

***Pacific County EDC  
Long Beach Peninsula Visitor Bureau  
Ocean Park Area Chamber of Commerce  
Presents:***

# **Formula for Success**

**George Sharp  
Education and Training Coordinator  
Department of Community,  
Trade and Economic Development**

**And**

**Keleigh Schwartz  
Alpha Dog  
[www.beachdog.com](http://www.beachdog.com)**

It was the best of times, it was the worst of times.

Charles Dickens 1859

What would Charles say if he was here today?

It is the most unpredictable of times with no model/history to look back upon to predict the future for the World Economy.

I thought Blackberry was a type of Ice Cream at Scoopers.

Where's Jake?

I love the beach and these people, I think I will stay awhile.

# Unpredictable Times

- So what question-how to use the formula
- Use the yellow card to record the formula
- Use the formula in your daily life:
- Self
- Staff/co-workers
- Customers
- Volunteers
- Others you depend on for your success

# Formula for Success

$$6P+CS+Q+A=S$$

Based on 40+ Years of  
Real Life Experience  
&  
Observations

# Passion

Passion for community.

Passion for organization.

Passion to help others succeed.

Passion for Life.

Eyes-Heart-Actions

# Passion

## Top 10 List

Asked several people in the community to send me their Top 10 List of the area's most passionate citizens

Here are the results:

Richard Dawson	Dianna	Steven & Kathy
Craig Smith	Thompson	Kidd
Patsy & David	John Adams	Una Boyle
Bryant	Jane Bailey	Suzie Goldsmith
Sue Cuchard	Jerry Philips	Sharon
Ann & Tony	Shelly Pollock	Halstrom
Kischner	Mike Litawa	Barbara Mallon
Lesely Ferguson	Tina Fauber	Sheri Diehl
Blaine Walker	Dan Driscoll	Phylis Knight
Jim & Peggy	Ashley	Cathy Russ
Brokov	Wassmer	Karen & Curt
Janis & Peter	Sara Parker	Stevens
Bale	Jane Holman	Gale Thompson

Jackie Shelton  
Elise & Harvey  
Glaussen  
Sheila Wells  
Leslie Brophy  
Rhonda  
Hughesbeck  
Gail Quimby  
Diane Nichols  
Bruce Peterson  
Lorna Follis  
Char Walters  
Jean Nitzl

Shawn Hagstrom  
Pat McLean  
Laurie Anderson  
Dennis & Lois  
Roberts  
Bev Arnoldy  
Cheryl & Crystal  
Holtry  
Skyler & Allen Walker  
Bev Arnoldy  
Kelly Rupp  
Ruth Ann Hocking  
Jane Holeman

All the Beach

Barons

Bruce Peterson

Sherry Hash

Bob & Judi Andrew

Jill Grey

Al Harper

# Passion

Share the Passion-

1900's Style: Hand Shake

1980's Style: High 5

21<sup>st</sup> Century Style: Fist/Thumb Bump

With a "I'm glad you're here"

Try it with people who weren't here today.

Ask your staff what they are passionate about, both about your organization and what is going on in their life.

## Challenge

Paper/Website/Facebook/YouTube

Find away for everyone to share what their passion is about this place.

Link to it from all websites

# Personality/Brand/Reputation

Volunteers to try these on for a week:

Extrovert

Introvert

Task

People

Control

Ego

Questioner

Economical

Excellence

Difficult

Easy

Power

Happy

Sad

Grumpy

Risk Taker/Risk Adverse

Pessimist/Optimist

C.A.V.E, N.O.P.E, B.A.N.A.N.A, BRIDGE, GATE

Who else should be on the list?

The Key-understand your own personality, how you are perceived, who you are working with and what their style and needs are individually and as a group/community.

# Plan

Begin with the end in mind with  
everything you do.

Stephen

Covey

Visualize-put a picture of it on your  
desk, refrigerator, mirror

Dream about it

Write about it in your journal

# Plan

Communities and counties have many plans that you need to be aware of.

Business and Organizations need to have many elements in their plan:

Product Development

Marketing/Public Relations

Customer Experience

Accounting/Cash Flow

Sustainable-Green/Lean

Succession

Survive

# Plan

5 Questions:

What do we do really well?

What could we do better?

What should we stop doing?

What should we start doing?

Who else should we be working with?

# Plan



Don't create a plan and put it on the bookshelf

Key: who is responsible, when it is to be accomplished and what is the budget.

# Marketing/Communication plan

- \_\_\_ We have a clear understanding of our target audience(s) and their unique needs;
- \_\_\_ We tailor our communications messages towards each of our target audience(s);
- \_\_\_ All marketing activities are coordinated and integrated into an overall strategic plan;
- \_\_\_ We focus on measurable objectives and results (outcomes) and NOT process and politics;
- \_\_\_ Our brand is more than a “visual identifier”; it has value and a clearly defined “brand promise”;
- \_\_\_ We are up to date on social media and know how to apply these technologies to our environment;
- \_\_\_ Partnerships are a key element of our marketing or program / service delivery strategies;
- \_\_\_ We know our “competition” and even more importantly, how we are different;
- \_\_\_ We are adapting our revenue strategies to respond to the current environment;
- \_\_\_ Our marketing objectives are not just focused on education and awareness but on behavior change.

# Social Media etc...

**Keleigh Schwartz**  
**Alpha Dog**  
**[www.beachdog.com](http://www.beachdog.com)**

# TOP 11 IDEAS

- CRM/CEP
- 24/7 at Work for You: Web/Display/Signage/Brochure
- Empower your employees
- Friends and Family
- Bathroom
- Thanks & Goodbye/HAND-please come again
- Ask-testimonials-pass the word-use in everything
- Charity-Win-Win
- Innovate-create-replicate
- Public Relations
- Smart Advertising-tracking what works

# Partnership

## Key Elements:

- Mutual Respect
- Mutually beneficial
- In writing-MOU, Agreement, Contract
- Clear: roles, responsibilities, reasons, results
- Evaluation and renewal of partnership
- Recommendation: Make a list of all the organizations and all the projects taking place, meet quarterly for update, brainstorm and agreement of who is doing what and where you can leverage resources. Try to avoid duplicating services so you can serve the entire community's needs.

# Politics

- Organizational
- Local
- County
- Regional
- State
- Federal

# Perseverance

- Trial and Error-Lessons learned-adjust
- Many 3-30 year overnight successes

# Common Sense

- Golden Rule
- Confidential-means confidential
- Sleep on it
- Parking Lots-2
- Trust
- Integrity
- Commitment
- Customer Service
- Listening
- Understanding
- Feedback

# Common Sense

- **Google Alerts-News sent to you**
- **NPR.org**
- **Read-Observe the world around you**
- **2 Drink Maximum**
- **Take Care of the Money**
- **Never put in E-mail what you don't want on the front page of the paper or on the evening news**
- **Do the right thing**

# Quality

- Littlest detail
- Grandest idea
- Materials
- Final product
- See slide show

A \_ \_ \_ \_ \_

Ask me What the A is For

What is on the inside

Mirror-Choice each day

# Success

- What does it look like?
- Who defines it?
- How will you know you reached it?

## 6P+CS +Q+A=S Pledge

- I \_\_\_\_\_ here by take the Formula for Success Pledge
- I will know my passion
- I will consider personalities
- I will have a plan
- I will form partnerships
- I follow politics
- I will persevere
- I will commit to quality
- I check my attitude daily

Last but not least:

I will Have Fun

&

Celebrate Success!

**Questions and Answers**