

To: Ron Culp
CC: Gagen McDonald
From: Rachel Kessler
Subject: Let Go & Lead Evaluation

Purpose:

In preparation to interview impactful leaders across the Chicago-area, we've been tasked to review and evaluate existing Let Go & Lead profiles. In doing so, I've referenced themes and attributes these leaders embody in order to establish hard-hitting, productive questions for our assigned executive.

As I reviewed the profiles, I chose to take a closer look at three of the leaders' profiles that particularly inspired me. After doing so I was able to extract common themes and high impact content that will have an influence on the way our group asks questions and analyzes the conversations.

Leaders:

Peter Marino - Loyalty

Peter Marino is the Chief Public Affairs and Chief Communications Officer at MillerCoors. Growing up in the Milwaukee area, he has had exposure to the company all throughout his career which has fostered a sense of loyalty to the brand.

His loyalty filters throughout the company. The employees exemplify this loyalty daily through a number of Marino's leading values, including authenticity, trust and transparency.

Marino notes a number of mentors throughout the course of his career and demonstrates the importance of investing in relationships.

Matt Shattock - Empowerment

Matt Shattock is the Chairman and Chief Executive Officer at Beam Suntory. He is motivated by being the best version of himself and surrounding himself with people who are motivated to make themselves and their company the best it can be. He notes that this often involves making difficult decisions.

In order to set the business up for success, leaders have created a culture that fosters entrepreneurship and empowerment. This culture is created through intelligent risks and a team-mentality setting.

With empowerment comes the need for courage. Courage allows people to take risks and make change. He sites Sheryl Sanberg (COO Facebook) and Winston Churchill as two leaders he admires for their courage and ability to make change.

Gary Kelly – Care

Gary Kelly is the Chief Executive Officer for Southwest Airlines. He took his first flight when he was an upperclassman in high school on his way to a college football recruiting event. Coincidentally, that first flight was on a Southwest airplane and he remembered it for the rest of his life.

Kelly follows three C's as a leader: Care, Communicate, Character, Competent and Courage. These three C's are the guiding principles for the way Kelly leads and the way the company's employees succeed.

In developing his strategic approach to leadership he turned to a number of influential leaders in his life. In turn, he acts as a mentor to the company's people and invests in their success by leading through change and continuous evolution.

Themes

- Mentors
 - Each of the leaders cited a strong influence from mentors. From high school football coaches or to famous world leaders, each of the executives had a number of influencers. Whether through a personal relationship or admiration from afar, these mentors continue to help guide their decision making and personal and professional growth. In turn, the executives are able to shape trustworthy, successful companies more effectively every day.
- Culture
 - A clear vision for each company's culture was clearly stated in each of the three interviews. Creating success from within facilitates growth and success outside of the company. Each of the leaders recognize the importance of passion and the people around them.
- Investment
 - In relation to culture, the leaders all have a passion for investing in their people and their respective businesses. Allowing individuals to take risks and supporting new ideas are just two of the many ways these executives continue to establish growth and foster success.
- Adaptation
 - With the ever changing landscape of business, each leader discussed the importance of adaptation and flexibility. Teams, strategies and applications must be increasingly adaptable to stay ahead of the competition and on a path towards success.

Moving forward, we will frame our questions to focus on the leader's mentors, company culture, investment in success and commitment to adaptation to embody the executive's growing, positive impact on the Chicago community.