ULTIMATE CROSSROADS

FUNERAL NOTICE FOR ROSALIE "LEE" BROWN
DECEMBER 30, 1925 TO JULY 28, 2001

I WANT TO GO BACK AND DO IT ALL OVER AGAIN. AND WHEN I COME TO THE FORK IN THE ROAD WHERE I TURNED LEFT, THIS TIME I'LL TURN RIGHT. AND I MIGHT NOT LOSE SIGHT OF ME THIS TIME. BECAUSE I'M BURIED IN WOULD'S AND COULDS AND SHOULD'S, AND THE REAL ME IS INVISIBLE AND DIVISIBLE INTO SO MANY PARTS WHO PLEASE EVERYONE ELSE. BUT WHERE, OH WHERE, IS MY REAL SELF?? SO MANY WRONG TURNS, SO MANY MISTAKES, SO MANY CHANCES THAT I DIDN'T TAKE. SO MANY PLEASURES THAT I NEVER TASTED. SO MUCH TIME THAT I HAVE WASTED.

HOW DOES ONE START TO LIVE ANEW? HOW CAN YOU CREATE ANOTHER YOU? SOMEONE WHO KNOWS HOW TO LAUGH AND PLAY. SOMEONE WHO ENJOYS EACH AND EVERY DAY? SOMEONE CARING AND DARING AND FREE? COULD THAT SOMEONE EVER REALLY BE ME??? GOD HAS CHOSEN MY ANSWER.

SURVIVED BY:
DAUGHTER, KATHLEEN WILLIAMS AND HER SON, ROBERT AND HIS WIFE, DENISE; A SON, DANIEL; A SON, CHRISTOPHER AND HIS WIFE, DONNA AND THEIR THREE CHILDREN, CHRISTINA, NICOLE, AND MICHAEL; AND ALL HER SPECIAL FRIENDS.
We Will See That:

- One needs direction and purpose
- One must accept change
- One must remain curious
- One must communicate
- One must remain confident
- One must be committed
- One needs to understand him/herself
- One must pursue success
- One must become unbridled, go for it
SUCCESS YARDSTICKS

✓ Hanging-in Until Retirement
✓ Can of Beer and Fishing Pole
✓ $$$
✓ Oval Office
✓ Daily Excitement
✓ Satisfaction of Self-Ego
✓ A “Happy Job”
✓ Power

WHAT IS YOURS??
VEHICLES FOR SUCCESS

✔ Marry Into Money
✔ Big Inheritance
✔ Lottery Winner
✔ Personal Angel
✔ Being at the Right Place
✔ Being There at the Right Time

WHATEVER - BUT - BE READY
WHAT EXCITES ME?

✓ Taking on and Successfully Accomplishing a Task That “Cannot Be Done”
✓ Being on the Leading Edge of New Ventures, New Technology, and New Ideas
✓ Working in a Freewheeling Brainstorming Environment
✓ Problem Solving
✓ Start-up Projects, Operations and Organizations
WHAT EXCITES ME?

✓ Selecting Team Members, Leading and Implementing Special Projects
✓ Strategic Planning
✓ Understanding Complicated Processes
✓ Challenge of Design and Readiness Reviews
✓ Successful Investing of Money, Time and People Resources
✓ Self-satisfaction in Knowing I've Done My Best for Everyone
WHAT EXCITES ME?

✓ Seeing People I Have Mentored and/or Sponsored Excel in Performance and Career Outcomes

Does What You Do Excite You?

WHAT EXCITES YOU?
ARE YOU??

✓ An 8-5 Person
✓ An Introvert or Extrovert
✓ High Energy or Low Energy
✓ A Leader or Follower
✓ Easily Bored or a Hater of Routine
✓ Always "Up" or Easily Dismayed
✓ Uninterested or Untested
✓ A Risk Taker

WHAT ARE YOU??
BYPASSES

- Expect "Dead-ends" and "Forks"
- Be Ready and Have Faith
- Enhance Communications Skills
- Gain P. E. License and Certifications
- Gain Advanced Degrees
- Develop Sponsors/mentors/advocates
- Determine and Document Your "Strengths" and "Weaknesses"
Generate “Things I Do Well”, “Things I Like to Do” and “Things I Dislike Doing”

Consider “Brain Dominance,” “Myers-Briggs Type Indicator” and/or Other Testing to Understand Yourself

Develop a Gap Analysis Based on Needs -“SWAT”
**Things I Do Well**

Jerry Lutz

- Planning
- Providing Customer and Supplier Interface
- Problem Solving
- Brainstorming
- Consensus Building
- Preparing and Evaluating Proposals
- Revitalizing Inept Organizations
- Interviewing and Selecting Personnel
- Swinging From Holistic to Detail Thinking
- Coordinating Complex Activities
- Starting-up Organizations, Strategic Planning, Envisioning
- Team Building
- Decision Making
Things I Like To Do

Jerry Lutz

Contributing to an Organization or Team
Empowering Employees
Brainstorming
Special Task Teaming
Presenting
Interviewing Potential Employees
Problem Solving
Strategic Planning
Coaching, Training and Mentoring
Brain Dominance Applications

✓ Communications
✓ Team Formation
✓ Vocational Counseling
✓ Choice of Study or Profession
✓ Conflict Management
✓ Creative Problem Solving
✓ Personnel Counseling
✓ Target Group Analysis
✓ Analysis of Advertising Effectiveness
Hermann Brain Dominance Profile

HERRMANN BRAIN DOMINANCE PROFILE

CEREBRAL
LEFT
Logical
Analyzer
Mathematical
Technical
Problem Solver

CEREBRAL
RIGHT
Creative
Synthesizer
Artistic
Holistic
Conceptualizer

LEFT MODE

DOMINANCE PROFILE

LIMBIC

RIGHT MODE

Controlled
Conservative
Planer
Organization
Administrative
LOWER LEFT

INTERPERSONAL
Emotional
Musical
Spiritual
Talker
LOWER RIGHT

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### Myers Briggs Type Indicator

#### Characteristics Frequently Associated with Each Type

<table>
<thead>
<tr>
<th>Sensing Types</th>
<th>Intuitive Types</th>
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<tbody>
<tr>
<td><strong>ISTJ</strong></td>
<td><strong>ISFJ</strong></td>
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<tr>
<td>Serious, quiet, earn success by concentration and thoroughness. Practical, orderly, matter-of-fact, logical, realistic, and dependable. Sees to it that everything is well organized. Takes responsibility. Make up their own minds as to what should be accomplished and work toward it steadily, regardless of opposition or distractions.</td>
<td>Quiet, friendly, responsible, and conscientious. Work hard to meet their obligations. Lend stability to any project or group. Through persistence, accurate. Their interests are usually not technical. Can be patient with necessary details. Loyal, considerate, perceptive, concerned with how other people feel.</td>
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<tr>
<td><strong>ISTP</strong></td>
<td><strong>ISFP</strong></td>
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<tr>
<td>Coastal, know, reserved, observant and analyzing, like with restlessness and unexpected flashes of original humor. Usually interested in cause and effect, how and why mechanical things work and in organizing facts using logical principles.</td>
<td>Feeling, quiet, friendly, sensitive, kind, modest about their abilities. Shun disagreements, do not force their opinions or values on others. Usually do not care to lead but are often loyal followers. Often relaxed about getting things done because they enjoy the present moment and do not want to spend time on unimportant or trivial.</td>
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<tr>
<td><strong>ESTP</strong></td>
<td><strong>ESFP</strong></td>
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<tr>
<td>Good at the job problem solving. Do not worry, enjoy what comes along. Tend to like mechanical things and sports, with friends on the side. Adaptable, liberal, generally conservative in values. Like new experiences. Are driven by real things that can be worked, handled, taken apart or put together.</td>
<td>Outgoing, easy-going, accepting, friendly, enjoy everything and make things more fun for others by their enjoyment. Like sports and making things happen. Know what is going on and join in enjoy. Find remembering facts easier than mastering theories. Are best in situations that need sound common sense and practical ability to deal with people as well as with things.</td>
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<td><strong>ESTJ</strong></td>
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<td>Practical, realistic, matter-of-fact, with a natural habit for business or mechanics. Not interested in subjects they see no use for, but can apply themselves when necessary. Like to organize and run activities. May make good administrators, especially if they remember to consider others' feelings and points of view.</td>
<td>Warm-hearted, talkative, popular, conscientious, born cooperators, active committee members. Need harmony and may be good at creating it. Always doing something nice for someone. Work best with encouragement and praise. Major interest is in things that directly and visibly affect people's lives.</td>
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#### Intuitive Types

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<td>Succeed by presence, originality, and desire to do whatever is needed or wanted. Put their best efforts into their work. Quietly knowable, conscientious, concerned for others. Respected for their firm principles. Likely to be honest and followed for their clear convictions as to how best to serve the common good.</td>
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<td>Usually have original minds and great drive for their own ideas and purposes. In fields that appeal to them, they have a fine power to organize a job and carry it through with or without help. Skeptical, critical, independent, determined, sometimes stubborn. Must learn to yield less important points in order to win the most important.</td>
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<td>Full of enthusiasm and intensity, but seldom talk of these until they know you well. Careful about learning, ideas, language, and independent projects of their own. Tend to undertake too much, then sometimes get it done. Friendly, but often too absorbed in what they are doing to be sociable. Little concerned with possessions or physical surroundings.</td>
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<td>Quiet and reserved. Especially enjoy theoretical or scientific pursuits. Like solving problems with logic and analysis. Usually interested mainly in ideas, with little liking for parties or small talk. Tend to have sharply defined interests. Need careers where some strong interest can be used and useful.</td>
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<td>Warmly enthusiastic, high spirited, imaginative. Abide by the positive, anything that interests them. Quick with a solution for any difficulty and ready to help anyone with a problem. Often rely on their ability to improvise instead of preparing in advance. Can usually find competing reasons for whatever they want.</td>
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<td>Quick, ingenious, good at many things. Stimulating company, alert and outspoken. May argue for fun on either side of a question. Resourceful in solving new and challenging problems, but may neglect routine assignments. Act to turn one new interest after another. Skilful in finding logical reasons for what they want.</td>
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<td>Responsive and responsible. Generally feel real concern for what others think or want, and try to handle things with due regard for the other person's feelings. Can present a proposal or lead a group discussion with skill and tact. Sociable, popular, sympathetic. Responsive to praise and criticism.</td>
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<th><strong>ENTJ</strong></th>
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<td>Mastery, frank, decisive, leaders in activities. Usually good in anything that requires reasoning and intelligent talk, such as public speaking. Are usually well informed and enjoy adding to their fund of knowledge. May sometimes appear more positive and confident than their experience in an area warrants.</td>
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BYPASSES

✓ Take All Speaking Opportunities
✓ Always "Walk in Tall Cotton"
✓ Become Active, Establish Yourself and Grow in Organizations at Local and National Levels
LEADERSHIP

✓ Volunteer for New Assignments
✓ Understand Your Personal and Each Subordinate's Strengths and Weaknesses
✓ Hire and Nurture in Areas of Your Personal Weaknesses
✓ Be Part of Your Own Organization
✓ Be a Coach and Motivator, Not a Pusher
✓ Learn All Internal Disciplines' Roles, Functions and Accountabilities - Business, Technical and Operations
LEADERSHIP

- Understand the Management Systems, Policies and Goals
- Understand and Convey Company Culture
- Schedule and Hold Staff Meetings
  • Very important
- Fully Understand and Utilize "Improvement Processes"
- Gain a Business Background
  • Must understand the language
LEADERSHIP

✓ Attempt to Maintain Technical Edge
✓ Accountability, Not Responsibility
✓ Be Ready to Take Criticism – Up and Down
✓ Be Mentally Tough – Refuse to Be Intimidated
✓ Explicitly Define and Communicate Your Expectations
✓ LOVE PEOPLE AND USE THINGS - NOT LOVE THINGS AND USE PEOPLE
Your leader’s expectations:

- Loyalty and Truthfulness
- Openness and Protection
- If in Trouble, Tell Them, So They Will Not Be Broad-sided
- Be Involved and Interested in All Facets of Business
- Be a Friend, Not Just a Subordinate
- Show Willingness to Tackle the “Can’t Be Done”
AS A PERSON

- Be Ethical in All Relations
- Be Honest
- Be Trustworthy
- Have High Integrity
- Be Accountable
- Be Mentally Tough
- Be Lean, Hungry, Quick, Dedicated to Excellence, Oriented Toward Inventive Action – Not Meaner Than a Junk Yard Dog, but Smarter Than a Barnyard Cat
TRANSITIONING DISCIPLINES

- Engineering Basics Do Not Change
- Natural Laws Never Change: “Curved Space-Time Continuum”
- Learning Some New Technical Language May Be Necessary
- Depth and Degree of Emphasis May Change
- Best Approach – Be Confident, Keep Your Mouth Shut and Learn – Then Contribute
TRANSITIONING POLITICS

- Observe How Things Get Done
- **Determine Strategic Initiatives in the Company**
- Don’t Align Too Strongly With One Group
- Learn to Communicate Persuasively
- Be True To Yourself
- Don’t Be Afraid to Toot Your Own Horn
FOR PERSONAL SUCCESS

- **Find Purpose**
- **Make Courageous Choices**
- **Fight for Cause**
- **Do Something Significant**
- **Invest in Relationships**
- **Take Responsibility for Those Relationships**
- **Keep Life Simple Through Trust**
- **Always do the Right Thing**
SECRETS OF SUCCESS

✓ How You Think Is Everything
✓ Decide - True Dreams and Goals
✓ Take Action
✓ Never Stop Learning
✓ Be Persistent and Work Hard
✓ Learn to Analyze Details
✓ Focus - Time and Money
✓ Don't Be Afraid to Innovate; Be Different
✓ Deal With People Effectively and Communicate
✓ Be Honest, Dependable and Take Accountability