



# BUILDING FOR SUCCESS

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# AGENDA



About Me

Building Relationships

Building a Team

Building on Failure

Building on Knowledge

Final Takeaways



# ABOUT ME



# BUILDING RELATIONSHIPS





# FDR & CHURCHILL



- Relationship has been described as one of the most significant friendships of the 20<sup>th</sup> century
- Met in person for a total of 113 days, but only once prior to the start of WWII
- Over the course of the war, Churchill sent 1,161 messages to FDR, FDR sent 788 of his own
- Key to success were candor, cordiality, commonalities, and informal approaches
- Relationship wasn't perfect

A close-up shot of a middle-aged man with thinning hair, wearing a dark suit jacket, white shirt, and dark tie. He is holding a black mobile phone to his ear with his right hand. His eyes are wide open and his mouth is slightly agape, conveying a sense of surprise or concern. The background is a plain, light-colored wall with a dark, circular object (possibly a light fixture or vent) visible in the upper right corner.

**F HD**

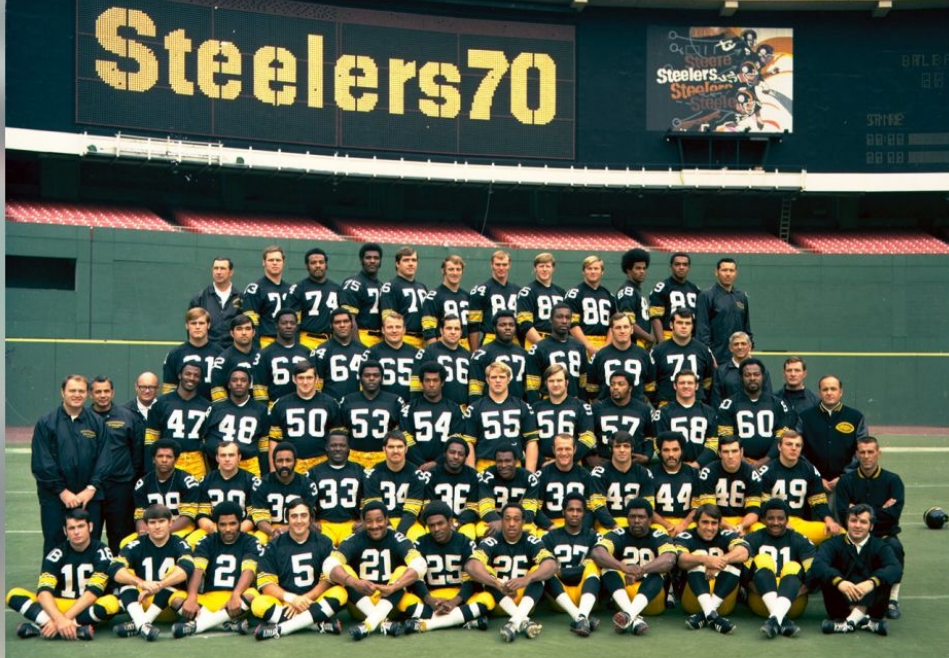


# FDR & CHURCHILL: LESSONS LEARNED

- Relationships matter.
- Relationships take time & patience.
- Relationships aren't built solely on a transactional basis.
- Compliant fun can be helpful.
- Finding commonalities is important when possible.
- You have to be able to disagree and be able maintain a relationship.







**BUILDING A TEAM**



# APOLLO 13

- Intended as third mission to land on the moon and launched from Kennedy Space Center on April 11, 1970
- Astronauts Jim Lovell, Fred Haise, and Jack Swigert
- Oxygen tank explosion resulted in losses of oxygen, water, electricity, and light
- Crew more than 200k miles away
- Mission Control team in Houston solution(s)



A man in a white short-sleeved shirt and dark tie is holding two grey plastic crates. He is looking upwards and to the right. In the background, there is a control panel with various gauges, buttons, and lights. To the left, another man in a white shirt and tie is partially visible. To the right, the arm and shoulder of a third man in a white shirt are visible. The scene appears to be from a television show or movie.

**F HD**



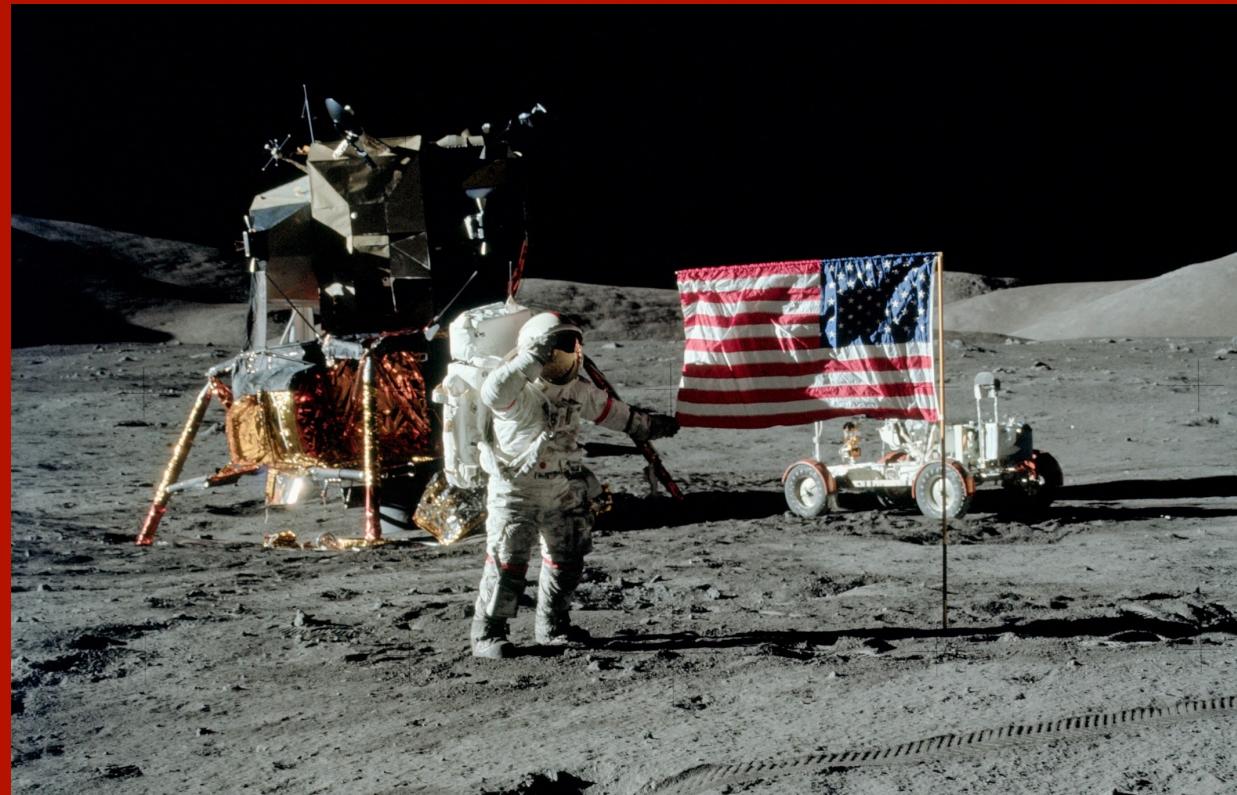
# THE SUCCESSFUL FAILURE

- Solution made from a plastic bag, spacesuit hose, cardstock, and duct tape
- 87 hours around the clock
- Touchdown in the Pacific on April 17
- Subsequent redesign of Apollo equipment
- Calm leadership
- Constant and thoughtful communication



# APOLLO 13: LESSONS LEARNED

- Good communication is paramount.
- Training was also important.
- “Your team” may not just be “your team.”
- Make sure your team is prepared properly and then let them do their job.
- When something goes wrong, fix it.





# BUILDING ON FAILURE





# MICHAEL JORDAN

- One of the greatest basketball players of all time
- Didn't make varsity
- Used failure as fuel
- UNC and winning shot in NCAA championship game
- Air Jordans





A close-up photograph of the back of a red Chicago Bulls jersey. The jersey is made of a textured mesh fabric. The name "JORDAN" is printed in white, bold, sans-serif capital letters, arched across the upper back. Below the name, the number "23" is printed in large, black, block letters with a white outline. To the left of the jersey, a person's muscular arm is visible, wearing a red wristband with a white Jumpman logo. The background is dark and out of focus.

JORDAN

23

# MICHAEL JORDAN

- Failures mentioned happened on the national stage
- Fear of failure = fear of what people will think
- Switch to baseball
- Return to the Bulls in 1995
- Expect Failure
- Final game in 2003





# MICHAEL JORDAN: LESSONS LEARNED



- Failure will happen; don't be afraid of it, acknowledge it, pick yourself up, and keep going.
- You gotta try.
- People are going to know you failed.
- Know your strengths and areas for improvement.

# BUILDING ON KNOWLEDGE





# JULIA CHILD

- Early career in the OSS & CIA
- Graduated from Le Cordon Bleu at age 39
- Cookbook at age 49
- TV career started at age 50
- National Book Award at age 68
- Work on children's health and food education
- Animated film at age 81
- Last book was posthumous



A still from a video featuring Julia Child in a kitchen. She is wearing a blue button-down shirt and a purple apron, with her arms raised in a gesture. The background shows a wooden cabinet and a window with plants.

**GBH**

**Julia Child on  
the Fear of Failure**



# EVA LONGORIA

- Grew up in CCTX
- Started acting shortly after graduation
- Three ALMA Awards, 2 People's Choice Awards
- Went back for a second degree in mid 30s
- Graduated with a degree in Chicano Studies
- "You're never too old or too busy to continue your education."



# MARTHA STEWART



- Modeling career
- Attended Barnard College but changed majors (like, a lot)
- Second career as a stockbroker
- 10 years later, launched catering company at age 35
- First cookbook at age 41
- Started *Martha Stewart Living* magazine at age 49
- *Martha Stewart Living* TV show at age 52





**MARTHA STEWART**  
BUSINESSWOMAN, WRITER, &  
TELEVISION PERSONALITY

# LIFELONG LEARNING: LESSONS LEARNED



- Sometimes learning involves formal education and sometimes it involves learning as you go from new experiences.
- Once again, you can't be afraid of failure.
- Additional learning isn't always a choice you make.
- Opportunities to learn are everywhere.
- Try something new!



# KEY TAKEAWAYS

- Relationships aren't built solely on a transactional basis.
- You have to disagree and be able maintain a relationship.
- Failure will happen; don't be afraid of it, acknowledge it, pick yourself up, and keep going.
- Know your strengths and areas for improvement.
- Sometimes learning involves formal education and sometimes it involves learning as you go from new experiences.
- Try something new!





# THANK YOU

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