

EAGA Business Builder

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And Today's speaker was Mark Tobiassen—Action Coach Business Coaching



Mr. Tobiassen grew up in Corvallis, Oregon. A community of about 54,000 residents, and the location of Oregon State University. While growing up in that area of the country, Mark developed an enjoyment of the outdoors. Fishing, hiking, and all those fun, fresh air adventures. Outdoor activities remains a part of Mark's family, even in the great, but somewhat less green than Oregon, state of New Mexico. That family includes wife and partner, Nicole, and their four children. Mark's whole family also includes a set of twin brothers, and another brother that was recently appointed the President of Smith & Wesson. Those brothers are non-New Mexico residents. Mark had a couple of pictures to for today's presentation. One showed him as a youngster, holding up a 35 pound Rock Cod...the biggest one reeled in that day. Proof that the outdoor adventurer bug bit him early in life. Another picture, from 1961, was of a very young Mark getting a haircut. He probably keeps that picture as a souvenir to bring back memories of the good old days when he needed a haircut every now and then. More current events include Mark as President Elect of the Rotary Club. A pretty good challenge...and honor. But maybe not as big of an honor as being a member of EAGA for the past 6 years. As Mark noted, EAGA members collectively represent a tremendous amount of knowledge and experiences. Somewhere within the group there is a solution to most any business world problem that you may encounter. And there is the direct benefit of working with member companies. Action Coach recently won a one year contract for leadership coaching at UNMH. Mark was told that the reason he got his foot in the door is because of his professional web site, and search rankings, were better than those of the other candidates being considered. EAGA member, WSI Web Enhancers is responsible for creating all of that for Acton Coach. But Mr. Tobiassen's main topic for today's discussion was a book titled "Extreme Ownership". Based on military type Navy Seal Training, it was written to demonstrate how to apply powerful leadership principles from the battlefield to business operations. Mark provided a 12 item summary of the book's primary points:

1. Extreme Ownership—All the time, even when it hurts.
2. No bad teams, Only Bad Leaders—teams in competitions can swap leaders and the team with the better leader will always come out on top.
3. Believe—The importance of believing in the mission.
4. Check The Ego—Ego is critical for success, however if not in check ego clouds judgment. Replace ego with humility.
5. Cover And Move—Teamwork. Always supporting one another to accomplish the mission.
6. Simple—When plans are too complicated people won't understand them and will underperform.
7. Prioritize and Execute—Things can get overwhelming in a hurry. "Relax. Look around and make a call." [Don't be afraid to make an educated decision. Poor decisions can usually be fixed. No decision cannot.]
8. Decentralized Command—Human beings are generally not able to manage more than 6 to 8 people at at time.
9. Plan—The mission must be crystal clear in order to write an effective plan. Start with the end result and work backwards through the details.
10. Leading Up And Down The Chain Of Command—When things aren't going as planned, leaders must look in the mirror and discern what they need to communicate better ,both up and down the chain of command.
11. Decisiveness And Uncertainty—Often in leadership there is no 100% right solution. Leaders must then be willing to act decisively, then be willing to adjust and change strategy if necessary.
12. Discipline Equals Freedom—When you have the discipline to get up early, you'll be rewarded with more freedom. It takes discipline to navigate the dichotomy of leadership.

Mr. Tobiassen has a wealth of knowledge; a tremendous amount of data and many sources of information that will be useful to anyone seeking guidance and assistance in operating a business; improving their management skills; or making their general life more enjoyable. If you, or someone you know, could benefit from Mark's coaching, contact him at 505-908-0186. He, and his team, can provide you with seminars, team discussions, training sessions and a plethora of options for your specific needs

There is not a second page in this publication. Page 2 of the recently published September 24th bulletin contains the most current data.

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