

Keynote Address

“Moving Forward...”

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MOVING FORWARD!

Ohio State University Extension Conference
College of Food, Agricultural and
Environmental Sciences
The Ohio State University

Moving Forward!

- We all have a story...



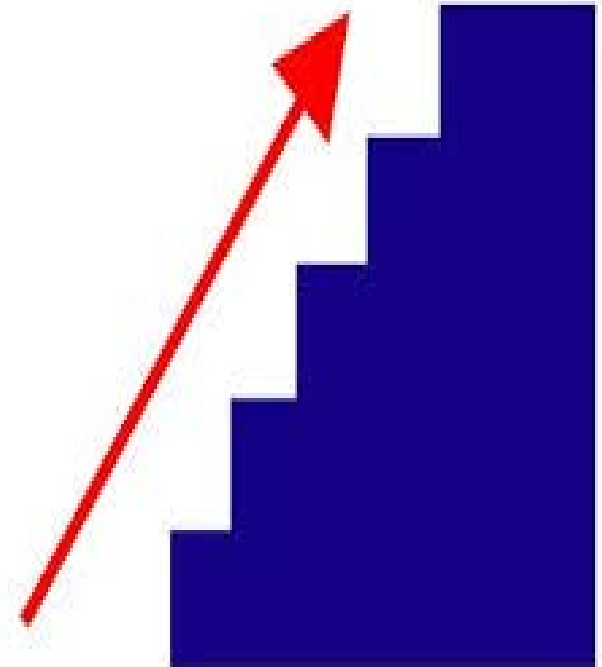
Moving Forward



- Our Past

- Should help us, not hinder us!
- Should grow us, not ground us!
- Should push us, not predict us!
- Should inform us, not indict us!
- Should strengthen us, not surrender us!
- Should direct us, not defeat us!
- Should construct us, not constrict us!
- Should polish us, not punish us!
- Should drive us, not detour us!
- Should increase us, not inhibit us!
- Should launch us, not limit us!
- Should teach us, not tether us!

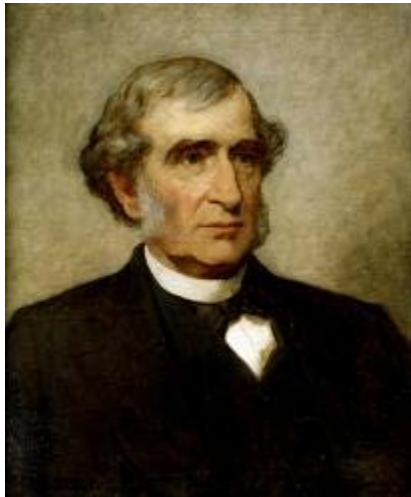
Success



Moving Forward!



- Our Past...
 - What got us to where we are will not necessarily get us to where we need to be.
 - Success is not forever and failure is not fatal.
 - If you think change is bad, just try extinction.
- Our Past...Moving Forward



Moving Forward

- Our Past
 - **Anchor** or **Foundation**?
 - **Hold on** or **Build from**?



Moving Forward



- **CHOICE!**
 - The act of selecting or making a decision.
- What **CHOICE** will we make?



Moving Forward

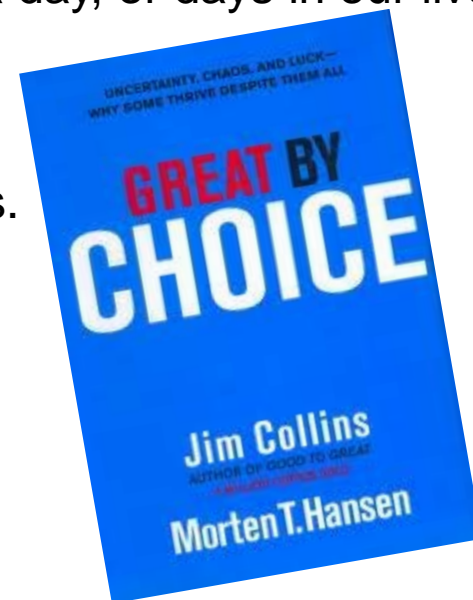


- Choices
 - The Question - ***If we did not exist, would someone see the need to create us?*** (Ken Blanchard, Mission Possible)
 - The Answer – **YES!**
 - Demand for **Food**
 - World food production will need to double by the year 2050
 - Demand for **Positive Youth Development**
 - STEM, Global Citizenship/Leadership, Entrepreneurship
 - Demand for **Family, Nutrition Sciences and Community Development**
 - Growing Chronic Illness and Aging Population
 - The Relevance
 - Economy
 - Education
 - Health

Moving Forward



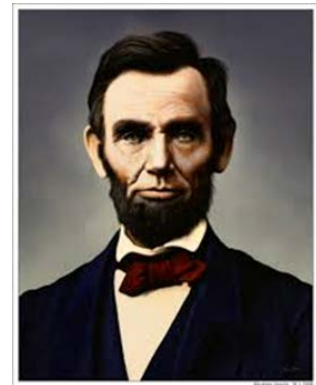
- Choice #1
 - **Choose to be Great** (Jim Collins, Great by Choice)
 - Great leaders choose **values over victory and purpose over profit.**
 - Great leaders **drive and standards are internal**, rising from deep inside.
 - **We are not imprisoned** by circumstances, luck, setbacks, mistakes, past successes, times we live in, hours in a day, or days in our lives.
 - Whatever you do, choose to be GREAT!
 - Be the Best YOU can be!
 - Set high standards, achieve high standards.
 - Excellence is not accidental.
 - ***What will be your GREAT choice?***



Moving Forward



- Choice #2
 - **Choose to Change the World**
 - Abraham Lincoln
 - In 1862, Lincoln created the USDA and signed the Transcontinental Railroad Act, Homestead Act and the Morrill Act
 - Extraordinary leader that experienced loss (personal and professional)
 - How will you change the world?
 - Great son/daughter, parent, sibling, spouse?
 - Great professional?
 - Great community servant?
 - Great principles, character, integrity?
 - Great GIVER?
 - ***It's not about giving back, it's about giving more!***
 - *John Stewart, 2010*



Moving Forward



- Choice #3
 - **Choose to LEAD!**
 - **Lead Yourself to Lead Others!**
 - Learn – leaders are learners; leaders are readers.
 - **Excel** – the quality of your work is your signature to the world.
 - **Attitude** – attitude will determine your altitude.
 - **Drive** – results from knowing purpose and having passion.
 - Leadership is not about position, it is about influence
 - **Lead Inward**
 - **Lead Outward**
 - **Lead Upward**
 - **Lead Forward**

Moving Forward



- Choosing to be Great, Change the World and Leave will require that we **Live Intentionally**
 - Steve Jobs (Walter Issacson, Steve Jobs Biography)
 - The recruitment of John Sculley



Moving Forward



- Keeping **PACE** of Change in the Future?
 - Prepare
 - For the Known and the Unknown
 - The Successful Leader is the one who is prepared for the unexpected
 - Adjust
 - Audible-Ready
 - Communicate
 - Rule #1 – Not About You!
 - Rule #2 – Know Your Facts!
 - Rule #3 – Tell the Story!
 - Rule #4 – Less is More!
 - Rule #5 – Follow-up!
 - Execute
 - **Quality People, Programs and Partnerships** (NCSU, CALS, 2013)

Moving Forward



- Keeping Pace
 - Guiding Principles for Communicating your Message
 - 3 Know's
 - Know who you are.
 - Know who you are talking to.
 - Know what is important to who you are talking to.
 - 3 Be's
 - Be flexible.
 - Be relentless.
 - Be honest.

Moving Forward



SIMON SAYS!

Moving Forward



Thank You for Choosing to be
Great, Lead and Change the World!

Stay Connected with Marshall Stewart:

