



# Leadership Best Practices and How to Apply Them to Your PCC

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## Overview

- Work leaders vs. board leaders
- Stick to the basics
- Think outside the envelope

## Work Leaders vs Board Leaders

- Uncontrolled turnover
- Blend of Board members
- Volunteers – not employees

## Uncontrolled Turnover

- *“You may not be able to control every situation and its outcome, but you can control your attitude and how you deal with it.” - Brian Tracy*
- Good
- Bad
- Bittersweet



## Blend of Board Members

- *“I think there is just one kind of folks. Folks.” - Scout Finch, To Kill a Mockingbird*
- Industry/Postal
- Operations/Sales/Management
- A diverse team represents an accurate sample set of your local industry
- Uniformity results in bottlenecks, tunnel vision, and limited resources



## Volunteers – Not Employees

- *“Volunteers are not paid- not because they are worthless, but because they are priceless.” – Sherry Anderson*
- Avoid overwhelming team members
- Distribute tasks evenly – with a focus on each member’s strengths
- Volunteer – not *“Voluntold”*
- People must still be held responsible



## Stick to the Basics

- 4Rs – Recruit, Retain, Recognize & Results
- PAL – Purpose, Agenda, Limit
- Positive Attitude



## 4 Rs

- *"To win the marketplace, you must first win in the workplace."* – Don Conant, Former CEO of Campbell Soup
- Recruit
- Retain
- Recognize
- Results

## PAL

- *"A leader is one who knows the way, goes the way, and shows the way."* – John C. Maxwell
- Purpose
- Agenda
- Limit

## Positive Attitude

- *"Being positive in a negative situation isn't naïve; it's leadership"* - Ralph Marston
- Keep your sense of humor
- Poke fun at the problem - not the person
- Stay motivated and strive to always keep your team motivated

## Think Outside the Envelope

- Succession must occur regularly
- Mock interviews
- Flip the pyramid

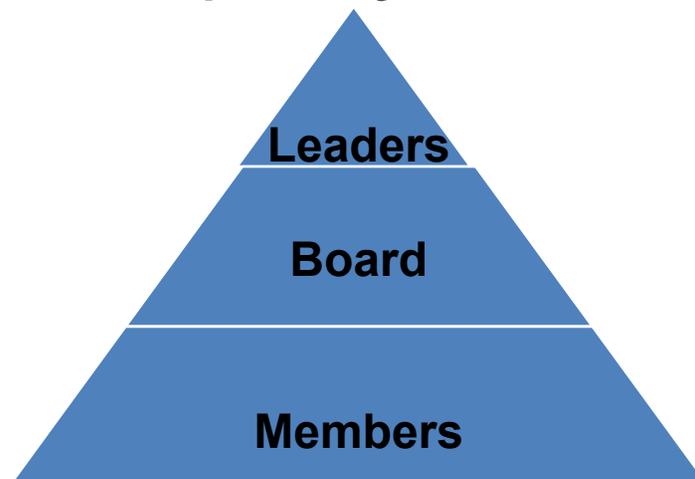
## Succession Must Occur Regularly

- *"Beware the lollipop of mediocrity, lick it once, and you'll suck forever."*  
– Brian Wilson
- Emphasis on change
- Opportunities to lead a project or event
- Have a clear definition of what your successor(s) may need
- Are we driving with the brakes on?

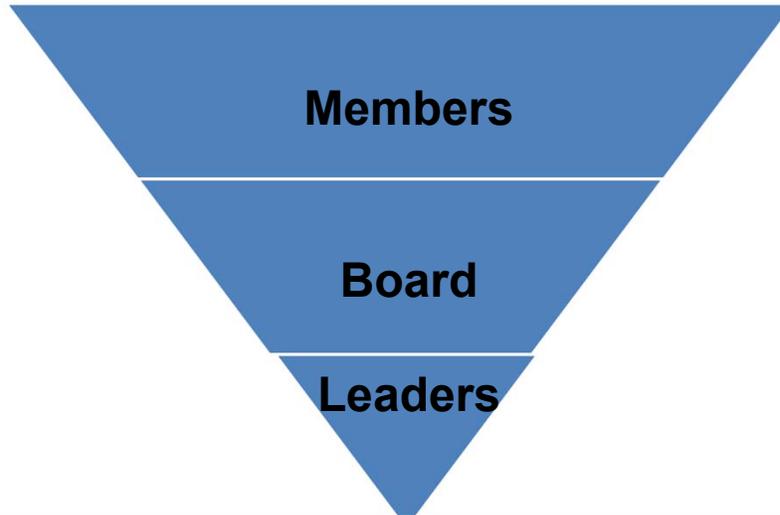
## Mock Interviews

- *“Great leaders don’t make more followers; they make more leaders.” – Tom Peters*
- Allow your Board members to co-host events
- Reduce silos and eliminate cliques
- Everyone is a potential candidate for your Board

## Flip the Pyramid



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## A Rising Tide Lifts All Boats



## **YOU** are the tide!



## **Bonus Slide - Books**

- "Bootstrap Leadership" by Steve Arneson
- "The Checklist Manifesto: How to Get Things Right" by Atul Gawande
- "Neither Snow nor Rain: A History of the United States Postal Service" by Devin Leonard
- "Death by Meeting" by Patrick Lencioni
- "The Five Dysfunctions of a Team" by Patrick Lencioni
- "What If....." by Mike Rayburn



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