

# The Footprints of a Leader

James B. Rosseau, Sr.



# James Rosseau

Foot Prints at LegalShield

## BRAND

Created the Business Solutions brand, establishing market credibility in vastly bigger markets. Drove Associate cohesion.

## INNOVATION

Boosted sales through "Go walk the community," empowering Sales Associates to conquer local main street businesses. Introduced "Member Perks Program" for members, providing more value and retention. Launched LegalShield Visa card, introducing a new means of engaged and deepening relationships with sales associates.

## SOLUTIONS

Established corporate and field teams to grow Associate base through training and incentives. Shifted company to Agile software approaches for transforming traditional project management. Developed a culture of candor, transparency, accountability and ownership that leads to transformational results.

## RESULTS

3% growth in 2014, 22% in 2015, 22% in 2016.



## Foot Print #1: Passion

- Identification
- Reflection and Pursuit
- Millennials





## Foot Print #2: Stretch and Expect

- Identify strengths and weaknesses
- Enhance strengths and deal with the weaknesses
- Stretch, pull and expect

“

Don't live in that box you're comfortable in,  
otherwise you might die and be buried in it.

— *Jennifer Cavazzini*

”

## Foot Print #3: Teach the Core of the Operation

- People
- Processes
- Platforms
- Performance







## Foot Print #4: Teach the Heart of the Business

- Purpose, Vision, Mission, Values
- Culture
- How Things are Lived out

## Foot Print #5: Coach, Mentor and Sponsor to the next level

- Coaching and Mentoring
- Overcoming Barriers and Fears
- Sponsoring



“

My mentor said, “Let’s go do it,” not “You go do it.” How powerful when someone says,

“Let’s!”

— *Jim Rohn*

”



## Foot Print #6: Deliver Transformational Results

- Sustainable, embedded, P&L impact.
- Smallest changes, fewest people – largest impact

# Foot Prints

The Lessons



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what would you attempt to do if you knew you could not fail?

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# Foot Prints

The Lessons



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ANY QUESTIONS?



## CONTACT ME



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