



PODCAST NOTES

Thirty Minute Mentors, Episode 185

Podcast episode · Northwestern Mutual CEO John Schlifske

- Be of Service - love what you do over the rewards of doing it
- Know the PURPOSE of your business
- Be self-aware, you must know yourself to lead others
 - Seek to be understood over liked
- The more senior you are the more important 360 feedback
- Pratfall effect - you MUST admit mistakes to grow - be open and honest
- Take the time to understand where people are coming from before giving advice
- Understand the data to INFORM your decision - Discern the data in your unique way, and be skeptical
- Be a student of the model - know the difference between the business you're in as opposed to what you do (client acquisition vs financial planning business)
- Leader MUST have a vision, clearly and motivationally articulated. CEOs coach the coaches, not players
- Hire high performers, develop followership through vision and credibility, alignment around values
- Look for players who love practice, not just the game
- Take strategic risks from a financially strong position and reliable cash flow - do the fundamentals right
- Have a point of view and articulate it - own your business regardless of your position. Be curious!

Book notes by Steve Frankl · Field Productivity Partners