10 Qualities of CEOs

- **VISION** of the CEO that dictates the future
  - Form of expression
  - Let’s them be part of something bigger
  - Gain confidence
  - Scholarships
  - Have a purpose
  - Fulfills me and gives me a purpose - higher quality of life

- CEOS show a greater purpose and passion for what they do. Their energy is boundless
  - Why is this?
    - We have to sell it to the students
    - Show your personal passion
  - How does this impact?
    - Band director can have more impact
    - Pride in the program - lifts the whole school - aural and visual identify of the school

- CEO listens to the team and makes decisions
  - Why?
    - Followers feel valued - students, parents - you can’t do it without the rest - sometimes we’re wrong
    - Students feel more invested in the program
    - Very freeing - when I can say exactly what I feel it is liberating
      - We have trained ourselves to not allow mistakes - juries, recitals, etc
      - When students feel free - they can move a lot further
  - Smartest are vulnerable, curious, and always trying to learn
    - Model the Behaviors in our students
    - Vulnerability - it’s okay to make mistakes
    - Curiosity and learning
      - You have to accept you don’t have all the answers
      - Allows you to grow as a teachers
      - What’s next? Where are we going? How is music education changing?
    - What would happen is kids who decided to do percussion never played with wind players?
      - What if they spent that time counting, working on percussion skills
    - You’re there to learn

- CEOs build relationships and build a collaborotive
  - Why?
    - Students, Teachers to be onboard with your program,

- CEOs remain orgnized to solve problems
  - What is your touchstone?
    - Ask myself what is best for the kids

- Top CEOs know how to communicate in neutral language that is easily understandable so that effective action can be taken and conflict avoided
  - Frame of reference is different - have to know their background
  - Leon: Take a fact that they care about - how do we add to the thing you care about?
  - Too much passion on one side can make the other side defensive

- Think outside the box
  - Scheduling
  - Students change, change with them
  - Alternative is just is how it has been done

- Take risks
  - Starting a mariachi program
  - Solve problems by doing it better

- Cultivate Trust
  - Maintain Integrity - be the model citizen
  - Maintain confidences
  - Demonstrate compassion
  - Listen with an open mind

- United Airlines Story