

BUZZ BRIEF

May 25, 2023

LEADERSHIP UNLIMITED

50+

BUSINESS LEADERS

*Leading the Way: Conquering Challenges,
Mastering Skills, and Empowering Success.*

PAIN POINTS OF LEADERSHIP

LEADING THROUGH THE FIRE: CONQUERING
OBSTACLES, INSPIRING TEAMS, AND IGNITING
SUCCESS.



PLUS

Find out what
all great
leaders have
in common.

EDITOR'S NOTE

In the realm of leadership, the landscape is ever-changing, presenting leaders with countless challenges and opportunities.

In this issue, we delve into the crucial aspects of effective leadership in today's business world. While each leader's journey is unique, the principles we explore in this issue - innovation, communication, and a relentless pursuit of excellence - resonate across industries and sectors.

Leadership is not just about achieving individual success; it's about creating a positive impact on teams, organizations, and the wider community. As we embark on this exploration of leadership, let us embrace the possibilities, harness our potential, and forge a path toward a future of inspired and impactful leadership.

Janine Hogan

MAGAZINE EDITOR



THE 10 MOST COMMON PAIN POINTS OF LEADERSHIP

LEADERS WILL FACE IN THE UPCOMING YEAR.

Business leaders encounter various pain points when it comes to leading teams and driving success for the future. Some common pain points include:

Uncertainty and Volatility

Leaders face the challenge of navigating a highly dynamic and unpredictable business landscape. Rapid technological advancements, geopolitical shifts, and market disruptions make it difficult to anticipate and plan for the future.

Talent Management and Retention

Finding and retaining top talent is a constant pain point for leaders. The competition for skilled professionals is intense, and leaders must create attractive workplace cultures, offer growth opportunities, and provide competitive compensation to attract and retain key employees.

Managing Change

Change is inevitable, but it can be disruptive and challenging to manage effectively. Leaders must navigate organizational restructuring, mergers and acquisitions, and industry disruptions while minimizing resistance, maintaining morale, and ensuring smooth transitions.

Workforce Diversity and Inclusion

Leaders are increasingly recognizing the importance of diversity and inclusion in driving innovation and success. However, creating inclusive cultures, fostering diversity, and ensuring equitable opportunities for all employees can be complex and requires ongoing commitment.

Digital Transformation

Embracing digital technologies and leveraging them to drive business growth is a significant pain point. Leaders must navigate digital transformation initiatives, adapt to new technologies, and upskill their teams to remain competitive in the digital age.



Ethical and Social Responsibility

Leaders face the challenge of addressing ethical dilemmas and balancing social responsibility with financial performance. They must make tough decisions that align with values, ethics, and stakeholder expectations while ensuring sustainable business practices.

Time Management and Work-Life Balance

Leaders often struggle with balancing their responsibilities and maintaining their well-being. The demands of leadership can be overwhelming, leading to burnout and impacting personal and professional effectiveness.

Innovation and Adaptability

Staying ahead of the competition requires fostering innovation and embracing change. Leaders must promote a culture of creativity, encourage experimentation, and continuously adapt strategies to keep pace with evolving customer demands and market trends.

Summary

In today's dynamic business world, leaders face diverse challenges. By leading by example, fostering effective communication, empowering teams, and prioritizing continual learning, they can overcome obstacles and drive success. Embracing innovation and ethical leadership creates a path to sustained growth and a brighter future.

-JKH

ETHIC ADVERTISING AGENCY JEFF SWARTZ - CEO

Established in 2014, Ethic Advertising Agency began as a one person, full-service "advertising agency," trying to be all things to all people. Soon after, Ethic niched into a culture focused and team oriented, hyper-targeted digital advertising agency and creative shop. Ethic specializes in companies who have a niche target audience, and reaches that audience with highly targeted, in-house digital advertising solutions like OTT/CTV, video pre-roll, display, social, PPC, Google Grants, and native. Their targeted ads are accompanied by their award winning, effective creative, and they offer their services to both advertisers and ad agencies.



What is the biggest change in marketing that you see coming in the next 2 years?:

It's not just one thing, but it's multiple changes that marketers and advertisers will have to face with things like privacy regulations, new mediums, shifting competitive landscape, inflation, and much more. Change will be constant and those who can roll with the punches and are comfortable in adapting to change will do well.

Services provided:

Branding/Naming/Product Development, Design, Digital, Digital Media Buying/Planning, Marketing Technologies/Analytics, Marketing/Creative Services, Mobile, Social Media, Strategy and Planning, Video Marketing, Web Design

A woman with curly hair, wearing a dark, long-sleeved dress, stands with her back to the camera, gesturing with her hands as if presenting. She is in a meeting room with large windows in the background. Several other people are seated around a table, looking towards her. The scene is brightly lit, suggesting a sunny day outside.

SPOTLIGHT INSIGHT

with
Brad Burgess
The Mindshare Manager

In my work as an independent business coach and sales consultant, I often work closely with small business owners. Frequently this requires me to have frank conversations with the same person(s) responsible for my employment. In this environment, striking a balance between honest, yet effective communication is a must. A good leader can relay feedback about the company's culture, core values, mission, and marketing messaging in a manner that builds trust and encourages employees. In practice, it involves delivering a strategic vision that inspires the Team to buy into that vision. As the business world continues to open in the post-pandemic era, I feel that establishing and re-establishing personal connections with employees and customers that were lost due to the extended periods of remote work will be the greatest challenge facing business leaders for the next several years. Understanding that a good leader knows his or her team better than anyone else, including their strengths, weaknesses, what makes them tick, and what motivates them should make this a leadership priority for any organization.

THE PAIN POINTS OF LEADERSHIP

Hear from industry leaders who are navigating the common leadership hurdles and opportunities they face today.

ALLEN JOHNSON ACOSTA GROUP

The biggest pain point when it comes to being a leader is managing stakeholders.

MEGAN BOURDAGES AMB INTERNATIONAL LLC

It is a challenging sales market right now, so keeping sales teams motivated through a time that can feel difficult and demoralizing.

AMBER CARLSON-HAYS ARCHWAY LEARNING SOLUTIONS, LLC

The biggest leadership challenge I will face in the coming year is navigating carefully crafted simultaneous growth across all aspects of my business.

DAVID TRAYSER BLUE CROSS BLUE SHIELD OF FLORIDA

Annual conflicting priorities between better experience for the customer, and headcount reductions for efficiency/budgets.

CHRIS HUNDLEY BRIGHTWAY INSURANCE, THE HOLLIS HUNDLEY AGENCY

The toughest things I have as a leader is figuring out how to motivate individuals.

KAREN GREEN BXCELLENTADVISORY

Change management, which includes getting people to think outside their scope of influence, embrace uncertainty, and be accountable for transformational change.

MATTHEW CHANG CHANG INDUSTRIAL

Creating a fulfilling work environment for every single person - so they can grow and thrive in their careers and generate wealth!

MARK GILBERT COLEMAN TALLEY LLP

Leaders in mid-sized law firms must be able to navigate a rapidly changing legal landscape and adapt to new technologies, regulations, and market conditions.

DENNIS GUZIK DENNIS GUZIK LLC

Balancing the time required to be a good leader with the time required to take care of the family.



VIRGINIE MASCIA SNI COMPANIES

Making hard decisions internally and externally for the good of the business.



DEB BOELKES BUSINESS WORLD RISING, LLC

Watching other leaders fail when they focus on making the numbers rather than inspire their team members to be at their best by leveraging their strong suits and enabling them to do what they love that's in alignment with business objectives.



MARK MACDONALD BE KNOWN FOR SOMETHING

Maintaining life balance and staying ahead of other leaders. Understanding differentiation and how to self-promote. Hire people who lovingly question and walk a few paces ahead of you so you're constantly challenged.



MASHONNA HUGHES RESTHERATION DESIGN

Developing resilience and self-confidence is crucial for overcoming obstacles and biases. Building a strong belief in your abilities, embracing your unique perspective and experiences, and maintaining a positive mindset in the face of challenges will contribute to your success as a leader.

ANDREW DEUTSCH
ECOTEK

Convincing employees that asking for help is not a sign of weakness but a sign of professionalism.

SUSAN DYER, PHD
EMBRACING HIS CALL

Given the diversity of different faiths, backgrounds past counseling experiences, various values can cause conflict which arises from individuals' differing experiences, life styles, ideas, and perspectives. To form a collaborative relationship, it will take time to set expectations and agree on how to work purposefully together.

JEFF SAMPSON
EVERSCORE, INC.

To be transparent yet positive when setting expectations and willing to accept the decisions from the team based on the risk.

DAVID ATKINSON
Z SPHERE, INC.

Finding other leaders/peers to effectively collaborate with.



KATHLEEN ANDERSON
ANDERSON AGENCY

Leading to the different personalities of the staff. Each has something different that drives/motivates them. Let your team know they are being heard.

WES SAPP
TRINITY IT SERVICES

As a leader, the ability to delegate is one that can be hard to adapt but is often times necessary. As we continue to grow, it will be very important to maintain our company culture and continue to improve and adapt our processes.



THE PAIN POINTS OF LEADERSHIP

DEREK MILLER
FAIR HARBOR

I truly believe that my #1 responsibility as a leader, is to create the next generation of leaders. While I am proud in my track record of being able to deliver upon this responsibility, any time I have been unsuccessful in doing so, I've viewed that as a failure of my own, and not of 'theirs'. This has been my biggest pain point on my leadership journey, and one which I am highly critical of myself on.

DENNIS COATES
GROW STRONG LEADERS

Leaders depend on the people who do the work to give their best effort. They'll do this if the leader has nurtured a positive relationship. This depends on communicating effectively during busy interactions. People can be put off or inspired in these moments.

ALAN BLISS
JACKSONVILLE HISTORICAL SOCIETY AND HISTORY CENTER

Ensuring that organizational culture is consistent with internal and external constituencies.

ROBERT PEEK
JAXPORT

Understanding and managing the needs of many different styles of team members in today's workforce, particularly generational differences when it comes to motivation and rewards.

CRAIG GALLEY
JEA

Based purely on past employment (not current employer)—buy in from leaders above. Senior leaders that set a tone that is contrary to my leadership style. Employee burnout.

THE PAIN POINTS OF LEADERSHIP

JASON ENGELHARDT

KTA

There are several challenges and pain points to being a leader. The biggest challenge is communication.

JASON PALMER

MIDMARK

Providing clear communication to the team and stakeholders that effectively manages change while the business undergoes a digital transformation.

MARK LITTEN

PUTNAM COUNTY CHAMBER OF COMMERCE

Getting all members on the team to commit to a concept

MEGAN KILLION

MKC AGENCY

My biggest pain point when it comes to being a leader is the constant pressure to balance multiple responsibilities and make tough decisions. As a leader, I often find myself juggling various tasks, managing teams, and navigating complex situations. It can be challenging to ensure that everyone is aligned, motivated, and working towards our common goals.

BROOKE GOEHRING

NOVA SOUTHEASTERN UNIVERSITY

Leading remote/ hybrid teams can present challenges, especially during times of organizational change.

CINDY VILLANUEVA

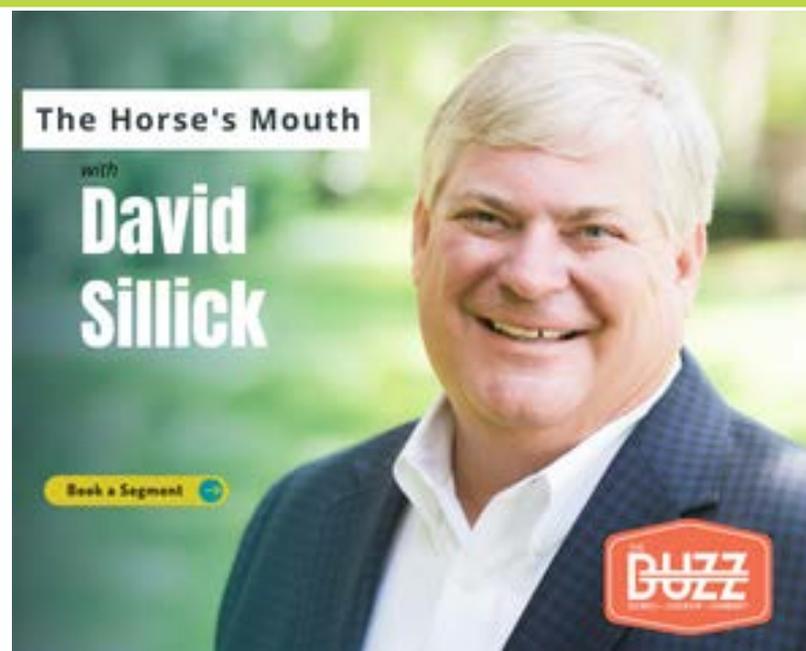
KNOCKOUT MARKETING STRATEGIES

How does a leader move from inspiration to motivation, to coaching on the daily? It's essential for a leader to display (and genuinely feel!) empathy. Caring for one's followers/colleagues/teammates/family is simply table stakes. Moving from that empathy to motivation--giving each person the support and encouragement that instills confidence and breeds excellence--that's the challenge that ignites true leaders.

KALEE JENKINS

REALIGNED MENTAL HEALTH & WELLNESS CENTER

The biggest pain point of being a leader is deciphering the burdens of responsibility that I feel for my companies growth.



PROJECT OPIOID AT JAX CHAMBER

What is your biggest pain point when it comes to leadership?

Leading myself is by far the greatest challenge I face. The leader is the lid to the advancement of the organization. When I don't make my personal and professional growth a priority, it inhibits the growth of the organization I am leading.

Share your biggest leadership challenge.

Determining how to prioritize my time and our resources to make the biggest impact.

What advice would you give new leaders today?

Only do what only you can do, and delegate everything else. If you're the point leader of your organization, your department, or your team, you're the only one who can fulfill that role. Focus on making that your priority.

Rita Richa

REIGNITE MEDIA

What is your biggest pain point when it comes to leadership?

One of my biggest pain points as a leader is staying organized and managing my team effectively. With remote work, it can be difficult to stay connected and ensure everyone is on the same page. Communication can also be a challenge when working remotely, especially when it comes to providing feedback and direction to team members.

Share your biggest leadership challenge.

Leading to empower and not to tell others what to do, building the right system for them to know.

What advice would you give new leaders today?

Communicate clearly: One of the most important aspects of managing people is clear communication. Make sure your expectations are well-defined and that your team understands what is expected of them.

RICH POSSERT

**THE GOLDEN ANCHOR
TEAM AT ONE SOTHEBY'S
INTERNATIONAL REALTY**

My biggest pain point when it comes to being a leader is letting go. Knowing you've trained someone well enough to allow them to take over a large responsibility that you've been spearheading can be difficult; knowing when to delegate and nurture your relief instead of trying to continue doing it yourself can be difficult, especially for newer leaders. Learning how to do this efficiently is a foundation for any business owner.

MATTHEW HERNANDEZ

**LAKEVIEW HEALTH
RECOVERY CENTER**

Disciplining employees for poor conduct

JENNIFER POLK

**FEEDING AMERICA NATIONAL
ORGANIZATION**

What is your biggest pain point when it comes to leadership?

Effectively leading in all directions is the greatest challenge of being a leader. By leading in all direction, I mean, engaging with the Board of Directors of your organization to ensure alignment on organizational outcomes and Board visibility into strategic direction; leading collaboratively with other members of the executive team to increase cross-departmental and cross-functional alignment on strategic and operational direction; leading your department to connect strategic and operational direction with tactical execution, influence departmental culture, and build and encourage relationships within the department; and forging relationships and partnerships outside your organization, either at a functional or industry level, to identify and seize opportunities, as well as ward off threats, to growth and innovation. All of this requires clear vision of what matters, continuous investment in what matters, relentless prioritization to avoid near-constant distractions, and courage to take chances by investing energy in areas that don't have a clear and immediate return but might make a significant difference.

DONNY MACKENZIE

**THE FLORIDA BAR
FOUNDATION**

A leader in my opinion has to get in the proverbial shoes and mindset of those who are being tasked and asked to follow. This empathy allows one to more properly gauge the scope and difficulty - as well the probability of success - of the assignment or objective. Communicating the task or objective clearly from this perspective makes for better outcomes. This takes time which requires patience; especially when folks don't see or appreciate the strategy or end point.

THE PAIN POINTS OF LEADERSHIP

CHRISTOPHER WALDEN

TENET HEALTH

My biggest pain point is realizing that people are individuals and as a leader I need to adapt their style of communication and not force my style on to those I am called to lead.

STEPHAN HERRING JR

WBG COMMUNITY

One of the greatest challenges I face is the struggle to bring awareness to a particular issue that may not be receiving adequate attention.

CHRIS BROOME

VENTURE POINTE

As a leader, I am faced with the challenge of striking a balance between necessary communication and ensuring high-quality interactions that drive tangible progress for the organization.



Elizabeth Greene



JUNGLR

What is your biggest pain point when it comes to leadership?

With so many avenues to growth and so many ways to succeed in today's online market, it's been a struggle to step back and analyze our company's path to growth. As a leader, it's my job to paint the vision and outline a clear path to growth that fits within our area of genius.

Share your biggest leadership challenge.

Managing growing a team with maintaining high quality client outcomes can be challenging.

What advice would you give new leaders today?

Understand that if you want to grow you will have to let go and trust your team. It's about balance and finding good people.

Eustachius Roberts

COMMUNITY ADVOCATE

What is your biggest pain point when it comes to leadership?

The delegation of duties. It's tempting to try and do everything yourself. However, a true leader practices delayed gratification and thinking outside of the box. The satisfaction of seeing it all come together while also creating new leaders along the way makes it all worthwhile.

Share your biggest leadership challenge.

Leaving an established area of comfort to become a newer and less-experienced leader in a new environment.

What advice would you give new leaders today?

Become genuinely curious about the history of the team and organization. Then, always keep that history in mind when making decisions.

5 KEYS

TO EFFECTIVELY LEAD TEAMS AND DRIVE SUCCESS

Great leaders live by these key principles to successfully empower their teams for greater success.

- 1 Lead By Example:** Inspire through action, embodying the qualities you expect from others. Act with integrity, be professional and demonstrate a strong work ethic.
- 2 Effective Communication:** Foster open dialogue, actively listen, and provide clear instructions and expectations. Encourage feedback and create an environment where ideas and concerns are freely expressed.
- 3 Empower and Delegate:** Delegate based on strengths, trust your team's capabilities and provide autonomy. Empowering others promotes growth, productivity, and a sense of ownership.
- 4 Foster a Positive Culture:** Cultivate a supportive environment that values collaboration, respect, and recognition. Celebrate achievements, acknowledge efforts, and prioritize work-life balance.
- 5 Continual Learning and Development:** Embrace a growth mindset, encourage learning, and provide resources for skill development. Adapt to change and lead your team through challenges in a rapidly evolving business landscape.



THE GREATEST SKILLSETS

LEADERS BRING TO THE TABLE



BONNIE LOW-KRAMEN
ULTIMATE ASSISTANT TRAINING

Providing clarity with the mission and with expectations for executing the work required to fulfill the mission



ALEX MIRAILH
AMAZON

Communication, the will to succeed and trusting those individual's that are part of the company.



JOHN SALVATORE
ALCHATEK

Being a visionary but also being able to communicate effectively and being an outstanding listner with a tireless work ethic.



ROSEMARY WINBUSH
WRW INTERNATIONAL, LLC

Knowing the climate of the industry and working it to the advantage of the company and those who work there.



THOM STIMPEL
PROACTIVE BUSINESS IMPROVEMENTS, LLC

Creativity, patience, communication and community.



I'M EXCITED TO BE JOINING BUZZ MEDIA GROUP WHERE I'LL BE SHOWCASING THE BEST, BRIGHTEST, AND MOST ENTERTAINING BUSINESS LEADERS IN THE COMMUNITY.



A promotional banner for Sherrie Clark. It features her name "Sherrie Clark" in large white letters on a teal background. Below her name, it says "Best-selling and award-winning author, ghostwriter, author coach, editor, publisher, and marketer". There is a "Learn More" button with a right arrow. On the right side, there is a photo of Sherrie Clark wearing a colorful striped top. The "BUZZ" logo is in the bottom right corner.

KEEPING A PULSE ON BALANCE



A WORD FROM FRAN PITRE

FRAN PITRE & CLASS ACT BAND

As band lead I am in charge of new business venue contact, booking, marketing, and the coordination of entertainment events. With this role comes full liability and responsibility for the success of each engagement. When everything goes as planned, and everyone arrives prepared and on their game, it's a smooth, enjoyable process. However, if one link in the chain breaks, that broken link can negatively impact the entire operation, and mean the difference between a stellar night with invitations for return business and a disastrous event with a bruised reputation. Regardless of who is at fault, I ultimately take full responsibility and I'll remediate the situation and learn from the experience so it doesn't occur again. I believe that a leader must not only be proactive, strategic, and competent but also be patient, understanding, and fair. A leader must always remind each team member that he or she is appreciated for the unique skills, talent, and value they bring to the team. Encourage honest communication by being available to each member so that everyone is heard and understood. Only then can positive chemistry yield an excellent product or service.



as seen on



Legacy of Leaders



JOIN MY SHOW



JOIN MY SHOW

BUZZ TV

The Guest List

Tony Boselli
Mark Brunell
Dave Caldwell
Tom Coughlin
Kevin Hardy
Sam Kouvaris
Jeff Lageman
Mark Lamping
Todd Roobin of Film & TV
Melissa Ross
Current & Former Jaguars
NFL & College Stars
Jacksonville Political Figures
Business Owners
Members of the News Media
Musicians & Actors
Bodyguards
Nonprofit Leaders
Commission Members of the
Jumbo Shrimp Baseball Team
The ABA Jacksonville Giants
Jacksonville Icemen Members
Boxers
Fighters from MMA
Many More

Show Segments

Open (60 sec)

At the Bar (5 min)

Up Close & Personal (3 min)
At the Bar (5 min)

Minute Tip (2, each 60 sec)

At the Bar (3 min)

Editorial/Wrap (2 min)

THE HORSE'S MOUTH

With Tom McManus

SERIES ON 

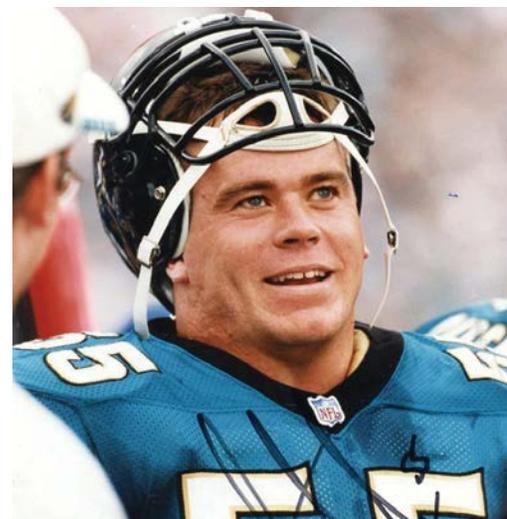
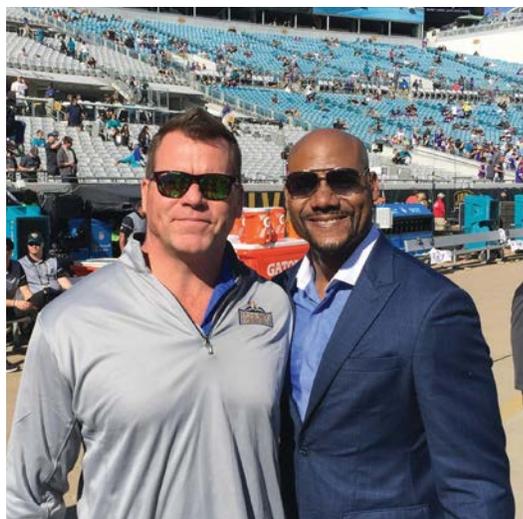


OVERVIEW

Welcome to “The Horse’s Mouth with Tom McManus,” a cool, unique new talk show where Tom’s guests sidle up to his bar to discuss sports, business and life. No gossip, no hearsay, no BS—just the straight-up truth, right from the source.

Tom’s longtime love of bartending has come full circle since his days as a linebacker on the inaugural Jacksonville Jaguars football team—slinging drinks and talking shop with everyone from high-profile sports figures and entertainers to business leaders, journalists and community leaders.

He and his guests trade insight and anecdotes, explore day-to-day topics and tackle the hard subjects, all with equal measures of energy, honesty and laughter. Get the skinny on the real people behind the headlines, straight from the horse’s mouth.





BUZZ BRIEF

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