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!
Moving Forward!

• Our Past…
  • What got to us 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?
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• CHOICE!
  • The act of selecting or making a decision.
• What CHOICE will we make?
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• 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?**
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• 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

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• 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 Lead will require that we **Live Intentionally**
  - Steve Jobs *(Walter Issacson, Steve Jobs Biography)*
  - The recruitment of John Sculley
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• 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)

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• 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.
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SIMON SAYS!
Moving Forward

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

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