

“We exist to help leaders create cultures where everyone can thrive”

Marshall Diggs – Growth Culture

*“Only three things happen naturally in an organisation: friction, confusion and underperformance;
Everything else require [you] leadership”.*

Peter Drucker

Not Everything Counts...
BUT Everything Matters!







Not Everything Counts...
BUT Everything Matters!

Marshall Jigges
Leadership



Qu: Is the right thing at the wrong time right or wrong?



'There is a TIME for everything and a season for every activity under the sun'.

Ancient Proverb



Not Everything Counts...
BUT Everything Matters!

Marshall Riggs
Leadership

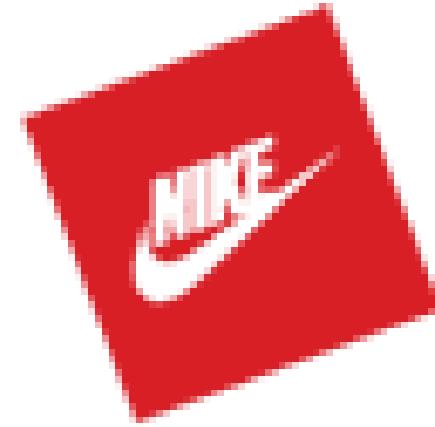


LIVE FOR NOW

PEPSI, the Pepsi Swoosh and LIVE FOR NOW are trademarks of PepsiCo, Inc.

Not Everything Counts...
BUT Everything Matters!

Marshall Jigges
Leadership



JUST DO IT.

Not Everything Counts...
BUT Everything Matters!

Marshall Jiggs
Leadership



Not Everything Counts...
BUT Everything Matters!

Marshall Jigges
Leadership



Not Everything Counts...
BUT Everything Matters!

Marshall Jigges
Leadership



Not Everything Counts...
BUT Everything Matters!

Marshall Jiggs
Leadership



Not Everything Counts...
BUT Everything Matters!

Marshall Jiggs
Leadership



Not Everything Counts...
BUT Everything Matters!

Marshall Jigges
Leadership



- Clock [TIME for Everything]
- Solar System
- Seasons
- Tides
- Procreation



Colonel Harland Sanders

Predictable Success [Les McKeown]

Not Everything Counts...
BUT Everything Matters!



Marshall Jigges
Leadership



Not Everything Counts...
BUT Everything Matters!

Marshall Riggs
Leadership



- Over Anticipation
- Hesitation
- Activation

Not Everything Counts...
BUT Everything Matters!

 Marshall Jigges
Leadership



CHANGE.

But start slowly, because
direction is more important
than speed.

Not Everything Counts...
BUT Everything Matters!



Marshall Jigges
Leadership

Adoption Theory

| | | | | | | | | |
|--------------|-------|-----------------------------|-----------|-------------|-----------|------------|---|---------------|
| Relationship | Power | Validity (Theory + Data) | Consensus | Action Plan | Incentive | Resourcing | = | CHANGE |
| | Power | Validity (Theory + Data) | Consensus | Action Plan | Incentive | Resourcing | = | False Start |
| Relationship | | Validity (Theory + Data) | Consensus | Action Plan | Incentive | Resourcing | = | Distraction |
| Relationship | Power | | Consensus | Action Plan | Incentive | Resourcing | = | Resistance |
| Relationship | Power | Validity (Theory + Data) | | Action Plan | Incentive | Resourcing | = | Division |
| Relationship | Power | Validity (Theory + Data) | Consensus | | Incentive | Resourcing | = | Anxiety |
| Relationship | Power | Validity (Theory + Data) | Consensus | Action Plan | | Resourcing | = | Slow Progress |
| Relationship | Power | Validity (Theory + Data) | Consensus | Action Plan | Incentive | | = | Frustration |



NOT EVERYTHING COUNTS...
BUT EVERYTHING MATTERS!

Not Everything Counts...
BUT Everything Matters!



Marshall Jigges
Leadership

Not Everything Counts...
BUT Everything Matters!

TRUST

Matters

Marshall Jigges
Leadership

Not Everything Counts...
BUT Everything Matters!

TRUST Matters



Marshall Diggles
Leadership

Not Everything Counts...
BUT Everything Matters!



HUMILITY

Matters


Marshall D. Biggs
Leadership

Not Everything Counts...
BUT Everything Matters!

HUMILITY Matters



Marshall Diggles
Leadership

Not Everything Counts...
BUT Everything Matters!



WORK ETHIC

Matters

! *Learn to discern the difference between being busy and productive.*


Marshall Diggles
Leadership

Not Everything Counts...
BUT Everything Matters!

WORK ETHIC Matters



Marshall Diggles
Leadership

Not Everything Counts...
BUT Everything Matters!



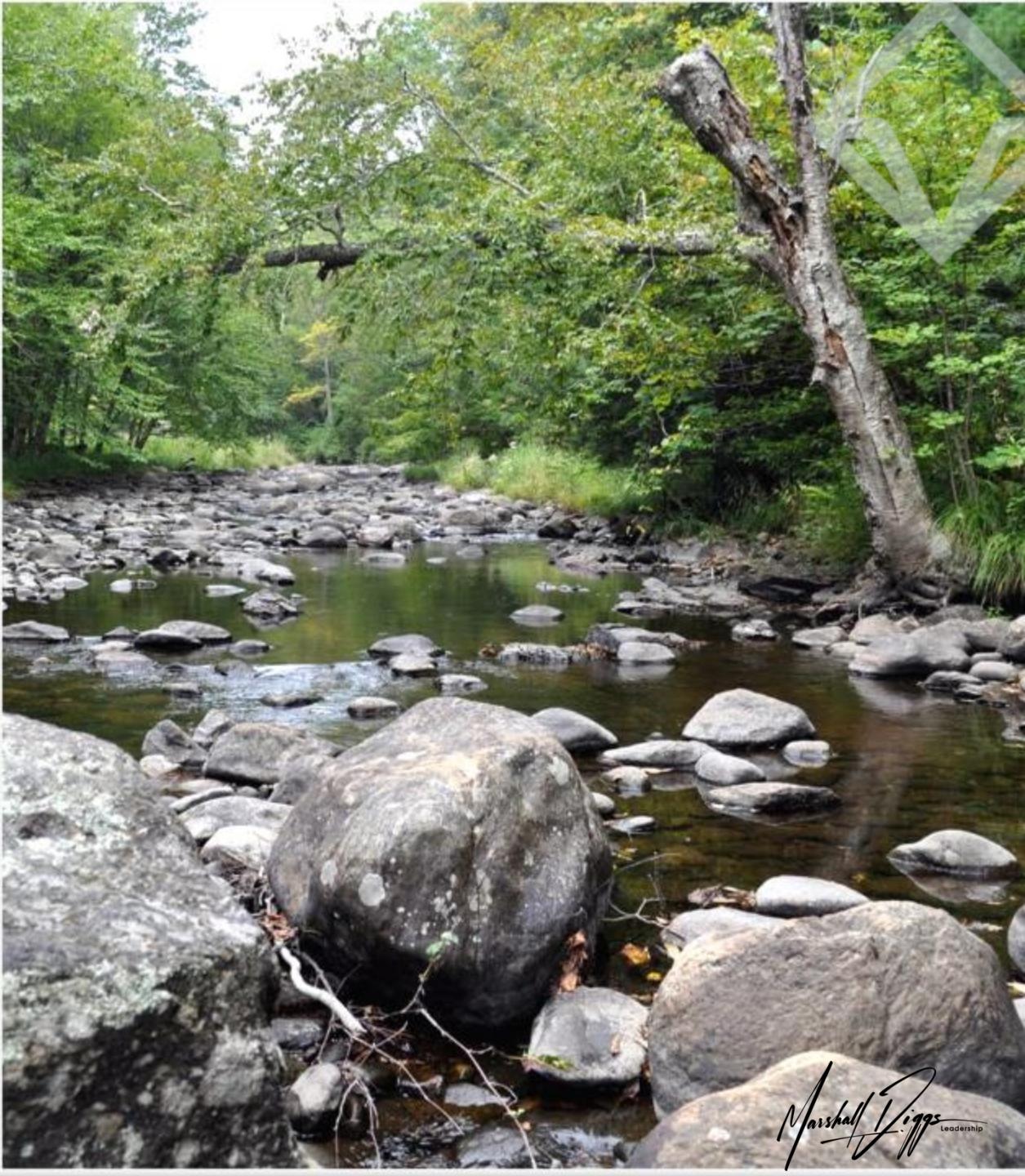
EQ

Matters

Marshall Diggles
Leadership



NOT EVERYTHING COUNTS...
BUT EVERYTHING MATTERS!



Marshall Riggs
Leadership

Not Everything Counts...
BUT Everything Matters!

*“A sunny disposition is worth more than fortune.
Young people should know that it can be cultivated;
that the mind like the body can be moved from the shadows into
the sunshine”*

*Andrew Carnegie
Pennsylvania Railways*

Marshall D. Biggs
Leadership

Not Everything Counts...
BUT Everything Matters!

EQ Matters

Emotional Intelligence:

- Self awareness
- Self regulation
- Motivation
- Empathy
- Social skills (other awareness)**



Marshall D. Jiggs
Leadership

Not Everything Counts...
BUT Everything Matters!



COMMUNICATION

Matters

 Marshall D. Biggs
Leadership

Not Everything Counts...
BUT Everything Matters!

COMMUNICATION Matters



Marshall Diggles
Leadership

Not Everything Counts...
BUT Everything Matters!

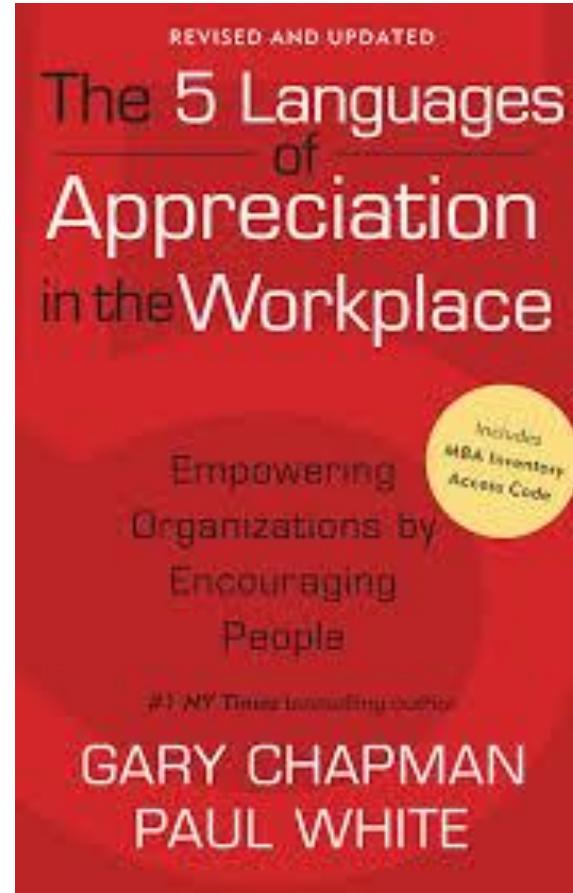
COMMUNICATION Matters



Marshall Diggles
Leadership

Not Everything Counts...
BUT Everything Matters!

COMMUNICATION Matters



Marshall Diggles
Leadership

Not Everything Counts...
BUT Everything Matters!

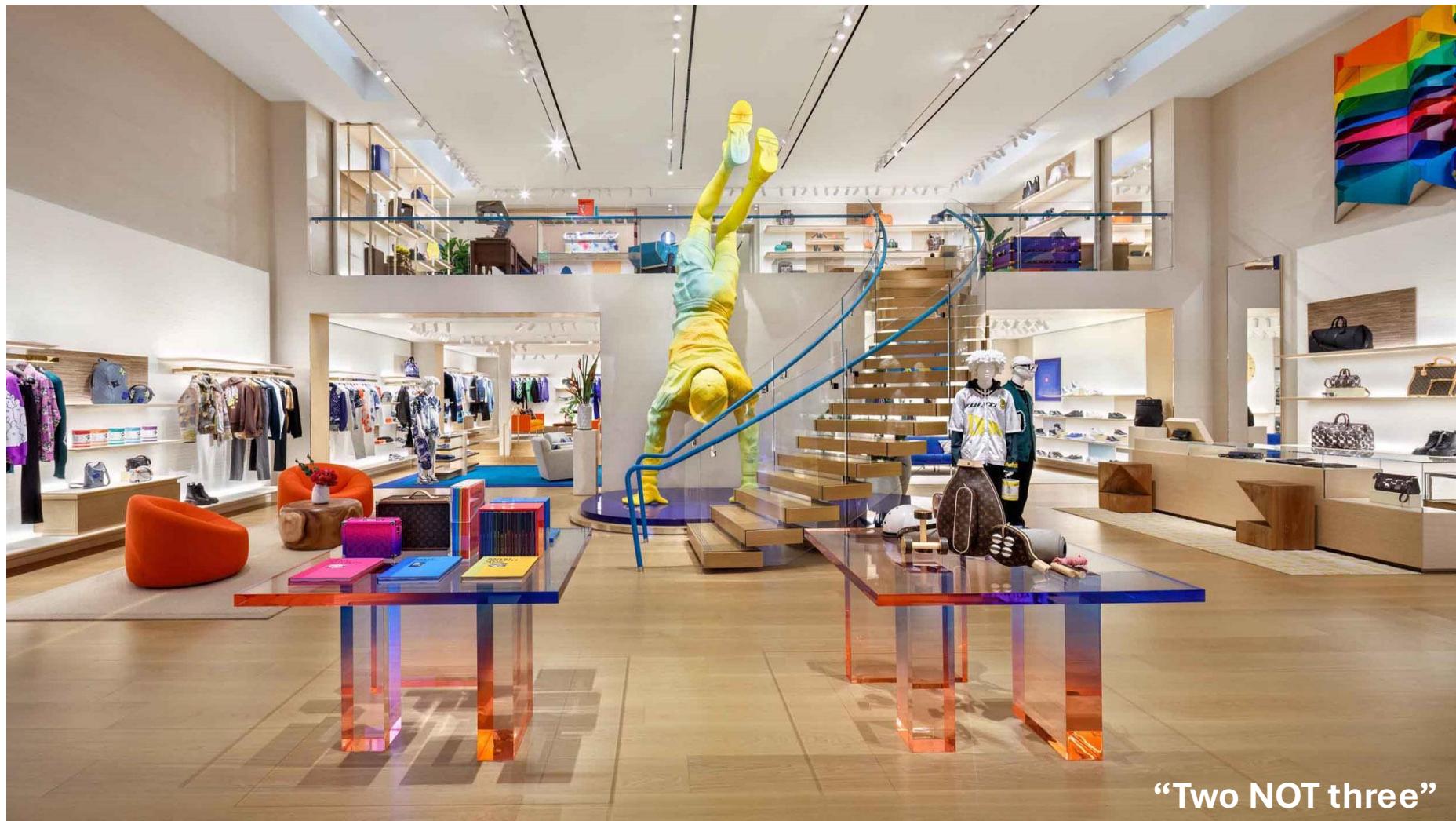


PRIORITIES

Matters

Marshall Ziggs
Leadership

PRIORITIES Matters



“Two NOT three”

Not Everything Counts...
BUT Everything Matters!



AUTHENTICITY

Matters


Marshall D. Piggs
Leadership

Reflection Time

1. Trust
2. Humility
3. Work Ethic
4. EQ
5. Communication
6. Priorities
7. Personal Growth
8. Authenticity

Not Everything Counts...
BUT Everything Matters!



Marshall Jigges
Leadership