

BUZZ BRIEF

October 2023

LEADERSHIP UNLIMITED

50+

BUSINESS LEADERS

ON THE

PAIN POINTS OF LEADERSHIP

THE BIGGEST CHALLENGES LEADERS WILL FACE IN
THE UPCOMING YEAR.



PLUS

Growing wealth through
personalized guidance
backed by technology.



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



MEET OUR CO-AUTHORS



NELSON BRADSHAW FARTHER

Nelson brings over 35 years of financial experience to Farther – with most of that time spent managing wealth, private banking, and commercial groups for BBVA. Nelson leverages this experience to help Farther build a network of bank-related products commonly used by its clients. With his own client base, Nelson focuses on helping owners of privately held businesses with all things financial – focusing first on the elements of planning, whether it's related to corporate, personal, and/or employees.



BILL NICHOLSON HERITAGE CAPITAL GROUP

Bill Nicholson brings over 40 years of diverse experience in commercial and investment banking to his role at Heritage. Specializing in M&A advisory and litigation support, he previously served as managing director at Bank of America Securities, overseeing the Real Estate Advisory Group. During his tenure at Barnett Banks, he held key positions including director of commercial real estate and chairman of the bank's Community Development Corporation. His extensive background includes managing PNC Bank's national construction lending group and supporting international real estate transactions.



MAC HOLLEY HERITAGE CAPITAL GROUP

Mac Holley, with a 40-year career in commercial and investment banking, specializes in working with mid-sized company owners. His expertise lies in strategic planning, mergers and acquisitions, and comprehensive exit strategy design and implementation. Before joining Heritage Capital in 2011, he served as President and CEO for the North Florida Region of Florida Capital Bank, N.A. He also held key roles at Bank of America, managing operations for Northeast Florida and South Georgia, and at Barnett Banks, Inc., where he was Executive Vice President overseeing corporate banking and U.S. Banking division responsibilities.



BILL SORENSON HERITAGE CAPITAL GROUP

Bill Sorenson, a principal at Heritage Capital Group, specializes in mergers and acquisitions as well as strategic consulting. He guides clients through sell-side and buy-side transactions, ensuring their business goals are met. Additionally, he leads the company's strategic consulting practice, offering expert exit planning services to align personal and business objectives through long-term strategic planning. Bill also possesses extensive valuation experience, having conducted numerous valuations across various industries for transactions, agreements, financial reporting, tax filing, and estate planning purposes.



BILL PRESCOTT HERITAGE CAPITAL GROUP

Bill Prescott, a principal at Heritage Capital Group, brings extensive experience as the former CFO and Senior VP of Stadium Operations for the Jacksonville Jaguars NFL franchise. With a track record of successful financial management, he played a pivotal role in securing major financing deals, overseeing the team's rebranding, and driving strategic initiatives. Prescott's expertise spans both corporate finance and community service, making him a valuable asset in his current role.



DANIEL EDELMAN HERITAGE CAPITAL GROUP

Dan Edelman, a principal at Heritage Capital Group, brings 40+ years of experience in public accounting to his role. Specializing in mergers, acquisitions, and strategic planning, he co-founded a major local accounting firm and served as managing partner at Dixon Hughes Goodman, LLP. Edelman holds certifications in business valuations and financial forensics and has extensive expertise in resolving complex business problems and overseeing over 100 M&A transactions.



JACK SEARS CLIENT FOCUSED MEDIA

A dedicated leader with an illustrious 37-year career at the Boy Scouts of America. During his tenure, he achieved remarkable growth in program delivery and youth membership. Recently retired, Jack founded JLS Advisors, LLC, to extend his expertise in leadership and fundraising to help organizations reach their philanthropic goals.



DANIEL GILHAM FARTHER

Daniel Gilham, with over 15 years of experience, specializes in goals-based financial planning, helping business owners and families achieve their financial objectives. Drawing from his background as a Systems Engineer and Product Manager at AOL, he offers a unique and tailored approach to each client's situation, providing clarity and confidence in financial decisions. Currently a doctoral candidate at the University of South Florida, his research focuses on understanding the inhibitors and motivations for financial planning.



DAN BEAN ABL LAW P.A.

Dan Bean, a Navy veteran and former federal law clerk, is a seasoned trial lawyer with diverse experience in federal and state courts. His expertise includes trust and probate matters, complex commercial litigation, insurance coverage disputes, financial lending issues, and class actions. He has also assisted foreign litigants under Title 28 United States Code Section 1782. With a background in preventive legal counsel, Dan minimizes clients' future litigation costs. He served as a judge advocate and retired as a Navy Captain with a Legion of Merit, showcasing his extensive legal and military accomplishments.



WALLY CONWAY HOMEPRO INSPECTIONS

Wally, a former Naval pilot and business owner, leads one of North America's largest home inspection companies. With diverse expertise as a marketer, contractor, renovator, investor, TV, and radio host, he emphasizes the importance of enjoying one's work. Wally is a recognized expert in building concerns, offering courses approved by the Florida Real Estate Commission. He serves as a consultant to businesses, focusing on transforming expenses into profit centers. Known for his engaging style, Wally has appeared on HGTV's "House Detective," co-hosted DIY's "Finders Fixers," and hosts a radio show. He has delivered over 627 presentations and contributes to various media and corporate training programs.



DAVID SILLICK SILLICK, INC.

Sillick, Inc., is a consulting practice specializing in helping businesses "connect the dots". As a certified facilitator and business coach, David Sillick offers guidance on a selective, industry-exclusive basis in strategic planning, talent assessments, business development, vendor evaluations, and capital acquisition.



JERRY MALLOT HERITAGE CAPITAL GROUP

Jerry Mallot, the Director of Corporate Development at Heritage, focuses on acquiring new clients for the company's value-driven services including consulting, capital raises, acquisitions, and exit planning. He recently retired as the president of JAXUSA Partnership and executive vice president of the JAX Chamber, where he played a key role in economic development in northeast Florida. With a wealth of experience, he continues to contribute to various boards and leadership initiatives in the community.



PATRICK EMMET HERITAGE CAPITAL GROUP

Patrick Emmet, a principal at Heritage Capital Group, specializes in financial and strategic advisory services with over 30 years of experience in finance, sales, operations, and leadership. His background includes leadership roles at technology companies and executive staffing firms, where he played a key role in capital raises, administration, and financial management. Patrick's expertise lies in orchestrating turnarounds and strategic financial management, earning him recognition as a finalist for CFO of the Year by the Atlanta Business Chronicle.

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.



CONT.

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



SISSY MCQUAIG

INDUSTRY WEST

What advice would you give to people who manage teams?

The advice that I would give to people who manage teams is to become a master at communicating. Find the most effective ways of how & when to communicate with your team members. Understand how your voice is perceived so that you can be the most effective, relatable, and empathic leader.

What are the greatest skillsets a leader brings to a company?

The greatest skill sets a leader can bring to a company are; resilience, innovation, & and strategic thinking. These 3 qualities allow a leader to persevere in the face of challenges, find new opportunities for growth, & and strategically plan long-term growth.

THE PAIN POINTS OF LEADERSHIP

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

SKYLAR PITTMAN **COMPASSIONATE SAINT AUGUSTINE**

I believe the biggest pain point when it comes to being a leader is efficiency. It is important to make sure everyone in a meeting has the opportunity to share their thoughts and ideas, but the difficulty lies when the leader must give time limits or move the meeting forward. No good leader wants to make a peer feel cut short. Additionally, efficiency when getting things done, especially with marketing efforts and content creation can be a huge pain point.

MICHAEL NEUVIRTH **LETSGOCURE**

Convincing all the members of my team that they can be leaders now.

BRUCE JONES **VICAR'S LANDING**

As a retirement community, we are a service business with staff in dining, housekeeping, maintenance, health care, and more. We are also growing. Hiring the right staff to provide this level of care and to maintain our excellent culture is a challenge we have to address daily.

KURLINE ALTES **KURLINEJSPEAKS LLC**

Things are always changing and sometimes we need to change along with it. One challenge may be technology, finding more creative ways to align my leadership goals with current tech trends to optimize my goals and that of my team members.

FLETCHER JEWETT **JEWETT & COMPANY**

Articulate Communication to manage expectations and egos during conflicts to forge clear communication and uniting the team members to a focal point.

MIKE DUGAN **COMMONWEALTH CONSULTING**

Motivating CEOs to get outside their comfort zone.

SARAH PHILLIPS **FREIGHT MANAGEMENT**

Currently, I work in sales. This is a tough market these days, and customers want to stick with their current vendors. However, through active communication and transparency, I have been able to achieve success, where others have not.

HUNTER DECHMAN **AWS**

Balancing the expectations of the organization with those of your employees and ensuring that both are being well taken care of.

KAREN GREEN **BXCELLENT ADVISORY SERVICES**

Leading people to be accountable for change in their organizations, not just responsible, so that they can be successful in their roles.

DANIEL VANCISE **COASTAL LIVING TITLE, LLC**

Making hard decisions, managing resources, and implementing new technology/processes.

AARON ELLINGER **AARON ELLINGER COACHING AND CONSULTING, LLC**

One of the most consistent significant pain points I hear about is developing their team members in the most effective way possible. Most organizations are running lean, and leaders' schedules are busier than ever....how do they create the mindshare and time to prioritize and deliver on developing their people?



Anne Glubis

THOMPSON ENGINEERING

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

Recruitment is the main pain point by far. Our clients love us, and they show it by bringing us more and more work. We don't have a lot of turnover, thankfully, but we need more talent. Because our staff is delivering projects in this lean environment, my "personal" professional pain point as Director of Quality is maintaining staff focus on quality and continual improvement. The benefits of quality and improvement are often realized as minimized cost, which might not be as immediately celebrated or as sexy as paid invoices and new contracts. A lot of my energy goes into influencing internal managers and resources to prioritize the needs of a function traditionally viewed as separate from operations.

Diane Foss

PAYCHEX

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

When it comes to being a leader, I would say that one of the challenges for me is focusing on my well-being. Most leaders are very selfless individuals and tend to put themselves toward the bottom of the list. I did that for many years until I eventually burnt out.

I have since learned that the best way to be the most effective leader possible is to make yourself a priority. This means taking time away from being a leader at times to focus on yourself and the things that bring you joy. It is amazing what can happen within your business and your team when you take the time to slow down and smell the roses.



ASHANTA WILLIAMSON

ASHANTA WILLIAMSON
AND COMPANY

When it comes to being a leader, there are many pain points. One that I believe hinders the community the most is the lack of lateral movement when it comes to intergenerational representation.

STEVIE CANTY

TRENDSETTER TRAVELS

Continuing to push, push, and push a great product that everyone needs but not seeing the ROI (return on investment). But I do know that dedication, commitment, and sacrifice are key tools to Leadership. Never give up!

ALAN BLISS

JACKSONVILLE
HISTORICAL SOCIETY

Aligning people with the responsibilities that best match their personal gifts and strengths.

ERIN EIRAS
INVESTRA FINANCIAL

In the ever-evolving landscape of Never-Normal, a leader's role extends beyond just guiding and overseeing. It's about fostering an environment where individuals can truly thrive and flourish. But here's the twist: I find myself captivated by the potential of technology to enhance our lives, even as many around me are filled with fear and apprehension. It feels like I'm swimming against the tide, but I'm determined to navigate these uncharted white waters and uncover how technology can be harnessed to enhance employee well-being.

THE PAIN POINTS OF LEADERSHIP

KATHLEEN SCHOFIELD

NORTHEAST FLORIDA
REGIONAL STEM2 HUB

As a leader in the nonprofit sector, my greatest pain point is in the area of capacity building with a small staff. The demand for our services is growing at a pace that we would never have dreamed possible.

CLARESA BAGGS

RED PETUNIA
PRODUCTIONS

One of the biggest pain points is managing people effectively. Leading and motivating a diverse team with varying personalities, skill sets, and motivations can be challenging, especially when it comes to balancing individual needs with the needs of the organization as a whole.

MICHAEL KUCK

LUCIDHEALTH

Understanding the developmental landscape of various organizations. Until a level of confidence is in place for our current development infrastructure, leaders are challenged with easily adapting to industry trends while providing superior service.

CARLEEKA BASNIGHT- MENENDEZ

INSO INC. INSIDE-OUT

My biggest pain point when it comes to being a leader is conveying messages clear and concise so that my words are not misconstrued.

ROGUENS STINVIL

U.S. ARMY

Disunity across teams sometimes makes it harder to complete our mission.



THE PAIN POINTS OF LEADERSHIP

JEFF WEAVER ROUNDED

Communication. The most significant pain point is inspiring the larger organization to all row in the same direction.

JOE LORETTA HALFF

Having crucial conversations, difficult conversations with staff to explain areas in which they need to improve.

MITCH GARDNER REVMED GROUP LLC

Leading through the emotional moments/seasons of a team and/or team member, while also managing their performance and holding them accountable to a high standard of excellence.

ANGELA GAFF CSX

I do not consider anything to be a pain point in regards to being a leader. I have found that if you invest in your employees, spend time with them to get to know them, and always be ready to step in and help support them, you will have a winning team.

ITHIELL YISRAEL IRON ROCK FILMS

The biggest pain point I face as a leader is being able to do more for others more consistently. This includes employment (being able to provide jobs), education (training young people) and improving the landscape for film production here in Jacksonville, FL.

GENELLE THOMAS PACE CENTER FOR GIRLS

Staying aware and responsive to the needs of various stakeholders.

KIMBALL KELLER BLUE SKY GLOBAL PRODUCTIONS AND EVENTS, LLC

Since Covid, staffing has been quite the issue for entertainment businesses. Also securing new consulting work in entertainment has been very hard.

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.

MICHELLE STRANGE LEVEL UP INFECTION PREVENTION

Removing myself from the details to ensure we are heading in the best direction.

SUSAN MASUCCI RUCKUS

What are the greatest skillsets a leader brings to a company?

Being the steady voice of vision and being a resource for your team members as they grow, make mistakes, learn, stress, and repeat.

What advice would you give to people who manage teams?

Empathy and patience are critical, but you also have to know when to make a tough decision for the greater good.



THE SYNERGY OF TECHNOLOGY AND HUMAN EXPERTISE

GROWING WEALTH THROUGH PERSONALIZED GUIDANCE BACKED BY TECHNOLOGY

Daniel Gilham, Managing Director of Advisor Strategy with Farther, shares how experience combined with a data-driven wealth platform puts your money to work for you, your family, your future – and beyond.

In the dynamic world of wealth management, the fusion of cutting-edge technology with seasoned human expertise is a revolutionary advancement within the financial landscape. It's not just about algorithms and data; it's about harnessing the power of both to create an unparalleled wealth management experience for advisors and clients alike.

Precision with a Personal Touch

Sophisticated algorithms process vast data sets in seconds, allowing advisors to pinpoint opportunities and manage risks with unparalleled precision. Yet, it's the human touch that adds that extra layer of insight and empathy. Expert advisors bring context, experience, and intuition to the table, ensuring that your wealth management plan aligns perfectly with your unique goals and aspirations.

Real-time Insights, Informed Decisions

Cutting-edge technology provides real-time access to market data and trends, enabling advisors to make informed decisions swiftly. However, it's human judgment that transforms data into wisdom. Experienced advisors interpret this information, guiding you through market fluctuations and economic shifts, helping you navigate with confidence.

Tailored Strategies, Holistic Approach

Technology streamlines processes, allowing advisors to create tailored investment strategies efficiently. Yet, it's human expertise that ensures your wealth management plan is holistic. Advisors consider your entire financial landscape, from estate planning to tax optimization, crafting a comprehensive strategy that grows and protects your wealth across generations.

The Synergy of Technology and Human Expertise: Growing Wealth Through Personalized Guidance Backed by Technology

With Daniel Gilham, Managing Director of Advisor Strategy with Farther

Client-Centered Innovation

The synergy between technology and human expertise leads to an elevated client experience. Robust digital platforms offer convenience, transparency, and accessibility, while personal advisors offer a human connection and customized guidance that technology alone can't replicate. It's the fusion of both that empowers clients to make informed decisions and take control of their financial futures.

The Future of Wealth Management

The marriage of cutting-edge technology and human expertise is not just a trend; it's the future of wealth management. Together, they amplify each other's strengths, making wealth management more accessible, efficient, and effective than ever before. Advisors are empowered with powerful tools to serve clients better, while clients gain access to personalized guidance and strategies tailored to their unique needs.

Start Planning Today

At Farther, we are at the forefront of this transformative shift. We believe in the power of technology to enhance our advisory services, but we also understand that it's the human connection that truly makes a difference. We're committed to providing you with a wealth management experience that combines the best of both worlds, delivering exceptional results and peace of mind.



FARTHER

HIGH TOUCH WEALTH MEETS MODERN TECHNOLOGY

Farther represents a pioneering approach to managing substantial wealth by seamlessly blending the expertise of experienced advisors with a sophisticated and user-friendly digital platform. Our unique combination provides clients with a holistic and comprehensive solution for wealth management, setting a new standard in the industry.

Experience wealth management redefined with Farther. Contact us at www.farther.com for more information.

THE PAIN POINTS OF LEADERSHIP

JOE COLEMAN

INSURANCE OFFICE OF AMERICA

For me, the biggest challenge in leadership is finding the right balance between the desire to support your team and do everything you can to develop them and enable their success with the need to genuinely challenge them and let them struggle or even fail (when failing can be done in a learning, gain experience kind-of-way, not an embarrassing or catastrophic kind-of-way) to help them develop. The biggest pain point about finding that balance is that it's different for everyone you meet and can even shift for individuals over time depending on their personal life, what they're currently working on, or even your own leadership style/approach. Getting it dialed in can be exhausting--but when it is it's incredible!

JAMIE ZEITZ

THE JZ TEAM

There are probably three equal challenges to leadership these days. One is identifying and securing the “right” talent for your role and organization. Two is intentionally making time to ensure each team member is fulfilled in their respective role while also staying congruent to the team's overall mission and vision. Three is blocking out all the outside noise, overcoming the entitlement bug of this generation, and translating the importance of falling in love with the process.

DR. AUDRIANNA BURGIN

UNF DIVERSITY IN BUSINESS

My biggest pain point as a leader is building trust amongst my team and becoming more comfortable with truly delegating. When an effective leader delegates authentically, it allows team members to grow, develop, and shine.

MICHAEL ARMANNO

KALYPSO COUTURE

Transparent, clear and empathetic communication goes a long way. We're all on this bespoke journey together and some may not be the best fit for your crew, and that's okay. I always tell artists, there is a market for your work. You just have to find it. Your tribe, your support system, your community. Call it what you'd like, but it's the humanity in us that brings these ideas to fruition.

PHILIP SCHMIDBAUER

ODW LOGISTICS, INC

Balance. It's a constant struggle to balance all the priorities there are in life. Getting better means constant work, and being a better leader is my main priority. Each day, I wake up and worry about my team - at home and at work. Are my kids getting the support they need? My fiancée? My work team? The team that depends on my team? What about my customers? What about me? Perfection is impossible, but it's worth trying to make the lives of those around us better.

PAIN POINTS OF LEADERSHIP

ANNE MARIE GENNUSA

GENNUSA LAW, PA

Making sure I can keep my staff motivated in a highly stressful job situation.

MARTY HOLMES

SALES EDUCATION FOUNDATION

Finding financial support.

MIKE MULDOON

SELF EMPLOYED (RETIRED PARTNER-PWC)

Well, I'm running for City Council District 9. If elected, I expect plenty of leadership challenges!

WENCHELL

AURELIEN PAINTING

Building relationships with new leaders.

HUNTER BRADSHAW

MEDTRONIC

Mediating between teammates and getting them to prioritize productive workplace relationships instead of focusing on emotional and communicational differences.

PAUL THREATT

LAW OFFICES OF PAUL H. THREATT, PLLC

Maintaining credibility.

GRAYSON MARSHALL

LEGACY AND LONGEVITY PARTNERS

Finding more opportunities to share the knowledge and experience I have.

FRAN COYNE

CARESPOT URGENT CARE

Staff turnover and keeping our centers open. Taking care of our patients needs.

DEBRA BELL-

**CAMPBELL
INSPIRED VISIONS
CONSULTING GROUP, LLC**

Balancing my business and my life (mental, physical, emotional, spiritual, and financial health).

KEITH MOONEY

CADENCE TRUST

Finding the time to focus on others in the organization and teammates to help them succeed.

KRISTINE WILLIAMS

ZILLOW GROUP

Putting the right teams together in the most meaningful way.

JENNIFER CHEE

THE TOLAN GROUP

It's always challenging when one is involved in a growing organization. There will be growing pains, no doubt, but leading and effectively communicating throughout that change can be difficult. Making sure I'm communicating enough information to my team while being flexible to their style of receiving that information is also challenging. Not everyone wants the long drawn-out story, understanding which members of my team need the bullet points and which ones need the 'why' behind a decision.

ANGELA CAMPBELL

JACKSONVILLE DAILY RECORD

In our fast paced, deadline driven industry, my greatest pain point as a leader is time management. Dedicated time to focus on future opportunities and new ideas that drive innovation and value for our clients.



Dana Heisler

MR. APPLIANCE OF ORANGE PARK

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

Decision-making – Many people feel like leaders easily make decisions regardless of whom it affects, but many people never see the hours, days, or even weeks of the agonizing we go through. It pains our hearts when we must make a difficult decision that adversely affects someone, but we also understand that if we don't make those decisions correctly it could adversely affect the whole team. As a leader, I must consider multiple factors and perspectives.

Time management – As a leader, I am often pulled in so many directions that it's easy to forget which way I'm heading. In order to achieve my goals and meet my deadlines, I must take time to effectively prioritize what needs to happen each day. Speaking of prioritizing, maintaining a work-life balance can't be left out of what I prioritize. Taking time for my God, my family, and even my health is essential.

Charles Garrison

CHARLES GARRISON FOR JACKSONVILLE CITY COUNCIL, AT-LARGE GROUP 5

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

In my time working within city government as an appointee to different boards and commissions, I've seen firsthand the challenges that come with balancing competing interests and working with limited resources. These are two of the biggest pain points I have encountered, and I expect to face these issues when elected to City Council. However, in times of difficulty, it's essential to always remember your "why" – the core purpose that drives you to push through obstacles and make a positive difference. My "why" for running for City Council stems from my desire to see Jacksonville reach its full potential. For too long, I've witnessed our city focus on short-term gains and shiny objects, rather than investing in the hard work required for long-term growth. I'm running for City Council because I want to be a voice for all of our neighbors across Jacksonville.



5 THINGS THE MOST SUCCESSFUL LEADERS HAVE THIS IN COMMON

Effective leadership is vital for thriving in today's dynamic business environment. Successful leaders share common traits:

- 1 Vision:** Effective leaders have a clear and compelling vision for the future, inspiring others to align their efforts toward a common goal.
- 2 Strong Communication Skills:** They excel in communicating their ideas, expectations, and feedback with clarity, actively listening, and fostering open dialogue.
- 3 Emotional Intelligence:** Successful leaders possess emotional intelligence, understanding and managing their own emotions while empathizing with others, which helps build strong relationships and resolve conflicts.
- 4 Adaptability:** They are flexible and adaptable in the face of change, able to navigate uncertainties and make informed decisions to drive progress.
- 5 Empowerment:** Effective leaders empower their team members, delegating authority and trusting them to take ownership of their work, fostering autonomy and accountability.

THE GREATEST SKILLSETS LEADERS BRING TO THE TABLE

STEPHEN FREEMAN KAIROS DIGITAL

A leader, at any stage in a company's growth, needs to lead with humility and self-awareness. I know my strengths and my development areas, and I'm honest about them, both with myself and with my team. This empowers them to step into the gaps, bringing their own strengths, solutions, and creative thinking.

TODD MACLEOD BACHARA CONSTRUCTION LAW GROUP

Consistent, intelligent decisions accurately communicated throughout the company as well as to customers/clients.

RICK PETERSON PETERSON

To keep a cool mindset while making the tough decisions that affect everyone on the team.

BRENT ZIMMERMAN MILLER ELECTRIC COMPANY

Soft skills as they aren't really taught (but instead learned through experience and repetition).

MARSHA HURST JFCS

Willingness to do what is asked of subordinates.

ROSE FRANCOIS A RISING UP COACHING

Emotional intelligence.



BUZZ BRIEF

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