* 2000-2015 *)
Gen-Z

*Approximately 7 to 21 years old
Gen-Z

“IN SCHOOL RIGHT NOW”
Riley’s Letter Jacket
“Generations in a Word”
“Generations in a Word”

**Generation:**  
**Years:**  
**Word:**
“Generations in a Word”

**Generation:** Traditionals
**Years:** (Before 1946)
**Word:** RULES
<table>
<thead>
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<th>Years:</th>
<th>Word:</th>
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<tr>
<td>Traditionals</td>
<td>(Before 1946)</td>
<td>RULES</td>
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<td>Boomers</td>
<td>(1946 - 1966)</td>
<td>LEGACY</td>
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“Generations in a Word”

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<td>LEGACY</td>
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<tr>
<td>Gen X</td>
<td>(1966 - 1981)</td>
<td>LEVEL</td>
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<tr>
<td>Generation</td>
<td>Years</td>
<td>Word</td>
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<td>Generation</td>
<td>Years</td>
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<td>(1966 - 1981)</td>
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<tr>
<td>Gen Z</td>
<td>(2000 – 2015)</td>
<td>CUSTOMIZE</td>
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### “Generations in a Word”

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<td>(76+)</td>
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<td>(56-75)</td>
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<td>Gen X</td>
<td>(41-55)</td>
<td>LEVEL</td>
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<td>Millennials</td>
<td>(22-40)</td>
<td>IMPACT</td>
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<tr>
<td>Gen Z</td>
<td>(7-21)</td>
<td>CUSTOMIZE</td>
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Land The Plane
What are “The Times”?
“Covid Effect”
Rubber Bands & Plastics
“The Times”???

8

5
Short Attention Spans & Multiple Generations
And...
Work from home: More companies are letting new hires work anywhere permanently amid COVID-19 pandemic
- USA Today July 21, 2020

Get A Comfortable Chair: Permanent Work From Home Is Coming
- NPR June 22, 2020

Here’s an ever-growing list of companies that will let people work from home forever
- Fast Company May 22, 2020

Companies Hiring for Remote Work-From-Home Jobs Right Now Flex Jobs
- August 7, 2020
Remote Work Headlines

2021

Employees Are Quitting Instead of Giving Up Working From Home
- Bloomberg Wealth June 1, 2021

Remote Working Fueled by COVID Pandemic Gaining Popularity
- US News September 25, 2021

How many days in the office are enough? You shouldn’t need to ask.
- The Conversation October 14, 2021
Major Companies That Have Announced Employees Can Work Remotely Long Term

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<th>COMPANY</th>
<th>TOTAL EMPLOYEES</th>
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<tr>
<td>Uber</td>
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<td>Microsoft</td>
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<td>Coinbase</td>
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<td>Mastercard</td>
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<td>Mastercard</td>
<td>46,000</td>
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<td>Nationwide Insurance</td>
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These companies are working from home forever

Companies not ever coming back to the office:
- Facebook
- Twitter
- Square
- Slack
- Shopify
- Zillow
But have you heard about...???
West Virginia is offering remote workers $12,000 in cash if they relocate for 2 years

- Insider April 13, 2021
Remote work is changing everything…
“In-person events and meetings were once the norm and virtual meetings the exception, but COVID-19 has flipped those scenarios”
Virtual Brings Out The...
“WHAT NOT TO DO!”

Hall of Fame

“Everything Says Something!”

VISUALLY
“Shirts Optional”

“Everything Says Something!”

VISUALLY
“Snack Time”

“Everything Says Something!”

VISUALLY
“LIGHT (singular)…Camera…Action”

“Everything Says Something!”

VISUALLY
“You Are Beneath Me”

“Everything Says Something!”
“Witness Protection Program”

“Everything Says Something!”
“Those Shelves are Giving Waaaaaay!!!”
(AKA – “Distracting Background”)

“Everything Says Something!”

VISUALLY
“Scary Stories from the Floating Head”

“Everything Says Something!”
“Love What You’ve Done with the Ceiling”

“Everything Says Something!”

VISUALLY
“Reporting Live from the Extra Bedroom”

“Everything Says Something!”

VISUALLY
What does this mean for you???
Increase Virtual Leadership, Communication, & Sales Skills
Know The Times & Know What To Do!
Know The Times
&
Know What To Do!
TOOLS:
TOOLS:

• “Why are you Excited?”
TOOLS:

• “Why are you Excited?”
• “Opportunity Evaluation”
TOOLS:

• “Why are you Excited?”
• “Opportunity Evaluation”
• “The Brain”
TOOLS:

- “Why are you Excited?”
- “Opportunity Evaluation”
- “The Brain”
- “Compression of the Two 10’s”
TOOLS:

• “Why are you Excited?”
• “Opportunity Evaluation”
• “The Brain”
• “Compression of the Two 10’s”
• “Generations in a Word”
So, what now???
40 Days & 40 Nights
King Saul
But, into that situation walks...
Word gets back to King Saul…
“WE’VE GOT A GUY TO FIGHT!!!”
“If you’re going to fight…”

King Saul
Too Much of a Good Thing
Five Rocks to Fight With
3 Take-Aways for You
3 Take-Aways for You

Sometimes the ONLY way to move someone is through your **ENTHUSIASM**.
3 Take-Aways for You

*Sometimes the ONLY way to move someone is through your ENTHUSIASM.*

Be EXCITED!
3 Take-Aways for You

Sometimes the ONLY way to move someone is through your ENTHUSIASM.

Be EXCITED!

If you try to use all I’ve taught today, it’s like “Saul’s Armor”…too much of a good thing.
3 Take-Aways for You

Sometimes the ONLY way to move someone is through your ENTHUSIASM.

Be EXCITED!

If you try to use all I’ve taught today, it’s like “Saul’s Armor”…too much of a good thing.

Take 5 things into battle with you!
3 Take-Aways for You

Sometimes the ONLY way to move someone is through your **ENTHUSIASM**.
Be EXCITED!

If you try to use all I’ve taught today, it’s like “Saul’s Armor”…too much of a good thing.

Take 5 things into battle with you!

David didn’t throw five rocks at one time. He threw one.
3 Take-Aways for You

Sometimes the ONLY way to move someone is through your **ENTHUSIASM**.

Be EXCITED!

If you try to use all I’ve taught today, it’s like “Saul’s Armor”…too much of a good thing.

Take 5 things into battle with you!

David didn’t throw five rocks at one time. He threw one.

Pick 1 of those 5 and start using it immediately!
TOOLS:

1. “Why are you Excited?”
2. “Opportunity Evaluation”
3. “The Brain”
4. “Compression of the Two 10’s”
5. “Generations in a Word”
THANK YOU!

Jay McChord
www.mcchordinc.com
859-492-6555
THANK YOU!

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