

BUZZ BRIEF

June 13, 2023

LEADERSHIP UNLIMITED

50+

BUSINESS LEADERS

*Leading the Way: Conquering Challenges,
Mastering Skills, and Empowering Success.*

PAIN POINTS OF LEADERSHIP

LEADING THROUGH THE FIRE: CONQUERING
OBSTACLES, INSPIRING TEAMS, AND IGNITING
SUCCESS.



PLUS

Find out what
all great
leaders have
in common.



EDITOR'S NOTE

In the realm of leadership, the landscape is ever-changing, presenting leaders with countless challenges and opportunities.

In this issue, we delve into the crucial aspects of effective leadership in today's business world. While each leader's journey is unique, the principles we explore in this issue - innovation, communication, and a relentless pursuit of excellence - resonate across industries and sectors.

Leadership is not just about achieving individual success; it's about creating a positive impact on teams, organizations, and the wider community. As we embark on this exploration of leadership, let us embrace the possibilities, harness our potential, and forge a path toward a future of inspired and impactful leadership.

Janine Hogan

MAGAZINE EDITOR



THE 10 MOST COMMON PAIN POINTS OF LEADERSHIP

LEADERS WILL FACE IN THE UPCOMING YEAR.

Business leaders encounter various pain points when it comes to leading teams and driving success for the future. Some common pain points include:

Uncertainty and Volatility

Leaders face the challenge of navigating a highly dynamic and unpredictable business landscape. Rapid technological advancements, geopolitical shifts, and market disruptions make it difficult to anticipate and plan for the future.

Talent Management and Retention

Finding and retaining top talent is a constant pain point for leaders. The competition for skilled professionals is intense, and leaders must create attractive workplace cultures, offer growth opportunities, and provide competitive compensation to attract and retain key employees.

Managing Change

Change is inevitable, but it can be disruptive and challenging to manage effectively. Leaders must navigate organizational restructuring, mergers and acquisitions, and industry disruptions while minimizing resistance, maintaining morale, and ensuring smooth transitions.

Workforce Diversity and Inclusion

Leaders are increasingly recognizing the importance of diversity and inclusion in driving innovation and success. However, creating inclusive cultures, fostering diversity, and ensuring equitable opportunities for all employees can be complex and requires ongoing commitment.

Digital Transformation

Embracing digital technologies and leveraging them to drive business growth is a significant pain point. Leaders must navigate digital transformation initiatives, adapt to new technologies, and upskill their teams to remain competitive in the digital age.



CONT.

Ethical and Social Responsibility

Leaders face the challenge of addressing ethical dilemmas and balancing social responsibility with financial performance. They must make tough decisions that align with values, ethics, and stakeholder expectations while ensuring sustainable business practices.

Time Management and Work-Life Balance

Leaders often struggle with balancing their responsibilities and maintaining their well-being. The demands of leadership can be overwhelming, leading to burnout and impacting personal and professional effectiveness.

Innovation and Adaptability

Staying ahead of the competition requires fostering innovation and embracing change. Leaders must promote a culture of creativity, encourage experimentation, and continuously adapt strategies to keep pace with evolving customer demands and market trends.

Summary

In today's dynamic business world, leaders face diverse challenges. By leading by example, fostering effective communication, empowering teams, and prioritizing continual learning, they can overcome obstacles and drive success. Embracing innovation and ethical leadership creates a path to sustained growth and a brighter future.

-JKH

ETHIC ADVERTISING AGENCY JEFF SWARTZ - CEO

Established in 2014, Ethic Advertising Agency began as a one person, full-service "advertising agency," trying to be all things to all people. Soon after, Ethic niched into a culture focused and team oriented, hyper-targeted digital advertising agency and creative shop. Ethic specializes in companies who have a niche target audience, and reaches that audience with highly targeted, in-house digital advertising solutions like OTT/CTV, video pre-roll, display, social, PPC, Google Grants, and native. Their targeted ads are accompanied by their award winning, effective creative, and they offer their services to both advertisers and ad agencies.



What is the biggest change in marketing that you see coming in the next 2 years?:

It's not just one thing, but it's multiple changes that marketers and advertisers will have to face with things like privacy regulations, new mediums, shifting competitive landscape, inflation, and much more. Change will be constant and those who can roll with the punches and are comfortable in adapting to change will do well.

Services provided:

Branding/Naming/Product Development, Design, Digital, Digital Media Buying/Planning, Marketing Technologies/Analytics, Marketing/Creative Services, Mobile, Social Media, Strategy and Planning, Video Marketing, Web Design



SPOTLIGHT INSIGHT

WITH

Brian Vitale

Notre Dame Federal Credit Union

Turning right. - - Remember first learning to ride a two-wheeled bicycle as a kid? For me as the youngest of five, I learned to ride on my sister's hand-me-down blue and white banana seat Kmart special with accompanying blue and white streamers attached to each handle. I'm certain it was quite the entertainment for the neighbors, but not their curbs, mailboxes or parked cars (emphasized). If time has faded your memory of this momentous occasion, do you remember teaching your child, niece, nephew or younger cousin? The recurring left turn comes naturally to us. Same concept why pilots sit in the left seat. Turning left is known, comfortable and predictable. My untested theory supports our propensity to seek the left turn figuratively, and in the case of learning to ride a bike, literally. Turning right resulted in road rash, mailbox replacement demands and denials about responsibility for scratches on Mrs. Wilson's 1973 Country Squire wagon (Google it).

More often than not, leadership feels like turning right into the unknown, uncomfortable and unpredictable. Convincing others to follow the vision/strategy is a recurring pain point we all encounter. And, sorry Mrs. Wilson. It was me.

THE PAIN POINTS OF LEADERSHIP

Hear from industry leaders who are navigating the common leadership hurdles and opportunities they face today.

IAN FETIGAN IDNF MANAGEMENT

Finding and mentoring top quality and passionate service professionals.

PATRICK RICCARDS LIFE AFTER HATE

Respecting and acknowledging the history of the organization, while building a future based on professionalism, standards, data, and outcomes.

STACY BLAIR POINTRITE

Always a challenge to align the goals of the organization with the personal goals of the employees.

ARIEL MOREL O3 CONSULTING GROUP, LLC

Navigating the rapidly changing generational gaps and context has become a key area in leadership that isn't being handled quickly and equitably across organizations and businesses

ALLAN IRWIN PRIVATE CLUB AND COMMUNITY MANAGEMENT

When I have gone into a new club or community, I too often find that the initial challenge is breaking down the silos that many times have been in place for years. Until the team actually sees themselves as part of one TEAM, it is difficult to tackle the problems and challenges that the organization faces.

KRISTIAN RANTA MERU HEALTH

Building a high growth healthcare business is complex and hard. This requires me as a leader to balance between setting a clear vision & goals for the business while also managing the softer side of psychological safety and the emotional environment in the company. Striking a balance between inspiration/vision and hard daily struggles is a challenge.

MARK GILBERT COLEMAN TALLEY LLP

Leaders in mid-sized law firms must be able to navigate a rapidly changing legal landscape and adapt to new technologies, regulations, and market conditions.



LISA FLUXMAN UPHEALTH BEHAVIORAL

Staffing has proved to be one of the most difficult part of leadership.



ANGEL DUNCAN AMAZON WEB SERVICES

My biggest pain point is helping employees navigate the culture and the operational environment of such a large, global organization that is constantly changing and innovating. Helping employees to effectively cope with change; shift gears comfortably; comfortably handle risk and uncertainty, and determine when and how to act when they don't have a sense of the broader (larger) context is a challenge.



BRIAN VIEAUX FINLOCKER

The constraints of a tech startup, with limited capital and resources, coupled with a challenging real estate finance market, are indeed significant pain points.



SHARMIN SMITH SHARMIN SMITH

My biggest pain point is my authenticity; sharing myself and my vision in ways that enlighten and inspire others to follow their own calling.

DEBBIE MOORE CMB
CAPITAL MARKETS
COOPERATIVE

Being able to share the company's vision and bring the team together to work together towards that common goal.

CAREY SUMNER
VANDEBLOEMEN
SEARCH GROUP

balancing the tension between helping people grow to where the vision is taking us and not alienating them because they will have to leave the place of comfort they are currently in.

RICHARD WEXLER
POINTS OF LIFE, LLC

Many do not have consistency. This will drive employees crazy! Be consistent with your message and the communication of that message.
Learn to think in the present but also the future.
Always listen. Listen before you speak!

IRA WOLFE
POISED FOR THE FUTURE COMPANY

In the ever-evolving landscape of Never-Normal, a leader's role extends beyond just guiding and overseeing. It's about fostering an environment where individuals can truly thrive and flourish. But here's the twist: I find myself captivated by the potential of technology to enhance our lives, even as many around me are filled with fear and apprehension. It feels like I'm swimming against the tide, but I'm determined to navigate these uncharted white waters and uncover how technology can be harnessed to enhance employee well-being.



THE PAIN POINTS OF LEADERSHIP

RICHARD FLINT
RICHARD FLINT
SEMINARS

In the last few years what was normal business has disappeared. The new terrain has demanded leadership stop living from yesterday to today, take a deep breath and realize Leadership open their self and start leading from today to tomorrow. To achieve this must be willing to building their Leadership style around 3 A's -- adapting, adjusting and aligning.

CHRIS WEATHERALL
CMR SURGICAL LTD

The alignment of the leadership with agreed objectives related to mission and vision. Typically there comes individual agenda's, political positioning, lack of focus and complacency.

MEAGHAN ZIEMBA
Z-INK SOLUTIONS - MAVENS
OF MANUFACTURING

The feeling of isolation. I constantly need to juggle multiple priorities and maintain high performance, which can sometimes be emotionally and mentally challenging.

ROBERT TRAGER
PRIVATE LENDERS

One of my main pain points is striking a balance between adhering to a strict policy line and allowing some flexibility to include changing market conditions. While planning for any initiative rollout you try to foresee all contingencies. You then run up against a fluid environment where many unseen hurdles come into play.

TODD THOMSEN
ARGANO, LLC

Communication. I have so many assumptions and biases in my head that when I communicate a message, what is received by the team is often not what I thought I delivered. I find myself needing to make my messages more brief and seek smaller, incremental steps towards trying to have others understand my message and/or intent.

THE PAIN POINTS OF LEADERSHIP

JESSICA GOLDBERG REBEL GAIL

I love being a leader and helping my team grow and learn. But, that responsibility can be stressful. Being responsible for my employees livelihoods, industry education and day to day activities, keeps me always thinking about how can I keep the team happy. I'm consistently thinking about whether or not the team likes their jobs. Are they happy? Do they want to grow with our team? That stress is constant and can be hard to manage. I do the best job I can as a leader and hope that the team benefits from that.

TAMARA FOREMAN SKILL GROWTH

Working with a team that has silently quit or is not passionate about the mission and work they do.

COREY CINES MILLENNIUM PHYSICIAN GROUP

My biggest pain point as a leader is acting as a player coach. Handling my own individual tasks while also making the time for one on ones, reviewing others work and thinking strategically about the team/company can be a challenging balance. It can be hard to deliver high quality individual work products while also making time for everything that goes into the team's success.

ARTHUR BIDES JONES EDMUNDS AND ASSOCIATES

One of the most significant pain points we deal with is managing the team dynamics of the internal team and the external stakeholders.

MARC KOUTOUFARIS SHARE-IFY

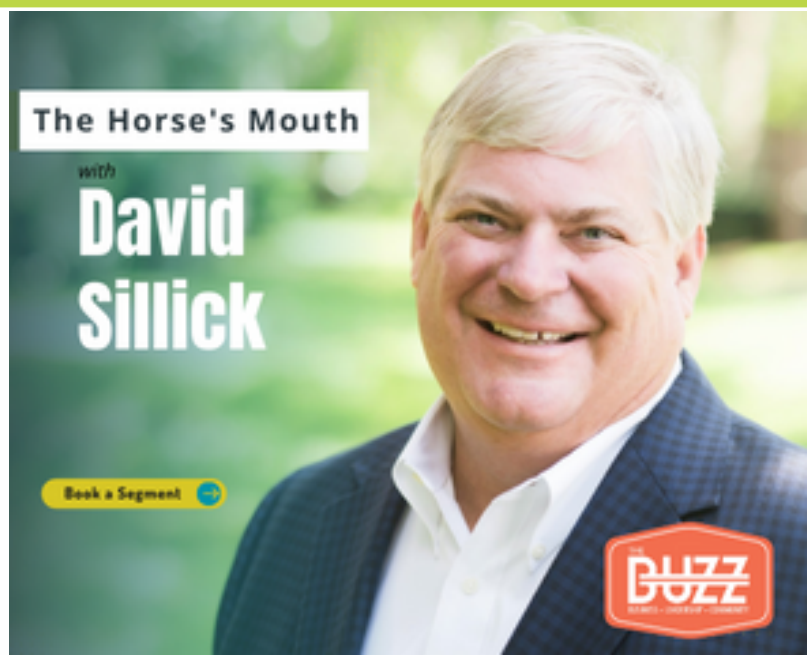
Understanding the many different hats one has to wear in order to complete you position and be a leader.

Leaders need to realize they are being watched and viewed by their associates at all times and you need to know what "hat" to wear to get the right performance from your team.

Sometimes it is the motivation hat that needs to get others moving towards your goal; sometimes you need to wear your counselor hat to help an associate or team to navigate a challenging time; or perhaps it is your praise hat where you are highlighting an individual's efforts or a teams accomplishments! The pain is being able to switch these hats and still come across sincere, humble, and genuine; but still be able to drive your business forward to hit its goals.

IAN FETIGAN IDNF MANAGEMENT

Finding and mentoring top quality and passionate service professionals.



PR VENTURES

What is your biggest pain point when it comes to leadership?

The biggest pain point visionary leaders experience is knowing who they are.

Share your biggest leadership challenge.

Building a team.

What advice would you give new leaders today?

Help people understand who they are and how they can contribute to the highest levels.

Michael Piazza

QUINTESSENTIAL MORTGAGE GROUP

What is your biggest pain point when it comes to leadership?

My biggest pain point is getting team members to have the same passion as I do for this business. Passion is something that can't be taught. It has to come from within.

Share your biggest leadership challenge.

Building correctly.

What advice would you give new leaders today?

Understand your team.

THE PAIN POINTS OF LEADERSHIP

CHARLIE ADDIE

4 HORSEMEN SOLUTIONS

Leadership sometimes is taught, and other times it is a character trait people are born with, but either way the positive aspects of leadership are ever evolving. What doesn't evolve however, is a leader's ability to react to adversity. Leadership is not always a positive experience, and failure is a part of any leadership venture. A leader must not only be able to fail and get back up on their feet, but they must be able to pass that ability on to future leaders along the way.

DONNY MACKENZIE

THE FLORIDA BAR FOUNDATION

A leader in my opinion has to get in the proverbial shoes and mindset of those who are being tasked and asked to follow. This empathy allows one to more properly gauge the scope and difficulty - as well as the probability of success - of the assignment or objective. Communicating the task or objective clearly from this perspective makes for better outcomes. This takes time which requires patience; especially when folks don't see or appreciate the strategy or end point.

TONYA MENEFFEE-PARKER

THRIVE CARE HOME CONSULTING, LLC

As the leader of my company that provides B2B consulting services to clients in a 7-state footprint, the biggest challenge faced today is the fluid, quickly-changing regulations that affect them getting licensed to open group homes.



LET US HELP!

TO OPTIMIZE YOUR BOOK'S SUCCESS

Storehouse Media Group is an award-winning, full-service writing, publishing, and book-marketing company. We capture your voice and provide you with a page-turner book that connects you with your audience.

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Write a Well-Written Book



Edit Your Book



Publish Your Story



Market Your Creation

STOREHOUSEMEDIAGROUP.COM

ALIGNED SOCIAL

What is your biggest pain point when it comes to leadership?

Learning how to effectively communicate with individual members of a team and as a whole ecosystem comes with growing pains. Just like a parent whose every child has a unique personality and responds to things differently, it can be challenging as a leader to know how to get the most out of your people or how best to respond to meet their needs. There is also grace in knowing what is especially difficult for you to navigate and having someone you trust on your team to do it for you.

Share your biggest leadership challenge.

The biggest challenge for the leadership team will be creating the systems and processes that help the business to function seamlessly.

What advice would you give new leaders today?

My best advice for anyone who manages a team is to never take anything personally.

Joseph George

GEORGE & GEORGE ADR GROUP

What is your biggest pain point when it comes to leadership?

One major pain point we encounter is the prevalence of manual and repetitive tasks. We still rely on outdated processes that involve manual data entry, paper-based workflows, and manual handoffs between departments. These tasks not only consume a significant amount of time but also introduce errors, delays, and increased costs.

Share your biggest leadership challenge.

Recruiting new talent for a job role.

What advice would you give new leaders today?

Having effective team management skills is crucial to me as a team leader or manager. By fostering a positive work environment and implementing efficient team management strategies, I can create a workforce that is engaged, motivated, and fully committed to achieving our organizational goals.

5 KEYS

TO EFFECTIVELY LEAD TEAMS AND DRIVE SUCCESS

Great leaders live by these key principles to successfully empower their teams for greater success.

- 1 Lead By Example:** Inspire through action, embodying the qualities you expect from others. Act with integrity, be professional and demonstrate a strong work ethic.
- 2 Effective Communication:** Foster open dialogue, actively listen, and provide clear instructions and expectations. Encourage feedback and create an environment where ideas and concerns are freely expressed.
- 3 Empower and Delegate:** Delegate based on strengths, trust your team's capabilities and provide autonomy. Empowering others promotes growth, productivity, and a sense of ownership.
- 4 Foster a Positive Culture:** Cultivate a supportive environment that values collaboration, respect, and recognition. Celebrate achievements, acknowledge efforts, and prioritize work-life balance.
- 5 Continual Learning and Development:** Embrace a growth mindset, encourage learning, and provide resources for skill development. Adapt to change and lead your team through challenges in a rapidly evolving business landscape.

ALISON MORANO METAVERSE CHAMBER OF COMMERCE

As a leader, especially in an area that you care passionately about and are committed to, I would say that there aren't a lot of pain points if you are surrounded by people who feel the same way as you do about success. However, there is a major area that I find comes up in every instance, and, knowing that, I try to be prepared in advance and discuss it with the team or group right away. That is: buy in. Depending on the circumstances, I have found that I am put in leadership either because there are a group of people who have the same goals and vision as I do, and my organizational skills let us map out a way to achieve the objective or because there is a need to persuade those that are not as heavily invested as everyone else, and they need to be convinced that the objective is worth pursuing as a team. Those instances take a lot of work persuasion. (Even in a workplace where the individuals are 'assigned' to be on the team - you still want their participation and buy in to be from a positive place).

BRANDI KOLOSKY SACRAL CAPITAL LLC

Day-to-day leadership pain points would be:
Making Difficult Decisions
Managing Conflict
Balancing Workload and Time Management
Inspiring and Motivating Others
Delegating Effectively
Communication and Alignment
Developing and Retaining Talent
Handling Pressure and being in constant High-demand

These pain points may vary depending on the specific context and industry, but they represent some of the common challenges that leaders face. Effective leadership requires continuous learning, adaptability, and resilience to navigate these difficulties successfully.



THE GREATEST SKILLSETS LEADERS BRING TO THE TABLE



JAMES DRAKE
THE BROOKLINE CENTER FOR COMMUNITY MENTAL HEALTH

Communication, Connectivity, Authenticity, Decision-Making, Conflict Resolution.



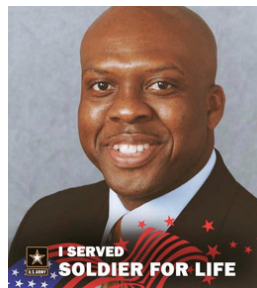
ELIZABETH KROHN
KROHN MARKETING INC.

Communication, Connectivity, Authenticity, Decision-Making, Conflict Resolution.



ELIZABETH KROHN
KROHN MARKETING INC.

Empathy, Servant Leadership and Constructive Criticism.



TERENCE WINSLOW
TERENCE WINSLOW CONSULTING LLC

Emotional Intelligence.



SACRED WALKER
SELF LOVE FOR EVERYDAY SUPERHEROES

Vision and Strategy- and the willingness to gather a team so the group coaching experience can have strong accountability and support.



CATE HOLLOWITSCH
NESNAH VENTURES

Leaders who foster a culture of psychological safety and have a growth mindset.



PRINTESS PRITCHARD
AMAZON

The greatest skillsets in my opinion are having a clear vision and the ability to communicate that vision concisely and effectively.



I'M EXCITED TO BE JOINING BUZZ MEDIA GROUP WHERE I'LL BE SHOWCASING THE BEST, BRIGHTEST, AND MOST ENTERTAINING BUSINESS LEADERS IN THE COMMUNITY.



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LEADERSHIP: The Solution to Organizational Success

TORI JOHNSTON
MYODETOX

What is your biggest pain point when it comes to being a leader?

Leaders need to balance the expectations of various stakeholders, team members, clients, investors, and other leaders in the business. Meeting everyone's expectations can be challenging, and leaders face pressure and scrutiny but need to maintain a steadfast vision and commitment to the company's mission

What is the biggest Leadership challenge that you will face in the upcoming year?

KScale A+ Customer Experience.

What advice would you have for people who manage teams?

Take the time to build strong relationships with your team members. Get to know them as individuals, understand their strengths and weaknesses, and show genuine care and interest in their well-being. Building trust and rapport will foster a positive work environment and enhance collaboration.



ED LOGUE
TRICORBRAUN

What is your biggest pain point when it comes to being a leader?

Insuring that I have the time to get out and meet with my people, listen to their concerns and ideas, and do what I can to help them meet their goals and objectives. Competing priorities make it difficult for all leaders to spend the time required to be on top of the business unless they are diligent in dedicating the time to do the most important aspects of their job; listening to and communicating with their employees.

What is the biggest Leadership challenge that you will face in the upcoming year?



Keeping people focused and motivated during a weak market when sales numbers may not be what was forecasted. This is the time for real leadership, acknowledging the difficult times, and doing all that you can to help people meet their objectives.

What advice would you have for people who manage teams?

Ask questions and listen and don't be afraid to admit mistakes.



as seen on

 Legacy of Leaders 



LEADERSHIP CHALLENGES

HUNTER DECHMAN AWS

Balancing the expectations of the organization with those of your employees and ensuring that both are being well taken care of.

JOE BEASLEY JACKSONVILLE UNIVERSITY

Keeping emotional intelligence in mind when implementing new changes with existing staff.

DEBRA BELL- CAMPBELL INSPIRED VISIONS CONSULTING GROUP, LLC

Balancing my business and my life (mental, physical, emotional, spiritual, and financial health).

PAUL THREATT LAW OFFICES OF PAUL H. THREATT, PLLC

Maintaining credibility.

GRAYSON MARSHALL LEGACY AND LONGEVITY PARTNERS

Finding more opportunities to share the knowledge and experience I have.

KRISTINE WILLIAMS ZILLOW GROUP

Putting the right teams together in the most meaningful way.

WHITNEY SMITH AMCS GROUP

Improving the team culture and relationship for a virtual team that I inherited.

FRAN COYNE CARESPOT URGENT CARE

Staff turnover and keeping our centers open. Taking care of our patients needs.

MARTY HOLMES SALES EDUCATION FOUNDATION

Finding financial support.

WENCHELL AURELIEN FIVE STAR PAINTING

Building relationships with new leaders.

JENNIFER CHEE THE TOLAN GROUP

Employee retention.

ROGER LAFORTUNE ARCABEL SOLUTIONS

Enabling my team to utilize data driving approach for day to day operations.

TODD MACLEOD BACHARA CONSTRUCTION LAW GROUP

Setting realistic growth goals while keeping team unified and fulfilled.



The Guest List

Tony Boselli
Mark Brunell
Dave Caldwell
Tom Coughlin
Kevin Hardy
Sam Kouvaris
Jeff Lageman
Mark Lamping
Todd Roobin of Film & TV
Melissa Ross
Current & Former Jaguars
NFL & College Stars
Jacksonville Political Figures
Business Owners
Members of the News Media
Musicians & Actors
Bodyguards
Nonprofit Leaders
Commission Members of the
Jumbo Shrimp Baseball Team
The ABA Jacksonville Giants
Jacksonville Icemen Members
Boxers
Fighters from MMA
Many More

Show Segments

Open (60 sec)

At the Bar (5 min)

Up Close & Personal (3 min)
At the Bar (5 min)

Minute Tip (2, each 60 sec)

At the Bar (3 min)

Editorial/Wrap (2 min)

THE HORSE'S MOUTH

With Tom McManus

SERIES ON 



OVERVIEW

Welcome to “The Horse’s Mouth with Tom McManus,” a cool, unique new talk show where Tom’s guests sidle up to his bar to discuss sports, business and life. No gossip, no hearsay, no BS—just the straight-up truth, right from the source.

Tom’s longtime love of bartending has come full circle since his days as a linebacker on the inaugural Jacksonville Jaguars football team—slinging drinks and talking shop with everyone from high-profile sports figures and entertainers to business leaders, journalists and community leaders.

He and his guests trade insight and anecdotes, explore day-to-day topics and tackle the hard subjects, all with equal measures of energy, honesty and laughter. Get the skinny on the real people behind the headlines, straight from the horse’s mouth.



Tom McManus
Host





BUZZ BRIEF

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