



Bridging
PARTNERSHIPS
Small Business Symposium

April 16-17, 2014

TRAC- 6600 Burden Blvd., Pasco, WA 99301- Tri-Cities, WA

**Building an Extraordinary Business
and an Outstanding Life**

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Outstanding.
Better than the rest.

Giants before me... most is from them

- ▶ My mother
- ▶ My wife
- ▶ Mentors
- ▶ Professors
- ▶ Coaches
- ▶ Employees
- ▶ Jim Rohn
- ▶ Tony Robbins
- ▶ Darren Hardy
- ▶ Keith Cunningham
- ▶ Wayne Dyer
- ▶ Simon Sinek
- ▶ Peter Drucker
- ▶ And many others...

Me at 2 years of age...



Patagonia Argentina...



My first career...



17 years old,
South Africa (1993)...



8th in the US + All-
American





Neuquen

START

Man-eating
piranhas

Unanticipated
drought impact;
"muddy crawl"

Industrial
manufacturing
site

Near exhaustion
sets in

FINISH

Villa Regina,
Patagonia



78 Miles...

My family today



Leading SELF

An outstanding life and extraordinary business starts with leading yourself.

Leading yourself so you can lead others, grow and contribute.

“What lies before us, what lies behind us, is nothing compared to what lies within us.”

Ralph Waldo Emerson

**Achievement is all about energy
management.**

Energy is produced by emotions.

Emotions are controlled by:

- ▶ How you use your **physical body** such as breath, posture, movement.
- ▶ Where you focus your mind. Whatever you **focus** on, you will feel.
- ▶ The **language** you use to describe experiences.
Language changes meaning.

A formula for success

- ▶ *Clarity is power.* Know your outcome.
- ▶ *Why is your goal a must?* Know your reasons why.
- ▶ *Decide, resolve, commit.* TAKE ACTION.
- ▶ Know the results you are getting.
- ▶ Change your approach.



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Set a new standard for yourself.

Leading your BUSINESS

Rule 1: Why

- ▶ “Where there is no vision, the people perish.” - Proverbs 29:18
- ▶ Embrace: We leaders are meaning makers.
- ▶ WHY, then HOW and lastly WHAT.

Rule 2: Add Value

- ▶ Find a way to add more intangible value than absolutely anyone else can do.
 - What do you do for your customer?
 - What can you do to become more important to the customer?

Rule 3: People Systems

- ▶ Collaboratively define your core values to support your vision.
- ▶ Implement a hiring system that is consistent with your values.
- ▶ Provide a predictable experience for employees.

Rule 4: Love numbers

- ▶ Love numbers and the numbers will love you.
- ▶ Financial results are the result of activities.
 - Poor activities = Poor financial results.
 - Good activities = Good financial results.
- ▶ What you measure improves.

Rule 5: Quality control

- ▶ Consistency of standards.
- ▶ Once again: What you measure improves.
- ▶ Ask quality questions. Get the question, not the answers.



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Growth is spelled L.E.A.R.N

Recap

▶ Leading SELF

- Value and appreciate what's inside of you already,
- Energy management is emotion management
- Clarity, reasons must, action, and change till you get the results you want
- Set new standards

▶ Leading a business

- Rule 1: Why, then how and finally what.
- Rule 2: Add more value
- Rule 3: People systems
- Rule 4: Love numbers
- Rule 5: Quality controls



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Thank you

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