



## Title: What Drives Us to Elevate Tomorrow's Leaders

**Speaker:** Brian McDonald, Founder

MOR Associates was founded in 1983. The reason was that I had worked with a number of different companies over the previous four years. and when you went into a manufacturing plant, people were told literally, 'Just do your job. It's not your responsibility to solve a problem. We don't actually want your ideas.'

People were told, 'Your job is to just come in, do what we tell you to do, do it the way we tell you to do it, and that's it.'

From my standpoint, we weren't maximizing the human resources that were there and actually don't cost you any more. You can invite people to offer their suggestions on how we could improve the work process and, as a result of that, you'll find some better solutions. You'll also treat people like adults who can contribute.

**Speaker:** Curtis Odom, Executive Coach and Program Leader

We get to do amazing things for and with amazing people, and for that, it doesn't feel like work. It feels like we grow our family every time we have the opportunity to work with those that come to a MOR program, those that we coach and those that we interact with.

**Speaker:** Sue Workman, Leadership Coach

This is a great way for me to give back. This is something I believe in. This is something that is so effective and I've seen so many results in so many people over time. I just really wanted to be a part of this great organization and keep building people. It builds your life. It doesn't just build your career.

**Speaker:** Curtis Odom

It's so much fun to be in a place where it's not about me with people who also feel that it's not about them. It's instead about everybody that we have the chance to work with

**Speaker:** Brian MacDonald

Just treating people with respect and decency is to get to know them, to get to appreciate that they have some contribution to make. My belief was that people could offer ideas from anywhere, that you could in fact give them an environment where people would actually want to lead from wherever they are.

And today, I think that really is a part of what we're trying to do within organizations, to create the environment, to create the climate where people can speak up. People can step up. People can take initiative and people can make things happen that are in the best interest of the organization.

**Speaker:** Curtis Odom

Every one of us is here because we believe and live the message of trying to do something for someone else. How do we take our shared learning, our shared passion for higher education, and our shared passion for seeing people be successful?

We're not there to tell you how to lead. We're not there to tell you what your career should look like. We're there at first to listen to you, learn from you, and then work with you to deliver what you want for your career and ultimately for your definition of success.