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Fred Heid
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**Different Industries....
Similar Leadership Challenges**

Leadership Matters

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**Leadership Creates The Opportunity For What's Our Next Opportunity
Instead of What Now?**

*The pessimist sees the
challenge in every
opportunity....The optimist
sees the opportunity in every
challenge.*

- Winston Churchill



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**What Kind Of Leader Are You?
How To Reframe Adversity
Into An Opportunity**

Author Unknown

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**THE EGG,
THE CARROT &
THE COFFEE BEAN**

A Leadership Story

It's not about what
happens to you.
It's about how
you respond.



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2

THE STORY

A young woman placed three items into boiling water: an egg, a carrot, and a coffee bean.

She let them sit in the boiling water, without touching, for 20 minutes.

Then she removed them and asked,

“What are you?”



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THE EGG



The egg had gone in fragile, with a thin outer shell.

But after the boiling water, it was hard.

THE CARROT



The carrot had gone in strong, hard, and unrelenting.

But after the boiling water, it was soft.

THE COFFEE BEAN



The coffee bean had gone in unique.

But after the boiling water, it had changed the water.

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WHICH ONE ARE YOU?



-  **The egg?**
Did adversity harden you?
-  **The carrot?**
Did adversity soften you?
-  **The coffee bean?**
Did adversity empower you to change the circumstances?

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LEADERSHIP TRUTH



You can't always control what happens to you...

But you can control how you respond.

Your response determines not just who you become, but what you influence.

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"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

Andrew Carnegie

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**Why Your WHY....
Matters So Much**

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When you know your WHY,
you'll know your WAY.

Michael Hyatt

quotefancy

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Leadership begins with you...
What is Your WHY?

- What is your WHY?
 - What motivates you?
 - What are your goals?
 - For yourself
 - Your loved ones
 - Your community
 - The world at large



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Ignite Yourself First...Then Others

Transferring Your Goals Into Organizational Priorities and Common Beliefs

- Important questions to ask yourself once you feel you know what you want....
 - How will I transfer this into a culture of practice and belief?
 - How can I operationalize my vision into actionable behaviors and/or beliefs?
 - Am I willing to work towards building a common culture of practice?



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Ignite Yourself First...Then Others...The Importance of Inter-Rater Reliability

- Organizations that demand uniformity and compliance see short-term results.
 - However, this also breeds a culture of diminished personal ownership or pride in employee work and high turnover.
- Start by developing a comprehensive and consistent understanding of your organization's goals, beliefs, and practices.



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Ignite Yourself First...Then Others...The Importance of Inter-Rater Reliability

- This is far more than SOPs or a handbook.
- Here is an activity to try to identify gaps in your common definitions or expectations.
 - Ask your team members to define or create the image of an ideal patient or caregiver.
 - Give each person a small container of playdough
 - Each person also gets a card with a corresponding body part. (e.g., Left Arm and Hand, Left Leg and Foot, Torso, Head, Face, and corresponding parts for the right arm and leg.)
 - Have them work alone and they are not allowed to talk.
 - When everyone is done have them look for partners to build the ideal patient or caregiver.

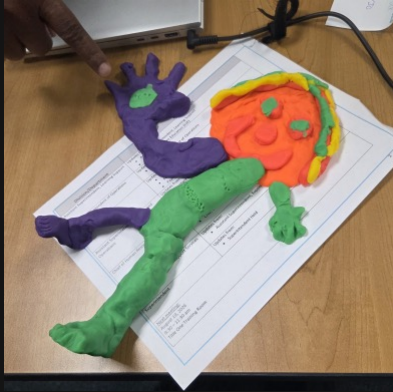
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Ignite Yourself First...Then Others...The Importance of Inter-Rater Reliability

- When they are done have them reflect on the following:
 - What did you notice?
 - Why isn't there a consistent design?
 - How did a lack of communication impact the design of their body part and ultimately the whole project?
 - How does this mirror what happens in organizations?

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Ignite Yourself First...Then Others...The Importance of Inter-Rater Reliability



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It's Not 'I'—It's 'We': Leadership is at its best when you are no longer the only person defining success.

- When your team shares a common vision, common values, and a common definition of excellence, consistency replaces confusion.
- People begin making the same high-quality decisions because they are working from the same playbook.
- Ownership follows. Accountability becomes shared. Trust grows.
- And that's when leadership scales—you spend less time directing the work and more time advancing the mission.



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What You Do Matters More Than You Will Ever Truly Understand

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Audience Participation Time

The Starfish Story - Loren Eiseley



The Boy And The Puppy

