McCombs Career Webinar

Thursday, January 24
THE STRIVER QUOTIENT®
SOLUTION

by Jeff Moore
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Time for a paradigm shift in the corporate world

Intelligence and people skills are no longer the difference making qualities they used to be.
More than ever before it’s about “what you do with” what you know.

To thrive in a disruptive economy requires more than strong IQ and EQ abilities.

Game changer now SQ...your Striver Quotient®
IQ was viewed as the go-to predictor of success for decades starting in the early 1900’s.

But how much does IQ really account for career success?
Although it may help determine which profession a person enters...

...IQ only accounts for 4-10% of a person’s success in a profession.
In 1995 Daniel Goleman’s, “Emotional Intelligence,” was published.

People Skills added to the success predictor inventory.

EQ joins IQ on center stage... a much needed upgrade!
Despite this upgrade the corporate world continues to swing and miss at an alarming rate.

Almost half of all new hires fail in first 18 months.
The Problem?

Companies focused on code words for IQ and EQ: TALENT and FIT
WANTED
Talented People
But top performers often not the most talented.

And they are NEVER a perfect “fit.”
What do all top performers have in common?

They rise to the occasion when everyone around them is equally talented.......... 

......in large part because they don’t “fit.”
Top performers can’t wait to swim with the big fish!

They love to compete!

The average self-made millionaire had a 2.7 GPA in college.
There are 2 types of people in the workplace:

Strivers and Arrivers

Strivers will always be the top performers
They can be found in every walk of life

- What improvements can my team and I make to stay ahead of the competition?
- How can I start preparing for next month’s board meeting?
- I need to find a more efficient way to ....?
- Since the company is budgeted to grow 10% next year, how can I get my team ramped up now in anticipation?

Product Manager
Administrative Assistant
Software Engineer
Sales Director
FAMOUS STRIVERS

(From website)

Walt Disney
- Fired by a newspaper editor because he "lacked imagination & had no good ideas."
- Went bankrupt several times before he built Disneyland

Lucille Ball
- Dismissed from Drama School with a note that read wasting her time and too shy to put her best foot forward.
- Told to try another profession

Abe Lincoln
- Fiancee died
- Failed in business twice
- Had a nervous breakdown
- Lost 8 elections
What does the administrative Assistant have in common with Walt Disney?

They are both driven by a purpose that transcends winning.

They are driven to compete to move themselves, their team, and their company toward higher goals.
Strivers are always reaching beyond their grasp.

- World’s most valuable company
- Turning a profit
- Open for business
Arrivers focus on creating perceptions

“How things look” vs “What I/we stand for”

Comparing vs Competing
An Arriver Mentality has become pervasive, impacting all segments of society…

Politics – The 24/7/365 campaign

Investors – Invest in this (toxic) asset so I can bet against you

The media – Infotainment sells

The education system – Testing, testing, testing......

Sports – The commoditization of 8 year old “athletes”
“Your reputation is everything” has taken on a whole new meaning.
“Your character is more important than your reputation because your character is who you are while reputation is merely who people think you are.”

~John Wooden
We have morphed from a character-based culture to a Culture of Success.

"We have become so focused on building ourselves up we have forgotten the foundation that holds it up is that of character and integrity. Many are focused on reaping the goods without the need to sow the fields."

~Stephen Covey
Being a Striver used to be the key to staying ahead of the game.

Now striving is required to stay *in the game*!

We are experiencing a rate of change that used to take decades to occur.
Less than a decade ago Facebook did not exist. Now they have over a billion users worldwide!

Mass production of automobiles began in 1902, but the interstate highway system was not built until the late 1950’s!
We no longer live in a world of *mere* uncertainty

With uncertainty you have variables

IQ and EQ skills suffice
Increasingly we live in a world of Ambiguity

Often we don’t know what’s coming next

Often there are no variables!
That wonder gadget you finished developing yesterday is on a fast track to obsolescence today!

How will you respond?

That’s the key!
The “perfect business plan” failed

Underachieving teams by Texas standards

Pointed criticism…but how could I argue?!?

I was working from the outside-in

I had become an Arriver
WAKE UP CALL!

BUBBLE PERSON WITH BULBS ABOVE HEAD
(From brochure)
Needed to get my Colorado Mojo back

Things had become too comfortable

And competition is uncomfortable
So our training needed to be uncomfortable...

.....in a *mentally* challenging way

Created an Uncomfort Zone
And it worked!

Lowest seeded team to reach the Final Four.

Upset Stanford in semifinals breaking their 53 match home win streak and string of 5 consecutive NCAA Titles.

Became lowest seeded team to win the NCAA Title.
More Elite Eights, Final Fours, another appearance in the Finals, and another NCAA Title followed.

All, but one were OVERRachievements.

Why did these players OVERRachieve?
Driven by a purpose that transcended winning.

Driven to compete everyday, pushing each other to get better.

Results Oriented vs Results Obsessed
WHAT DOES “COMPETE” MEAN?

Modern definition: “to outdo another”

Originally: “In rivalry with; to strive together”

Competition is a shared purpose

Standard of excellence
Strivers embrace competition

Primary focus is not “The Competition”

They compete to a standard of excellence
The best companies are full of Strivers
Arrivers are riveted on “The Competition.”

Prioritize branding over product development

Arrivers will develop their product, but only to the degree that it embellishes the image they’re trying to create.
Arrivers avoid scenarios where they could be “outdone.”

“Failure is not an option” has taken on a whole new meaning.

It is safer to compare than compete
STRIVERS STILL WALKING AMONG US!

BUBBLE GUY GETTING UP UP
Strivers are always reaching beyond their grasp.

- World's most valuable company
- Turning a profit
- Open for business
Striving impacted every aspect of our program

- Scheduling

- Marketing

- Even crisis management
Most importantly Striving effected the way we recruited people.

Uncomfort Zone no place for Arrivers

Started looking for people who expected more out of themselves than I expected out of them.
# A Nutshell Perspective of the SQ

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<th>SELF</th>
<th>TEAM</th>
<th>BOSS</th>
<th>DIRECT REPORT</th>
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<tbody>
<tr>
<td>Solve routine problems  OR  Tackle complex problems</td>
<td>Achieve harmony  OR  Generate creative tension</td>
<td>Meet expectations  OR  Exceed expectations</td>
<td>Reward me  OR  Push me</td>
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Relationship to Self

How much assurance do you need before taking on a project?

How much failure can you tolerate?
Relationship to Team
Tension is required to build muscles.
It’s also required to build relationships

(From brochure)
Relationship to Boss

Does inspiration in the workplace start with the boss or......
Relationship to Direct Report

Do you want relationships with your direct reports to be transactional or transformational?
It’s not about “me”

“Eight women tough as nails, gritty with some athletic ability, and a never-say-die attitude came together with one goal in mind.....to represent the U of T proudly and leave everything on the court....no excuses! We pushed each other, we made each other better, and, in the end, we rose to the occasion.”

“This school, this program, gave me so much and not only developed my game, but also shaped me as a person. I wore burnt orange proudly and wanted to leave knowing that I was part of a great team that left no stone unturned. The year AFTER I graduated, Texas won the national championship.”
Like her teammates driven by a purpose that transcended winning!
They are full of people Striving Together, competing to a standard of excellence.

The best companies compete internally

They are ready for anything “The Competition” can throw at them!
Thank You!

- The recording of today’s presentation, along with the PowerPoint slides, will be available on our Career Resources web page by early next week:

  http://www.mccombs.utexas.edu/Alumni/Career.aspx