

KENT STANLEY

Leadership/Management Philosophy

- 1) Integrity in all things—there are no “small” lapses.
- 2) Collaboration is a constant. Avoid vacuum decision-making.
- 3) All organizations are perfectly aligned to receive the results they are currently receiving. If different results are desired, alignment must change.
- 4) When decisions must be made, consult with all appropriate people. Be decisive once a decision is reached.
- 5) Get the right people on the bus, and in the right seats.
- 6) Build an honest evaluation system for all aspects of the department (personnel, budget, facilities). Things that are measured improve. Let people know where they stand, how far they can go (career runway) and the things they can improve on.
- 7) Create an atmosphere of candor and openness. Building trust is an imperative.
- 8) Expectations and Accountability: “If I teach you and you say you do not understand it is my responsibility to teach you again, in a different way. If I teach you and you say you understand, it is now your responsibility to perform.” -- Sun Tzu
- 9) Motivate and reward: increased titles, responsibilities, public praise, salary.
- 10) Do not make changes for the sake of making changes—change should be an outcome of analysis and strategic thinking.
- 11) Know your customers: students, faculty and staff, alumni, boosters/donors, and communities all represent relationships which must be valued and cultivated.
- 12) Differentiation dominates all markets.
- 13) Create footprints: all important decisions, policies, procedures must be written down.
- 14) Do not put your colleagues through any unnecessary stress or drama.
- 15) Do not allow your colleagues to put you through any unnecessary stress or drama.
- 16) Be thankful. Daily.