

# Application Guide

## FROM THE VAULT-THE SEVEN PILLARS OF PREEMINENCE WITH GLEN JACKSON, PART 1



### **BOTTOM LINE:**

Preeminent organizations earn trust, invest deeply in relationships, and relentlessly strengthen their brand through everyday excellence.

### **KEY TAKEAWAYS**

- I. Preeminence is extraordinary excellence that, once reached and sustained, creates a competitive advantage.
  - A. Preeminent organizations never stop improving. They continually raise the standard, invest in people, and strengthen their reputation through intentional leadership and culture.
  - B. The Litmus test is do various organizations aspire to achieve what you've sustained?
- III. **Seven Pillars of Preeminence:**
  - A. Trust
  - B. Relationship Building
  - C. Marketing Communications
  - D. Assessment
  - E. Servant Leadership
  - F. Fanatical Focus
  - G. Remarkable Resiliency
- IV. **Trust** is built through the combination of **character and competency**.
  - A. Character is doing the right thing, even when it comes at a cost.
  - B. Competency is demonstrating the ability to consistently deliver value.
  - C. High-trust organizations move faster, make decisions more efficiently, and create stronger long-term results.
- V. Preeminent organizations prioritize **relationship building over networking**.
  - A. Networking focuses on meeting people, relationship building focuses on investing in people.
  - B. Great relationship builders never sell, they are real and spend time and energy on your behalf. Four things they do well:
    1. Connect people
    2. Invest time and energy
    3. Personalize interactions
    4. Observe and understand others well
- VI. **Marketing Communications:** Every organization has a brand, whether it realizes it or not.
  - A. A brand is a promise consistently kept.
  - B. Everyone on the team contributes to the organization's reputation and has an opportunity to strengthen the brand through their actions.
  - C. Great communication isn't just about what you say—it's about how, when, where, and through whom you say it.
    1. The Six Spokes of Effective Communication: message, messengers, timing, tone, place, and tools.
    2. Communicate with clarity and integrity to the audiences you want to positively impact over time.

# Application Guide

## FROM THE VAULT-THE SEVEN PILLARS OF PREEMINENCE WITH GLEN JACKSON, PART 1



### **QUESTIONS FOR REFLECTION OR TEAM DISCUSSION**

1. When you think about the organizations you admire most, which of the pillars discussed in the episode seem most evident in those organizations?
2. What specific behaviors build trust in your organization, and what behaviors erode it?
3. What would it look like to invest more intentionally in the people around you?
4. What are you currently doing to “polish the brand” of your organization?
5. How might every person on your team contribute to strengthening your reputation and culture?

### **LEAVE A REVIEW**

If this podcast has made you a better leader, you can help share it by leaving a quick Apple Podcasts review. You can visit [Apple Podcasts](#) or on your iOS device and then go to the “Reviews” section. Thank you for sharing!