What Do You Think?
Are YOU a Genius?

American Society of Ophthalmic Administrators
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Nancy Riesz
Success Catalyst
Bottom Line Results

11 year study of adaptive & unadaptive cultures showed:

• Revenues increased 682% compared to 166%
• Workforce expanded 282% vs. 36%
• Stock grew 901% compared to 74%
• Net income grew 756% vs. 1%

• (Kotler & Haslett, Corporate Culture Performance)
Linear Thinking

- Uses a very systematic, deliberate, sequential approach to problems and challenges
- Approaches matters linearly – 1, 2, 3, etc.
- Likes clear, well-defined problems and issues
- Prefers to address one matter at a time
Conceptual Thinking

- More intuitive than logical
- More digressive or elliptical rather than straightforward in approaching problems
- Follows a less predictable format
- Fells comfortable dealing in ambiguity
- Enjoys finding new ways to link disparate elements to form new patterns

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Mind Clouds

I have to ____________

I can’t ________________

I should ________________
Ready.. Set.. Action

- Re-act
- Resist
- Respond
Imagine…..

- Imagination Days
- Mind Storming
- Brainstorming
- Suggestion Box
- Toy Box
- Exercise
- Recess
Conceptual Problem Solving

- Relaxation time
- Thinking space
- No interruptions
- Jump starting people
- Ask???
- Read a lot.
- No black holes!
Questions to Ask???

• What are we doing?
• What could we be doing?
• What should we be doing?
• What could we stop doing?
• What do we do next?
Success Plan

It’s not how many ideas you have. 
What is important is how many of them you put into action.

1. ______________________________________________________________________
   ______________________________________________________________________
   ______________________________________________________________________
   ______________________________________________________________________

2. ______________________________________________________________________
   ______________________________________________________________________
   ______________________________________________________________________
   ______________________________________________________________________

3. ______________________________________________________________________
   ______________________________________________________________________
   ______________________________________________________________________
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4. Learn more: Attend one of Nancy’s teleclasses
   Experience coaching with Nancy
   Receive an article Nancy has written
   Take an on-line assessment
   Request an employee turnover cost sheet

Signature: ____________________________ Date: ____________________________
Scientist, coach, entrepreneur and author, Nancy Riesz works with executives to help their organizations increase their bottom line by valuing their most valuable asset - their people. A trend-setter and thought leader, Nancy shares her success catalyst strategies with her clients, audiences and readers leading them to create significant and sustainable outcomes. During 20+ years in the clinical laboratory and in-vitro diagnostics industry, Nancy earned a reputation for being a compelling leader by blending innovative business strategies with inspiration, challenge, humor and accountability. She applies this same expertise, enthusiasm and on-target analysis with her clients that consistently put her and her staff at the top of their industry, allowing them to achieve the results they desire more quickly. Author of *People Count! Never Underestimate the Value of Your Employees*, Nancy describes how to deliver top-line performance and improve bottom line results.

Nancy is President of Success Catalyst, a certified Women Business Enterprise, which she founded in 1993. Her passion is to create working environments that encourage people to be excited about coming to work, for bosses they are thrilled to work with, doing what they do best.

Nancy earned an MBA from Xavier University’s Executive MBA program, a certificate in Leadership Coaching from Georgetown University and a BS in Medical Technology from the University of Cincinnati. She is a certified coach by the International Coach Federation. Nancy developed the Mentoring program for Healthcare Businesswomen’s Association (HBA) Ohio chapter, received the President’s Award from the HBA Ohio Chapter in 2013 and the Leadership Excellence and Dedication (LEAD) Award in 2014. She also was recognized as Mentor of the Year by the Cincinnati USA Regional Chamber in 2014. Nancy is Past President of National Speakers Association – Indiana chapter and an Athena Award finalist in 2010.