

● ● ●  
**ANYONE** CAN BE A LEADER **ANYTIME**



# THE SHAWN EFFECT



**GREGORY JACK HEERES**

# THE SHAWN EFFECT



## TABLE OF CONTENTS

Introducing Shawn

Take pride in your work ..... 1

Laughter is good medicine ..... 3

Break bread together ..... 5

Everyone is a friend until further notice ..... 7

Be informed and share the good news.....10

Manners, chivalry and other li'l things that add up BIG .....12

Real faith and family roots keep you strong .....14

Introducing Greg



# THE SHAWN EFFECT



FOREWORD

## INTRODUCING SHAWN

Anyone, anywhere, can lead and influence. Life lessons can come from unlikely sources and situations. Leadership lessons can be wrapped up in unpredictable surprises. Shawn is my surprise for you.

As you read the following chapters, you will gain insight to a very special person. Shawn serves as janitor at my son's high school. Please don't underestimate Shawn because of his job or for that matter his developmental disability.

He is a role model for me and anyone else aspiring to be an outstanding leader. His disability can sometimes hamper him, but his lessons and influence are not limited by his position or abilities. In fact I sense he has more influence than others I have met who are abled or educated further but never became the leader they were created to be.

Shawn has excelled as a leader. Much credit belongs to his parents, Dave and Linda. I honor them in how they raised and guided Shawn into the gentleman he is today. He has a sister and a twin brother who no doubt invested in Shawn too.



No one is a self-made person. Most of us must admit and give credit to others who spent time with us, gave us advice, hung in there with us, invested in us, helped us correct our ways when needed, and helped us dream. Shawn has many others that invested in him through decades. The list would be long and distinguished.

As you read the upcoming seven chapters, please consider the leadership traits and life lessons Shawn taught me. I encourage you to apply them to your life and your work.

Thank you Shawn for living well and leading wonderfully!



“Whatever your hands find;  
do it with all of your might.”  
Ecclesiastes 9:10a



## TAKE PRIDE IN YOUR WORK

### WORK ETHIC

Shawn has a Protestant work ethic. This term was first coined by Max Weber, a renowned German sociologist, economist and politician. In his book entitled “The Protestant Work Ethic and the Spirit of Capitalism” written in 1904. The Protestant work ethic is often credited with helping to define the societies of Northern Europe and other countries where Protestantism was common

This attribute is best defined by Webster’s Dictionary as a belief in and devotion to **hard work, duty, self-discipline**, and **responsibility**. These are four qualities I immediately noticed in Shawn when we became friends.

Although Shawn is Dutch, he doesn’t get credit for coming up with the phrase “Protestant work ethic”. He does get credit for consistently personifying it **by these ABCD’s**:

**A**ttitude about working

**B**eing on time

**C**ompletion of tasks

**D**edication to do anything

Shawn has lots of character. As a janitor, some aspects of Shawn’s job are enjoyable and less strenuous. Hallway cleanup and room trash pickup isn’t so bad. Preparing the school or gymnasium for activities can also be fun. Shoveling snow in the arctic blast? Not so much. The snow is more

suited for an Iditarod racer. Clearly, cleaning the boy’s bathroom would rate very low on the fun scale especially after the school lunch was tacos or chili.

Shawn takes pride in his job. He puts his whole heart into it, spending countless hours making sure he does things thoroughly and correct. Who he serves is a big deal to him. How he serves is a big deal to me and those of us who are leaders and willing to learn something from him.

Recently, I visited a large corporation and pulled into their campus looking for a parking spot. Most of the close spots were identified with a sign reserved for someone special. I appreciate the handicap spots that are reserved. I appreciate the spots for pregnant or new moms. I would appreciate spots reserved for veterans. But I don’t appreciate the VIP spots for someone who needs to be in front of others because of title or a corner office with their name on the sign.

Shawn would never want a reserved parking spot. He just wants to get to work, be around people and serve. Simple. Satisfying. Successful. A perspective for all of us to emulate.

## THE SHAWN EFFECT

Most human resource problems can be narrowed down into a few key categories, work ethic being one of them. From *Brian Tracy International* it is reported that hard working, successful leaders do these things better than others:

1. Vigorously set goals and achieve them.
2. Concentrate their energy and talents.
3. Derive satisfaction from task completion.

*ABC News* reports that, in 2014, Americans worked more hours than any other civilized country. It did point out, however, that Americans get paid substantially more for their work. Interestingly, the hours worked doesn't indicate Americans work harder than other countries.

## A TEAM PLAYER

Shawn loves sports. I would even describe Shawn as ESPN-addicted. In a good way. He loves sports so much he sets his alarm and gets up at 430am every week day to get the scores, highlights, player performances, humanitarian stories, and updates on rivalries.



Shawn understands teamwork and being a team player. He approaches his job the same way. He is on a team, and he is all about it. He is willing to do what the team needs, and comes prepared every day to give his best. He has no interest in being the “grand poobah” where the attention and glory has to be his to hold.

Shawn's loyalty to his favorite schools or professional teams is matched by no one. He can recite the batting averages of the Detroit Tigers. He can tell you who is hurt and can't play for the Detroit Lions. He can tell you who was drafted to help the Detroit Pistons win again.

## WHISTLE WHILE YOU WORK

At times I shake my head regarding nursery rhymes and children's stories from my childhood. Some were downright scary. *Snow White* was one of them. Why connect *Snow White* to Shawn? He whistles while he works. He also smiles and laughs and carries on conversations with anyone nearby. With his joy for life and his work, he can draw a crowd. Isn't that the kind of teammate to have? Isn't that the kind of leader to be? If you changed one thing in your leadership today and whistled while at work, I wonder what people would do and how quickly they would rally around you.

“ My heroes are everyday people who work hard, are honest and have integrity.

~ Jordin Sparks

”

He has deep loyalty for his school, his job, his fellow associates and, of course, the students who really are the customers of Shawn's school.



“A cheerful look brings joy to the heart of another.”  
Proverbs 15:30a



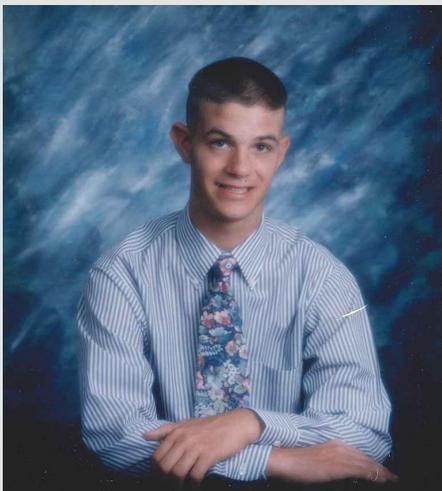
## LAUGHTER IS GOOD MEDICINE

### SMILING IS BENEFICIAL

Parents and grandparents alike attempt every facial expression and funny cooing sound to receive a smile back from a small child. Smiles are heartwarming, great for photo albums, and are very healthy psychologically.

Research cited by various sources such as Forbes, Psychology Today, KidsHealth.org, and Huffington Post show top benefits for smiling:

- A. When you smile, you feel better because of endorphins.
- B. When you smile, you are more attractive.
- C. When you smile, you are more approachable.
- D. When you smile, you are more trustworthy.
- E. When you smile, you improve your chances for a date or a new job.



### THE SHAWN EFFECT

Based upon Shawn’s “permagrin,” he must have released a Guinness record amount of endorphins. He constantly grins like a Cheshire cat. Earlier on, I wondered what he was smiling about? I admit I was drawn to his smile. After conversing with a smiling Shawn, I found myself smiling. Seems smiling is contagious.



### LOL

Kids laugh over 100 times in a day. On the other hand, adults laugh less than 10 times daily. What happened to us old people? Where did our silliness go? Why do we view life so seriously? Who moved our funny bone? As a youngster, I enjoyed jokes and pranks. I am still performing pranks at work and in life today. I have played my fair share on Shawn, and he enjoys the fun. Shawn likes to laugh. It is attractive to all of us, and he draws us in.



My son and I enjoy surfing the web to find comedians, funny YouTube videos, and anything else that would entertain us. Shawn makes us laugh too. He is a comedian in his own right. Making runs at telling a joke. By the time he got near the end of the joke or story, he was laughing so hard you could hardly pick up the words or the punch line. I laugh equally as much because he is having a great time telling a joke compared to the power of the joke's actual funniness.



Laughter releases endorphins. These powerful experiences can change the mood of person like spinach made Popeye stronger. These endorphins are healthy, so why do adults stop with this practice of enjoying a good laugh together? A person's leadership grows the more they laugh. My experience with Shawn is richer because of the laughter we continue to share.

## JOY TO THE WORLD

This is a popular Christmas faith-filled holiday song written by English hymn writer Isaac Watts in 1719. Surprisingly, he wrote this song more about Jesus' return, not birth. It was adapted to be a Christmas celebration song in later centuries. In fact, through the 20th century, "Joy To The World" was the most published of any Christmas hymn.

I say all that to highlight Shawn brings joy to the world. Not like Jesus, but with his own smile, laughter and disposition of joy. People are positively affected by him. Just as people should be drawn to you and I as we live and lead.



“ A sense of humor is needed armor. Joy in one's heart and some laughter on one's lips is a sign that the person down deep has a pretty good grasp on life. ”  
~ Hugh Sidey.



“And day by day, attending the temple together and breaking bread in their homes, they received their food with glad and generous hearts.” Acts 2:46



## BREAK BREAD TOGETHER

### FOOD TASTES BETTER WITH OTHERS

For as long as I can recall, Shawn and I enjoyed meals together after sporting events and other school functions. He has a large appetite for a little guy, but thoroughly enjoys the fellowship around the meal. He likes to chat away about various topics and is engaged in the sit down meal; rarely did he select a drive-thru. He thrives in the one-on-one setting.



Shawn has an appetite for food and fun, and he made mealtime meaningful. He has his main staples for restaurant options, but he is adventurous too. A year ago, Panda Express came to our city, and Shawn was chomping at the bit to try it. Panda Express has at least 20 different hot meal options. Shawn and I would stand and drool at the many food choices and grumble that the platter was too small.

### FOOD TASTES GOOD WHEN ENJOYED WITH OTHERS

- It nourishes the body so we can work and play hard
- It offers different experiences and venue to connect with people
- It fuels one's social needs and networking opportunities

When my grandparents moved into a nursing facility, I noticed a few changes in their lives. Independence was limited. Health issues were a hot topic of conversation. The biggest difference I noticed was the importance of the food menu and when they had to get ready to eat in the cafeteria. It seemed food was a new obsession for them. They even cleaned up and dressed up to go to the cafeteria for the meal and socialization.

Whether you are a business leader, manager of people, your vocation is sales, or customer service, having a meal together enhances engagement and builds better relationships. As Shawn showed me through the years, memories are made and depth of relationships grow around meals together.

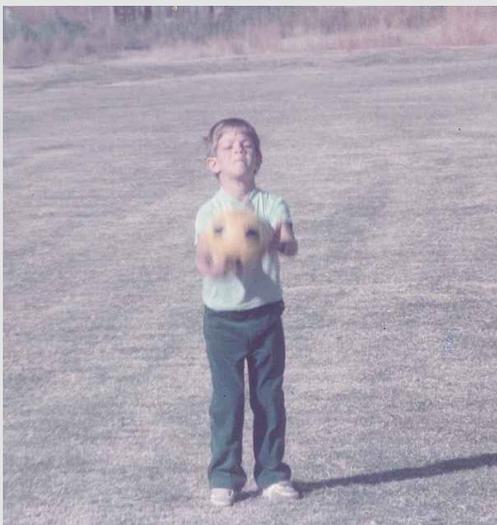


## THE SHAWN EFFECT

Meals are more than physically nutritious. They are relationally nutritious. Kevin Daum of Inc magazine (January 18, 2013) illustrates five reasons to have more business meals together:

1. Environment is more controlled.
2. You will be on equal ground with your guest.
3. Captive time together.
4. Shared experience.
5. Do them a favor... pick up the check.

Simon Sinek authored a book entitled, "Leaders eat last". It's a great read about leading, serving, humility and developing others first. Although Mr. Sinek and I are not friends on Facebook or connected on LinkedIn, taking literary liberties here I thought his next book could be Leaders eat with others.

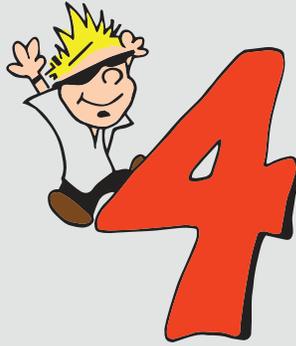


## INFLUENCE

Shawn has not only influenced my life, he has influenced hundreds of students that have graduated through his high school. John Maxwell once said, "Leadership is simply influence." That's Shawn. Breaking bread together and being social together is influence, maybe in its simplest yet more effective form of leadership.



“ The most valuable conversations I've ever had occurred at my family's dinner table. ”  
~ Bob Ehrlich.



“Two are better than one, because they have good reward for their work. If one friend should fall, the other can lift him up.” Ecclesiastes 4:9



## EVERYONE IS A FRIEND UNTIL FURTHER NOTICE

### FRIENDLY FIRE

No, this isn't about military terminology. This describes Shawn. He is a friend on fire with passion and fuel to be a relationship builder. Shawn is this by design and consistent action.

For example, at a high school basketball game, Shawn doesn't miss a chance to say greet an old friend or meet a new one, whether they are from his school or the opposing school visiting. As an expert networker, he will catch up with a person he has known for 15 years. He remembers their name and something about them. Anyone who is in leadership and wishes to make a difference should take this lesson from Shawn, he make others feel important.

Additionally, he has the uncanny ability to make the visitor welcome in a NASCAR- quick 15 seconds. If Shawn was considering a career change, I would highly recommend him as a guest instructor for a Dale Carnegie course allowed “How to win friends and influence people”.

### TRUST

In sales, it is well documented and discussed that a customer first needs to know you... then like you... then trust you. This can be applied to relationships, friendships, and leadership. Trust isn't immediately offered or accepted. It is earned through consistent actions. Words don't illustrate or measure trust, actions do.

“ I would rather see a sermon than hear one any day.

~ St Francis of Assisi.



Shawn is consistent with his trust. He meets you and trusts you. No questions asked. He is very gracious and through the years people have certainly dropped the ball with him. I admit I have a few times, and he is very gracious to allow me back into friendship again. Leaders need to live and lead like this as well.



### PASSION FOR LIFE

Just think of a major event, accomplishment or invention and you will see that passion was involved. Leadership. Music. Sports. Art. Politics. Whatever you think upon passion was the fuel for the person or event.



Shawn is full of passion. His influence as a person expands when he engages with you. His passion comes out. His voice volume rises. His hand gestures increase. He comes alive when he engages and is engaged with.



Throughout my son's high school years, I would visit school at noon hour. Maybe for a school meeting. Maybe to drop off a nice lunch (a Taco Bell chicken quesadilla and Baja Blast Mountain Dew was my son's favorite). Shawn would spot me and scurry over to engage me. Before long, we would be exchanging information or laughing about a happening in life. A crowd of students would watch us. Almost begging to join in on the fun. They often would and then the school hallway was a noisy gathering. **The Shawn Effect**

To be a good leader, you need passion. Passion for your job. For your company. And for your people. Shawn embodies this passion. Leaders can get burnt out, tired out, and wearied. Shawn knew when to rest and when to live with passion.

A good friend of mine, Gary Zelesky, is known as a passion expert. He wrote a best-selling book entitled *"The Passion-Centered Professional: How to go from having just a career to having a life."* Shawn could be his poster child for passion about life and work.

## IT'S ALL IN THE NUMBERS

Leadership is about adding to other's lives, not taking from them. Shawn adds. Maybe he could have been a math teacher. Shawn is a plus kind of guy. Adding to people's lives. Giving. Sharing. Engaging.



Students recognize his level and depth of trust. Shawn has enviable levels of relationships with the students and fellow school employees. Most leaders would relish the trust Shawn receives and exchanges with others.

Since Shawn doesn't possess a driver's license, nor is able to drive, he often needs a ride to school functions and games. He simply asks for a ride from people going to the event. He fully trusts others.

At a hotly contested basketball game, the referees were apparently sight impaired, politically biased, and out to get Shawn's team. The crowd was getting testy with the men in stripes. Like most games, he was sitting with me. I could sense he was getting agitated, so I tried to console him. It turned out he wasn't upset at the referees. He was getting upset with the crowd with their groans and complaints. He trusted the referees' judgement. They were an authority figure to him. In his mind, they wouldn't be subjective and slanted against a team, whether it was Shawn's school or not.



First things first: most leadership experts and organizational consultants will admit that trust is the first ingredient for a leader and the cornerstone of a healthy organization.

“ Trust is earned. Respect is given. Loyalty is demonstrated. Betrayal of any one of these is to lose all three  
~ Ziad K. Abdelnour.

My youngest child enjoys the recent LEGO movie where Emmet (voiced by Chris Pratt) plays an



ordinary LEGO figurine who always follows the rules. Emmet is mistakenly identified as the “Special One”, who is to take charge and lead the troops against an evil character. Emmet is a construction character. I don’t know if Shawn ever liked playing with LEGOs. Shawn works in maintenance at a

school, but is a builder of people. Shawn is a very special person in my life and many others.

## THE SHAWN EFFECT

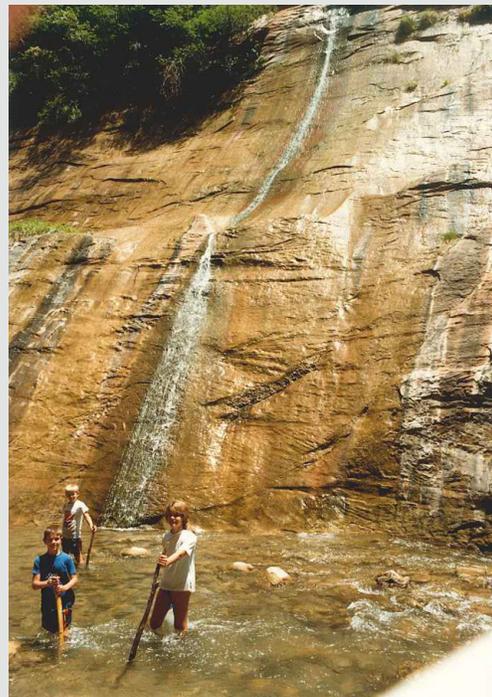
Shawn adds to students/athletes and co-workers lives at his school. If he sees a student athlete who recently lost a game, he consoles them and finds something nice to say. He delivers it genuinely, and his timing is perfect. People need consolation, and Shawn is an expert at this.

As I have mentioned, I see Shawn on a regular basis. However, every time he has a way of making me feel like I am the most important person in Shawn’s world. That is a talent he has and a gift he willingly shares.

Shawn lives by the motto that everyone is a friend until further notice. He has a God-given zeal for life.

He can’t wait to see old friends and make new ones. Others can’t stop from being engaged by Shawn. His passion for life and others is evident to all who meet him. And his smile could be described as wide as the Mississippi River.

“ I’d rather die of too much passion than from boredom.  
~ Vincent Van Gogh.





“Wherever you go in the world,  
share the good news.” Mark  
16:15



## BE INFORMED AND SHARE THE GOOD NEWS

### EDUCATED

Shawn’s mom and dad are both career teachers. They are very passionate about learning and experiences. Shawn and his dad have a mutual interest in cycling. Shawn had the privilege of being mainline educated at an excellent school. He was taught to be independent, not entitled, to search for his own information. A seeker of knowledge, to ask questions, and explore.

Leaders must stay informed on business and on the marketplace. Shawn does this every day. He reads all sorts of materials, listens to a variety of news outlets, and watches TV to learn more.

Being and remaining relevant isn’t easy for leaders. We get set in our ways. We get comfortable. We start believing that we know enough already because how else could we get to the position of leadership without being smart? Shawn has a hunger for information and seeks it out. He enjoys a myriad of subject matters. This makes him very valuable to his family, friendships, and associates.



One day Shawn informed me at school that he predicted a trade was about to happen for his beloved Detroit Tigers. I asked how he knew. He grinned and blurted out “I have my sources.” Like he has the

inside track on news, happenings, etc. Well, as it would turn out, the Tigers did trade one of their all star pitchers to the Washington Nationals. How the world did Shawn know this?

It’s the same for leaders. Leaders must anticipate the next move and be discerning about what is going on. This builds confidence in those around the leader. Shawn anticipates; he discerns. And people have confidence in Shawn’s information and in him as a person.

Shawn has balance about his knowledge and understanding. He enjoys news, religion, sports, music, art, theater, community events, and politics. His well- roundedness is something leaders should aspire to attain.

“ The most educated person is one who has learned, is open-minded and can adapt  
~ Greg Heeres (2015)



### EDUCATE

Shawn loves to teach others what he knows. Sometimes leaders can withhold their information as if it is their leverage in business. Shawn freely shares because he wants to help others be knowledgeable.



A popular leadership author, Patrick Lencioni, wrote a best selling book entitled, *Silos, Politics and Turf Wars*. One of the underlying themes in this book is how people protect information, or worse: hide information from others within the organization.

Shawn does not discriminate on who he will talk with or befriend. In fact, he enjoys all types of people. Diverse people are welcomed by Shawn. He will share info, tell stories, learn from and teach others, no matter their pedigree, position, pigment or personality. Having observed other leaders, I wish I could attest that leadership has the same commitment like Shawn of learning from and teaching all types of people.

Shawn is respectful when he learns and teaches. He is curious as a cat. He asks good questions, and never comes off as a know it all. For those of us who call Shawn a friend, we have learned the value of being educated and the resource of being an educator.



## ENTERTAIN

Shawn is an “edu-tainer”. This is a hybrid word not found in the dictionary. It involves education and entertainment. He goes from professor or statistician to comedian.

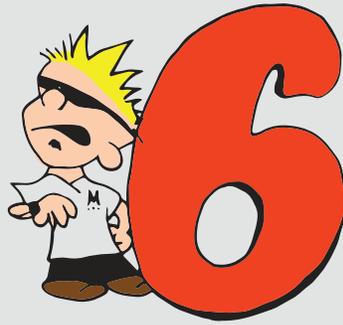
Shawn enjoys sharing news like a TV anchor or a monologue like Jimmy Fallon’s. He has a talent to make others laugh and at times can hardly maintain his composure while telling you a funny story or delivering a joke in hopes of making your day, kind of like Fallon.

Being a leader can be tiring. And of course a leader’s day can be busy. Shawn sets the example of how to “edutain” that leaders should emulate. Shawn has influence because of his “edutainment”. A leader’s influence would grow if Shawn’s edutainment behavior was adopted.

Shawn is a renown cheerleader. At basketball games, he will energetically get up in front of the student section and lead a cheer. The students go wild. Shawn grins widely. The game is influenced by Shawn’s cheering. Leaders should cheer for their teammates and their organization. As a result, company culture would grow wild and wide.



“ Educating the mind without educating the heart is no education at all.  
~ Aristotle. ”



“And as you wish that others would do to you, do so to them.” Luke 6:31



## MANNERS, CHIVALRY AND OTHER LIL THINGS THAT ADD UP BIG

### PLEASE AND THANK YOU

Seems “Please and Thank you” are a few of the first words taught to a child. Although it isn’t easy to be appreciative and thankful, it is a virtue that others look for in a person. Shawn is very polite. His parents (Linda and Dave) did a fabulous job raising him. Shawn asks well and is thankful, even for the smallest gesture.

In the marketplace today, people are expectant and entitled. It is refreshing to encounter a person with manners. As leaders share and serve, finding a person who is appreciative of your help, your ideas, your guidance, your solutions and your influence; manners rock. Shawn rocks with manners. Leaders need to show the way to a manner-filled workplace. Maybe leaders need to hone their manners first. Just a thought.

### GREET OTHERS WHOLE-HEARTEDLY

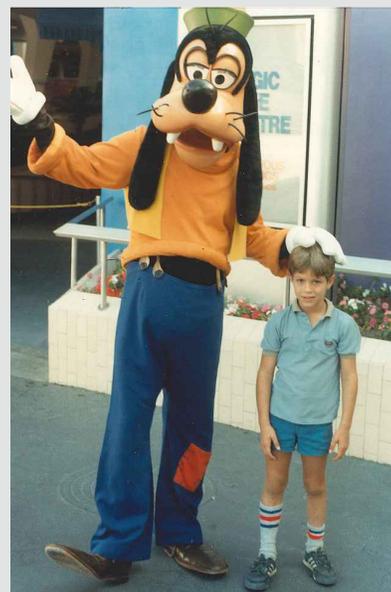
The greeter at my local grocer is over the top. He acts like he just finished his second Red Bull and is ready to welcome you into his store for a shopping experience par none. It takes a special person to greet. It needs to be genuine, with enthusiasm and with eye contact. Shawn is a natural greeter. He welcomes all types. He will greet longtime friends and new acquaintances with the same gusto. Leadership should have the same charisma in greeting fellow execs, teammates and staff in the organization. In fact, leadership should greet

customers and vendors with Shawn’s vigor. It may just Red Bull your organization needs to move from good to GRRRRRRREAT!



### CHIVALRY

Chivalry comes from the earlier civilization period of knights and their abiding to rules and standing for justice. It has a more current definition as virtuous conduct toward people, often women, being courteous, kind, holding the door for them, or offering them an umbrella or jacket.





Although chivalry isn't an often used word in the 21st Century, chivalry isn't dead. Shawn acts with class and chivalry around school, at work, during events and while we are hanging out for dinner or whatever. He is consistent no matter the environment.

Lacking chivalry is too common place even amongst business people. A business person comes to mind about inconsistent behavior and treatment of others. He would act a certain way in front of people to impress or act as he thought they expected of him. Unfortunately, he was not that chivalrous of a person. In fact, it was one of the reasons for his employment termination.



Chivalry is an outcome of character in a leader. Shawn has lots of character. People trust Shawn and trust a leader with character. Chivalry is a difference maker for a leader. Live and lead with chivalry like Shawn.

## LISTEN

Communication is an art and a science. It is often blamed for the breakdown of relationships and credited for the success of relationships. A key part of excellent communication is to listen well. Hearing someone is less than listening to someone. Shawn listens to others. He respects the other person enough to listen and ponder what they share.

A great leader needs to be a great communicator, and it often involves the discipline of listening even when you have something to say. Shawn has lots to say, but he is a respectful listener.

“ Listen intently to understand not to immediately reply.  
~ Greg Heeres. ”

Isn't it so easy to hear someone and immediately think of how you are going to respond? While speaking at a recent sales conference, I posed this question and admitted to failing at this a few too many times in my sales career. The effects from ready to reply and not willing to listen:

1. Conversation lacks fluidity.
2. Conversation doesn't enlighten.
3. Conversation seems disrespectful.

Shawn listens intently to learn, to engage, to be a friend. Conversations with Shawn are delightful blends of give and take. Never disrespectful and always enlightening with a pinch of entertaining.

“ You were born with 2 ears and 1 mouth so listen twice as much as you speak.  
~ Simon Heeres. ”



“Keep your eyes open, hold tight to your faith, give it all you’ve got, be resolute, and love without stopping.”

I Corinthians 16:13



## REAL FAITH AND FAMILY ROOTS KEEP YOU STRONG

### BELIEF SYSTEM

A strong belief system goes a long way. Shawn is proof that being grounded helps steer through life and particularly with life’s storms. A leader must possess a strong belief system in order to:

- I. Cast a vision
- II. Set goals
- III. Be intuitive
- IV. Discern and Decide
- V. Communicate (efficiently and effectively)
- VI. Serve others

### AT THE CORE

Globally, core values both corporately and in leadership have become a common creed on websites, framed in lobbies, and posted in employee lunch rooms. Can a company really have values or is it more personal. Can a company have character or does a person exhibit character? Shawn clearly lives his values and depends on his character as he builds relationships and lives life to the fullest.

In a Forbes article, that Gary Peterson completed in August 2013, and reported a survey on corporate values. It concluded that there are three main reasons corporate values matter:

1. Values determine how a company hires.
2. Values change behavior.
3. Values are the heart of a company.

### FAITH

Life can be awesome and at times awful. We can reach the mountain top or be dashed to the darkest valley. Real faith can strengthen us to reach the top and enable us to get up from the bottom. Life can be unpredictable, but faith is steadfast.

“ Faith is confidence in what we hope for and assurance in what we do not see. ”

Shawn has a real faith. A faith which he works on and a faith that works for him when life is up or down. In fact, I believe the faith I have witnessed in him has brought him very far in life. His faith fuels his grit to overcome and accomplish much with what he has been given.

Shawn’s faith is evident to all who interact with him. His faith enables him to:

- A. Befriend people and see them for who God created them to be.
- B. Run life’s race not to win but to fully participate.
- C. Find purpose and peace.
- D. Enables him to value life at such a high level (his and others).



## HOPE

Shawn and I go round and round on his favorite local college; Calvin College in Grand Rapids, Michigan. My alma mater, Hope College, based out of Holland, Michigan, has a fierce and early century rivalry with Calvin. If I bring up Hope, he responds very animated. I kid him that he has hope and I have Hope.



I have had the privilege to be the keynote speaker at the commencements of numerous alternative education schools. One of the main themes I share is the importance of hope. Many of these students have been kicked out of school, discounted, labeled and forgotten.

Renown positive psychologist Charles Snyder asks “Why is hope important?” Here is what he confirms: “Life is difficult. There are many obstacles. Having goals is not enough. One has to keep getting closer to those goals. Hope is not just a feel-good emotion, but a dynamic, cognitive, motivational system. Emotions follow cognitions, not the other way around. Having hope is so important to live well and accomplish much.”

Shawn has an abundance of hope, lives well and accomplishes so much, he makes some us jealous.

Leaders need to have an abundance of and share their hope with others.

## LOVE

This is a large four-letter word, yet it carries with it many definitions. The world has really messed up the word love and what it means. Shawn has it right. He trusts and believes in others, he has hope for them, his faith is strong in them, and he lives out every day as if it may be his best and last.

The below list wasn't written by Shawn, but he definitely lives this list out consistently. Love isn't a well used corporate word, but maybe leaders should follow in Shawn's example.

1. **LISTEN** without interrupting. (Proverbs 18)
2. **SPEAK** without accusing. (James 1:19)
3. **GIVE** without sparing. (Proverbs 21:26)
4. **PRAY** without ceasing. (Colossians 1:9)
5. **ANSWER** without arguing. (Proverbs 17:1)
6. **SHARE** without pretending. (Ephesians 4:15)
7. **ENJOY** without complaint. (Philippians 2:14)
8. **TRUST** without wavering. (Corinthians 13:7)
9. **FORGIVE** without punishment. (Colossians 3:13)
10. **PROMISE** without forgetting. (Proverbs 13:12)

In closing, Shawn's faith is mighty. His hope is real, and his love runs deep. He is a role model for anyone wishing to be a leader of excellence. My wish is for Shawn to continue the good fight and influence anyone he crosses paths with. My wish for you is to apply Shawn's leadership qualities and habits to your world and work.



## ABOUT GREG

Powered by Mountain Dew and tempted by tequila, Greg Heeres is passionate about life and sold out to communicating and edutaining others to their potential.

Whether speaking about leadership development and organizational speaking, professional sales training, authoring books, social media writing, facilitating idea lounges, or simply telling humorous lesson-filled stories to friends; Greg engages and delivers messages to inspire living with grit and leading courageously.



In addition to The Shawn Effect, his two earlier books *Are your customers doing the rave?* & *Creative power: Releasing your innovative potential* can be download off of his website at [www.maximizeleadership.com](http://www.maximizeleadership.com)

888-308-1600  
[gregheeres@gmail.com](mailto:gregheeres@gmail.com)

