Leadership & Social Media

Stark State/KSU-Stark Student Leadership Academy - Fall 2014

October 14 & 15, 2014

Presented by: James A. Ondrus
JA Ondrus LLC

JA Ondrus LLC, was established in January 2003 to be an active partner and provider of Leadership Development, Business Coaching, Strategic Business Development, and Employee Training and Development to small and medium sized business owners and self employed professionals in the Northeast Ohio area.

Short Bio on Jim Ondrus, Co-Owner of JA0 LLC:

30+ years experience developing leaders in the Energy, Manufacturing and Financial Services Industries in the US, UK, Canada and South Africa.

Guest Lecturer and public speaker at numerous business seminars, conferences, universities and public speaking events.

Strategic Partner with a select group of specialized consults and consulting firms.

Boards and Associations: Past member of Community Services of Stark County, Past President of Rotary Club of Jackson Township, Legatus International, American Gas Association, Edison Electric Institute and Board member of Jackson-Beiden Chamber of Commerce.

What are your Key Questions?

What do you want to Gain from this Session?
A few Key Lessons that I have Learned....

The Future Ain't What it Used to Be!!!!
- Yogi Berra

We don't know what we don't know!
- Unknown
A person that is **successful** is someone that is willing to do that which the **unsuccessful** person is not willing to do!

*Wisdom* is knowledge that is properly applied to obtain beneficial results and continually assessed and updated!
The person who knows why, will always lead the person who knows how!

- Unknown
What Trends do You See in Leadership?

What Trends do You See in Social Media?

A few Key Points from Thought Leaders:

- You don't bring about change in real big meetings or virtual meetings. You bring it about one person at a time, face to face—when we discover we have some common interests—the reality is it's 2014, not 2034, and I would argue that for the next 20 years, we're still safe believing in the importance of face-to-face contact. I'm not arguing against virtual meetings, but I'm telling you that if I'm running IBM, I want to be on the road 200 days a year as much in 2014 as in 2004 or in 1974. It has nothing to do with the value of the tools, but I've got to see you face to face now and then; I don't think I can do it all screen to screen. — Tom Peters – McKinsey & Company

- I don't think this means that everything those leaders do right now becomes irrelevant. I've still never seen a piece of technology that could negotiate effectively. Or motivate and lead a team. Or figure out what's going on in a rich social situation or what motivates people and how you get them to move in the direction you want. These are human abilities. They're going to stick around. But if the people currently running large enterprises think there's nothing about the technology revolution that's going to affect them, I think they would be naive. — Andrew McAfee – McKinsey & Company
Have you ever noticed that there are certain people that might see the world, opportunities, challenges, events or people differently than you?

We are going to take some time to examine a few of our lenses. Give some thought to how these lenses might impact your thoughts on Leadership & Social Media!
What comes to mind when I say the word B
Selective Perception
What Did You See?
Based on the research to this point, you need a balance of both Leadership and Social Media

Thank You for your attention and participation.

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