

**CHOOSE
TO LEAD**

WIPELI

2024 PERSPECTIVES IN FINANCIAL SERVICES



PHILLIP
VAN HOOSER

CHOOSE TO LEAD

3 TYPES OF LEADERS

Accidental _____ LEADERS

Incidental _____ LEADERS

Intentional _____ LEADERS



LEADERSHIP DEFINED

LEADERSHIP **IS NOT** position.

LEADERSHIP **IS** THE ABILITY TO offer service
AND THE WILLINGNESS TO take action.

CHOOSE TO LEAD

PRACTICAL LEADERSHIP IN ACTION

1. Take time to think
2. Make a plan
3. Communicate the plan
4. Execute the plan



2 OVERARCHING LEADERSHIP EXPECTATIONS

1. Solving problems
2. Making decisions

CHOOSE TO LEAD

5 BASES FOR DECISION MAKING SUCCESS

1. HAVE THE tools.
2. KNOW THE rules.
3. Position YOURSELF APPROPRIATELY.
4. MASTER YOUR timing.
5. MAKE THE decision.

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CHOOSE TO LEAD

LIVING & LEADING BY YOUR VALUES

1. LEAD intentionally.
2. Interact HONESTLY.
3. LISTEN intently.
4. Communicate COURAGEOUSLY
5. EVOLVE constantly.
6. Love UNCONDITIONALLY.

Respect: Consistency, quality decision making,
ability to interact with everyone.



JUST ABOUT ANY



PHILLIP VAN HOOSER, MBA, CSP, CPAE
FOUNDER, CHAIR
VAN HOOSER ASSOCIATES, INC.
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PHILLIP VAN HOOSER, MBA, CSP, CPAE HAS BEEN INSPIRING AUDIENCES TO CHOOSE INTENTIONAL LEADERSHIP FOR OVER 35 YEARS. A MASTERFUL STORYTELLER, HE USES RELEVANT EXAMPLES FROM HIS REAL-LIFE WORK EXPERIENCE TO DELIVER COMMONSENSE LEADERSHIP PRINCIPLES CENTERED ON PRACTICAL APPLICATION.

THROUGH HIS PARTICIPANT-FOCUSED, CONVERSATIONAL DELIVERY, HE EFFORTLESSLY ENGAGES EVERY LEADER IN THE ROOM, LEAVING THEM EAGER TO APPLY THE STRATEGIES, MINDSET, AND METHODS THAT WILL EQUIP THEM TO LEAD MORE EFFECTIVELY.

PHIL SUPPORTS CURRENT LEADERS AND EQUIPS FUTURE LEADERS TO DEVELOP THE INTENTIONAL LEADERSHIP HABITS THAT DRIVE LASTING RESULTS. IT'S AN APPROACH REFINED OVER 35+ YEARS IN LEADERSHIP DEVELOPMENT, CREATING A DISTINCTIVE PATHWAY FOR PREPARING LEADERS WHO ARE READY, WILLING, AND ABLE TO LEVEL UP THEIR PERFORMANCE WITH INTENTIONALITY AND CONFIDENCE.