



Maximizing Potential: Our Continuous Journey of Personal and Professional Development

Presented by: Elicia Eskew

This session is eligible for 1 Continuing
Education Hour

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your certificate, you must:

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- Attend 90% of the session
- Fill out the online evaluation



Introduction

Elicia Eskew

CFO for Day and Night Solar LLC

- MBA from Washington University in St. Louis
- Over 20 years of experience in Corporate Finance / Accounting within the Construction, Engineering, and Manufacturing Industries.



Why does personal & professional development matter?



Think for a moment about all your risks when it comes to business:

- Weather conditions
- Tariffs
- Cost Overruns
- Material Sourcing
- You Personally



If we look at ourselves as the largest risk to our business, then investing in personal and professional development is mitigating that risk.



Understanding Who You Are: Characteristics of Business Leaders



As a business leader¹, do you have?

- Motivation & Drive
- Vision & Strategic Thinking
- Confidence & Risk-Taking Skills
- Leadership & Team Building Skills
- Adaptability & Resourcefulness
- Decision Making Skills
- Problem Solving Skill
- Communication Skills
- Curiosity & Innovation
- Resilience & Persistence



As an entrepreneur², do you have?

- Passion, Motivation & Discipline
- Vision & Goal Setting Skills
- Risk Taking Skills & Confidence
- Adaptability & Flexibility
- Decision Making Skills
- Innovation, Creativity & Curiosity
- Resilience & Perseverance
- Strong Ethics & Integrity



STEP 1: Understanding Who You Are

Recent research on strength development indicates that building on one's strengths leads to greater success and performance than focusing on weaknesses.



Individual Strengths Development³

Strengths are developed through a combination of natural talent and investment.

1. Discover your natural talents through assessments or self-reflection.
2. Invest time in practicing and developing skills related to your talents.
3. Build knowledge in areas that complement your talents.

Consistent application of these steps can lead to near-perfect performance in specific tasks

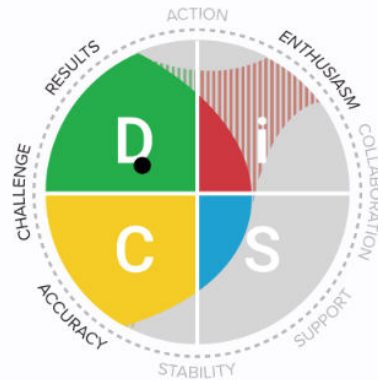


Framework for Understanding How You Interact With Others



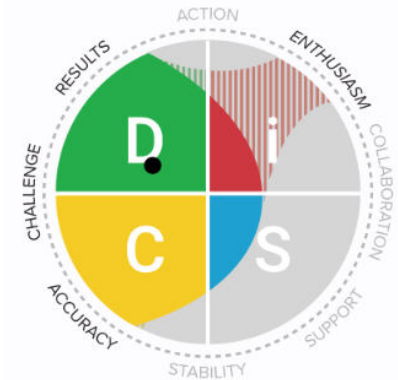
DISC Stands For:

Dominance (D)
Influence (I)
Steadiness (S)
Conscientiousness (C)



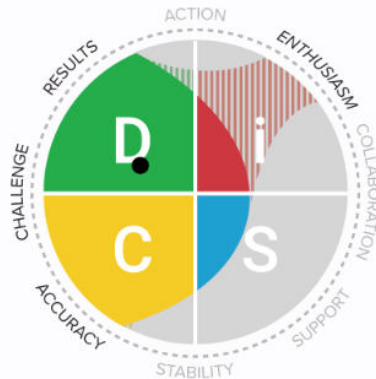
DISC Framework:

A personal assessment tool used to improve teamwork, communication, productivity and inspire lasting behavior changes.⁴



DISC Traits in Business Owners

- Most successful entrepreneurs exhibit strong **Dominance** traits complemented by **Influence** for persuasion and relationship-building.
- Balancing these traits with **Steadiness** and **Conscientiousness** is crucial for creating a well-rounded approach to leadership and business management.



Framework for Understanding How You Interact With Others⁵

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Dominance (D)

- Characteristics: confident, assertive, and results-driven. They thrive on challenges, competition, and achieving goals.
- Strengths: decisive, fast-paced, and risk-takers, making them effective in driving innovation and overcoming obstacles.
- Potential Limitations: May exhibit impatience or lack concern for others' feelings



Framework for Understanding How You Interact With Others⁵

Influence (I)

- Characteristics: excel in social situations and communication. They are enthusiastic, optimistic, and persuasive.
- Strengths: Ideal for networking, building relationships, and inspiring teams or customers.
- Potential Limitations: May focus too much on people and overlook details or structure



Framework for Understanding How You Interact With Others⁵

Steadiness (S)

- Characteristics: patient, cooperative, and dependable. They value security and consistency.
- Strengths: Effective at maintaining harmony within teams and ensuring stability in operations.
- Potential Limitations: May resist change or avoid taking risks.



Framework for Understanding How You Interact With Others⁵

Conscientiousness (C)

- Characteristics: focus on accuracy, quality, and structure. These individuals are detail-oriented and methodical.
- Strengths: Excellent at planning, organization, and ensuring compliance with standards.
- Potential Limitations: May struggle with flexibility or become overly critical



STEP 2: Build A Plan



Build A Plan

1. Goals & Objectives
 - Where is the business going?
 - What do you want to achieve?
2. Skills & Competencies Assessment
 - Where is the business excelling?
 - Where does it have gaps?



Build A Plan

3. Action Plan
 - What do you need to do?
4. Timeline & Milestones
 - Decide on specific deliverables and due dates.



Understand Business Needs



Pareto Principle: 80% of results come from 20% of effort/time.

Prioritize Growth Areas:

- Understand your business & it's needs.
- SWOT Analysis – best results come from a team approach.
- Analyze your strengths compared to the SWOT, be careful to prioritize where you focus your time.
- Delegate what doesn't fit your strengths and what may not provide the 80%.



Understand Markets & Environments



Understand your business & industry: First mover advantage⁶

1. Brand Recognition: First movers often become synonymous with the product category.
2. Customer Loyalty: Early entry allows companies to build a dedicated customer base that may remain loyal even when competitors emerge.
3. Industry Standards: First movers can set the benchmark for quality and features in the product category.



Understand your business & industry: First mover advantage⁶

6. Resource Control: Early entrants can secure prime resources, locations, and favorable supplier relationships.
7. Economies of Scale: First movers have more time to develop cost advantages through economies of scale.
8. Technological Leadership: First movers can establish technological superiority and protect innovations through patents.



Understand Your Opportunity Cost

Opportunity cost represent the potential benefits or returns that could have been achieved if a different option had been selected.

Tools to help you understand opportunity cost:

- Decision Tree
- Ranking Analysis
- ROI

Decision Tree

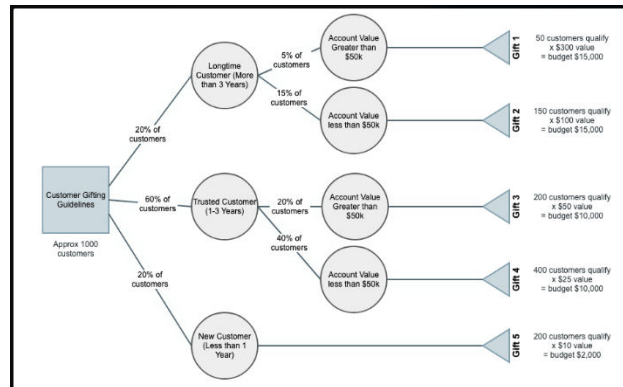


Image courtesy of SmartDraw

Utilizing Networking for Personal Growth

- Increased Opportunities: New leads, collaboration opportunities
- Enhanced Knowledge & Insights: Industry trends, market insights, best practices
- Professional Growth: Mentorship, Confidence Building, Skill Enhancement

Results

Personal & Professional Development

+

Application to Business Analysis

= Profits



Sources:

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