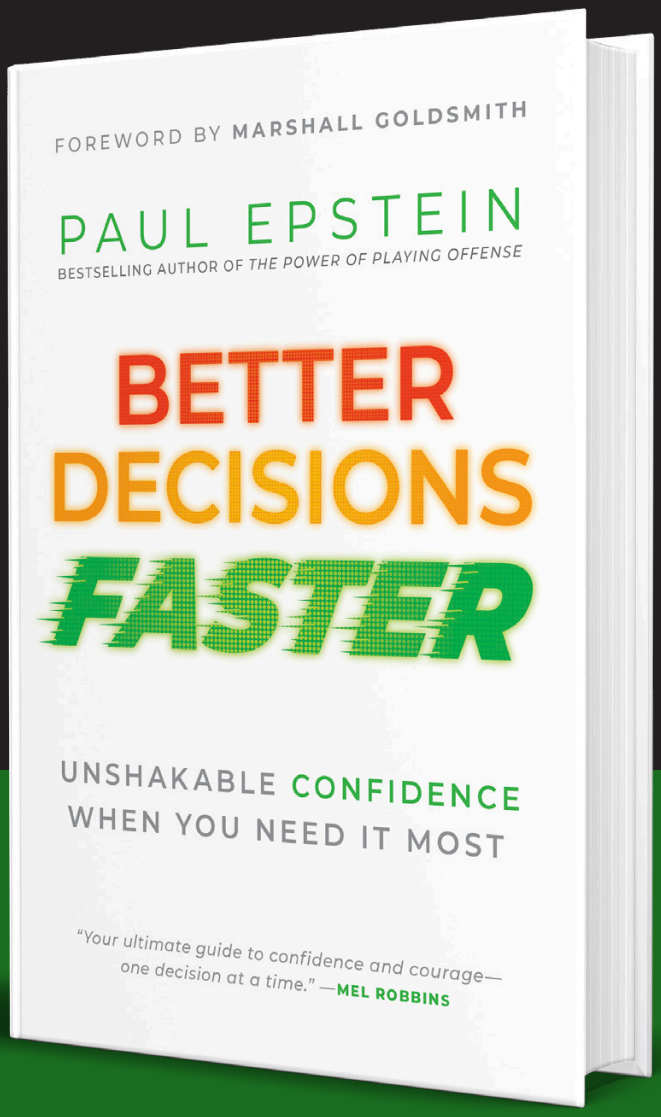
BONUS CONTENT



Betting on Talent

Featuring Dee Ann Turner

Please tell me you love Chick-fil-A. Because if you do, this section will be that much more special...like their special sauce.

Meet Dee Ann Turner, who enjoyed a 33-year career with Chick-fil-A, becoming their first female officer in 2001, then serving as Vice President of Talent and working closely with founder Truett Cathy. It was Truett who taught Dee Ann that people decisions are the most important decisions a leader makes (think of what's possible when applying the 3H Equation). That message has come to define Dee Ann's mission and approach, as under her leadership Chick-fil-A enjoyed industry-leading employee engagement scores and became known for selecting the best talent in the hospitality business, maintaining a 95 percent retention rate for corporate staff and franchisees.

Today, Dee Ann leads her own organization and is the proud author of two bestselling books: *Bet On Talent*, which teaches leaders how to find and keep extraordinary talent, as well as her latest book, *Crush Your Career*, also the name of her podcast that teaches talented people how to be extraordinary.

Why so bullish on talent?

She shared with me, "You can bet on a lot of things: strategy, marketing plans, location, technology. But in the end, it's the talent that's the great differentiator, because all of those other things can be copied and duplicated."

Bingo.

People and talent are the differentiator. The head, heart, hands, and better decisions of these people bring service and impact to life.

When you have one of the most recognized and respected gurus of talent on your podcast, you have to ask the straight question.

"What separates elite talent from the pack?"

Her answer made me grin ear to ear...as it mirrored the spirit of our BDF Community, with a foundation of decision-making and service:

Over time I think there are some things that make great talent. I think people who make great decisions are good people to select. I thought that 35 years ago; I still think that today. That doesn't mean that we don't make mistakes. Every one of us has made a bad decision. I want to know how that

person recovers from that and how they go forward differently after making that poor decision. I'm looking for somebody who has good judgment in the ability to make great decisions. And I can tell that by the track record that they've made.

I look for people who are willing to serve others, because it doesn't matter what our role is, we all have to serve somebody. We're either serving the customer or serving somebody who's serving the customer. Even if we're the CEO, we're serving a board. We're always serving someone. And I think people who have a servant's heart, win. Whatever they do in life, they can be doctors, they can be school teachers, they can be business executives, they can be fast food workers, they are better at what they do if they have a servant's heart.

Lastly, I look for people who have an inner locus of control. They're not looking to blame other people, or be a victim, but they believe that what they need to do, whatever it is, is within them. "If it is to be, it is up to me" is the way I say it. I look for people who have that kind of ownership of themselves.

Those are the top qualities of great talent right there. They're universal. I saw them that way then and I still see it that way today.

Notice the table stakes of our community baked into all of Dee Ann's responses.

Awareness
Ownership
Intention

Once these table stakes are dialed in, we can now focus on what makes us truly special—our unique set of gifts and talents (aka green lights). When we dial into those, we can become the best version of ourselves and maximize our impact in service of others.

But beware. Dee Ann cautions us to grow our gifts, or watch them fade. In other words, greens can become yellows or reds over time if we disregard them.

"I believe in a 'if you don't use it, you lose it' approach to gifts and talents," she said. "You've got to put in the work, even if you have a natural gut instinct or innate talent. You have to develop your character, your experience, and all of the things that turn talent into something that gets tangible results."

Decision Drill

It's time to find our brightest green lights to serve.

What do you believe your greatest gifts and talents are?

_____

_____

Now talk to two people (ideally, these are different relationships...a spouse and best friend as an example) and ask them "what do you believe I do best? What gifts do you see in me?

Person 1 Feedback:

_____

_____

Person 2 Feedback:

_____

_____

Now that you have heightened awareness around your gifts and talents, decide and commit to one small act to go out and serve in the next 30 days.

Green light: Who will you serve?

_____

Green light: What will you do for them?

_____

Green light: Why does it matter to you?

_____

Serve others (without keeping score), and it will serve you.