

The Fred Factor

by Mark Sanborn

The Fred Principles

- Principle I
- ***Everyone Makes A Difference***
- Nobody can prevent you from choosing to be exceptional.
- There are no unimportant jobs just people who feel unimportant doing their jobs.

Principle Two

- ***SUCCESS IS BUILT ON RELATIONSHIPS***
- Leaders succeed when they recognize that their employees are human

Principle 3

- ***YOU MUST CONTINUALLY CREATE VALUE FOR OTHERS, AND IT DOESN'T HAVE TO COST A PENNY***
- Most of us fall short of what we are capable of doing or being.

Principle 4

- ***YOU CAN REINVENT YOURSELF REGULARLY***
- No matter what job you hold, what industry you work in, or where you live, every morning you wake up with a clean slate.

A “Fred” Story

Three Difference-Making Strategies

- Strategy I
- ***Identify when you'll make a difference***

Strategy 2

- ***Target the people to whom you'll make a difference.***
- The most important people in our lives deserve the best attention.

Strategy 3

- ***Be the difference.***

The 7 Bs of Relationship Building

- 1. Be real.
- 2. Be interested.
- 3. Be a better listener.
- 4. Be empathetic.
- 5. Be honest.
- 6. Be helpful.
- 7. Be prompt.

The Fred Report Card

- Awareness
- Agenda
- Attitude
- Action
- Accomplishments

Are Freds born or made?

- If you don't already have some living
- breathing Freds doing exceptional things for your students and families your school is not going to be perceived as the hot place to work. If your colleagues don't go home at the end of the day and rave to family and friends about what a great school they work for, don't count on word of mouth to bring you a landslide of Fred-like applicants.

Create a Fred Oasis

- Hire only Freds.
- Take them from other departments where they can grow and show with you.

Create a Fred Award

- Recognize Freds for their work.
- Could be a small plaque or monetary award.