



January 2020

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Discovering Your Leadership Identity

From the Desk of Our President

Happy New Year Blue Cross LDA Members:

I hope everyone had a happy holiday season and your new year is off to a great start. This is my first address of 2020 and I couldn't be more excited about the programming we have in store for the remainder of the year.

There are several opportunities in the coming months for you to engage with some dynamic speakers, participate in community involvement events and leverage professional development sessions.

Every year in February we host the Annual Student Leadership Speech Contest which is an opportunity for youth leaders to demonstrate and deliver their understanding of leadership through speaking. This event consistently delivers motivational leadership messages from high school students in the Metro Detroit area. I look forward to seeing you on Thursday, February 20 at the Whitmer Auditorium for the annual Blue Cross Blue Shield of Michigan LDA Student Leadership Speech Contest.

Stay tuned for communications regarding upcoming dates and ensure that you have saved the dates of the membership meetings published at the end of this issue. Additionally, these dates can be found on our website, the link can be found on BluesLink under Personal Growth.

Best wishes,

Tory Niceswander



Tory Niceswander
*Blue Cross Blue Shield of
Michigan LDA President,
2019-2020*

New Member Corner

OUR NEW TEAM MEMBERS
Welcome

*Rikki Barnett
Glenda Gogoleski
Monisha Harris
Anita Hart
Matthew Keeney
Marvelous Massey
Rachel Richert
Nicole Silas
Xuelian Zhu*

As a member of Blue Cross LDA you are now a part of a great group of leaders, striving to live out our theme, "Discovering Your Leadership Identity." We encourage you to connect with our members and learn something new about the organization. For more information, you can always go to our [SharePoint](#) site



Member Benefits

- Networking through monthly meetings and mixers
- Professional development through workshops and "lunch and learn" sessions
- Community involvement through events like Bowl for Kids' Sake, walks for cures and causes, Adopt-a-Highway and more!

We have many upcoming events to begin networking and meeting other Blue Cross LDA members. Check them out on the *Upcoming Events* page.

We also perform various community involvement services throughout the year. We'd love for you to take part.

For more information about all other upcoming events, please visit Blue Cross LDA's [SharePoint](#) site.

We look forward to seeing you at the next event!

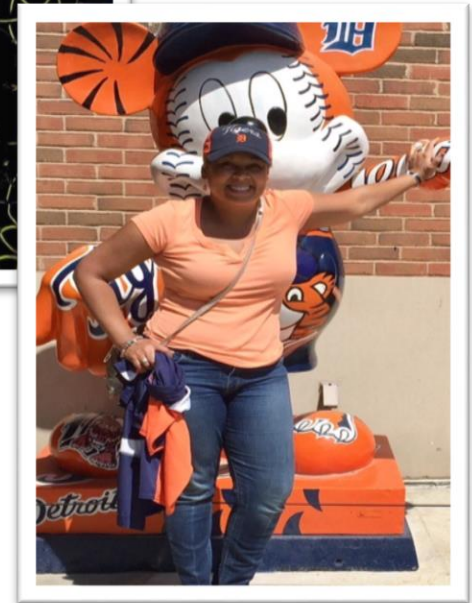
Get Acquainted

New Member Spotlight

By Chantay Marshall, analyst



Alyta Gordon



Alyta Gordon began her journey at Blue Cross Blue Shield of Michigan in April 2019 as a manager in Corporate Procurement. Coming from a manufacturing background, procurement or purchasing is a perfect fit for Alyta. She applies what she's learned from her previous position to her management role at Blue Cross.

Alyta joined the Blue Cross Leadership Development Association to connect with other leaders and adapt culturally within the Blue Cross acumen. Her mentor, senior procurement director Jim Line, reinforced the importance of relationships both inside and outside of the Blue Cross enterprise. Being a part of LDA encourages her to mentor others and be exposed to the contagious passion and energy within her mentees.

Alyta's favorite charities are [St. Jude Children's Hospital](#), [Detroit Dog Rescue](#), and the youth organization [Detroit Impact](#). Why are these charities special to Alyta? Her response was simple: "The organizations I listed reflect my personal interest to help those who can't help themselves".

Let's get to know Alyta!

- Favorite snack: Kettle chips
- Favorite TV shows: The Crown, Versailles or Godfather of Harlem
- Daily affirmation: "Do better"

Do Better. Be Better.

CALENDAR of EVENTS

Feb
20

Blue Cross LDA 2020 Speech Writing Contest

Contestant Check-in Time:

4:30p.m. - 5:00p.m.

Meeting Start Time:

5:30p.m.

Blue Cross Blue Shield of Michigan

Whitmer Auditorium



Our special guest the Detroit Youth Choir and speaker Mr. Anthony White, director of the Detroit Youth Choir

The choir will be performing at the event. Mr. White will be speaking about his topic, Phoenix Rising: Overcoming the Odds.

Feb
22

Community Involvement Event

Mittens for Detroit

9:00a.m. – 12:00p.m.

600 Woodward Ave., Detroit, MI 48226

The volunteer team will sort and pack winter items for schools across Michigan. A sign-up link will be available soon!

Traits of a good leader

Summary of CCL's blog "What are the characteristics of a good leader"

By Michelle Banaszak, communication specialist

What would you say makes a good leader? While everyone's answer might be a little different, most people can agree that good leaders have certain characteristics and qualities. The Center for Creative Leadership recently wrote a blog called "[What are the characteristics of a good leader?](#)" Based on their research, they found some common traits:

- Honesty
- Ability to delegate
- Sense of humor
- Confidence
- Commitment
- Positive attitude
- Creativity
- Ability to inspire
- Intuition
- Courage
- Caring
- Optimism
- Self-control
- Communication

The blog calls out the last five qualities as being especially important.

It talks about moral courage, or standing up for your beliefs and values, even in the face of opposition. Just like having moral courage, a good leader must have self-control. They need to decide what they will do and not do, both as a leader and as a person. These assets show a leader is motivated, focused and responsible.

The blog also suggests that leaders who show sincere interest, care and concern for others may be rewarded with loyal, supportive behavior.

"Caring does not mean tolerating or ignoring shoddy performance, violations of company policies, bad attitudes or dishonesty. What it does mean is seeing humans as the most important resource in an organization – and the resource with the most overall potential."

The CCL blog also discusses that optimism may also help get people on board with your leadership. Positive attitude and reinforcement are great ways to draw others in. And, of course, communication between you and your team is key. Effective written, verbal and nonverbal communication can really make the difference between being just a manager and being a true leader.

Take a look at the list of characteristics above and pick a few you can work on to sharpen your leadership skills. Whether you're in a leadership position now or aspire to be in the future, these are good traits for everyone to improve on. Like any skill, being a great leader takes time and effort.

To read the full article, visit the [CCL website](#).

Leadership is not a position or a title, it is action and example.

Harold S. Geneen

The PD Exchange...

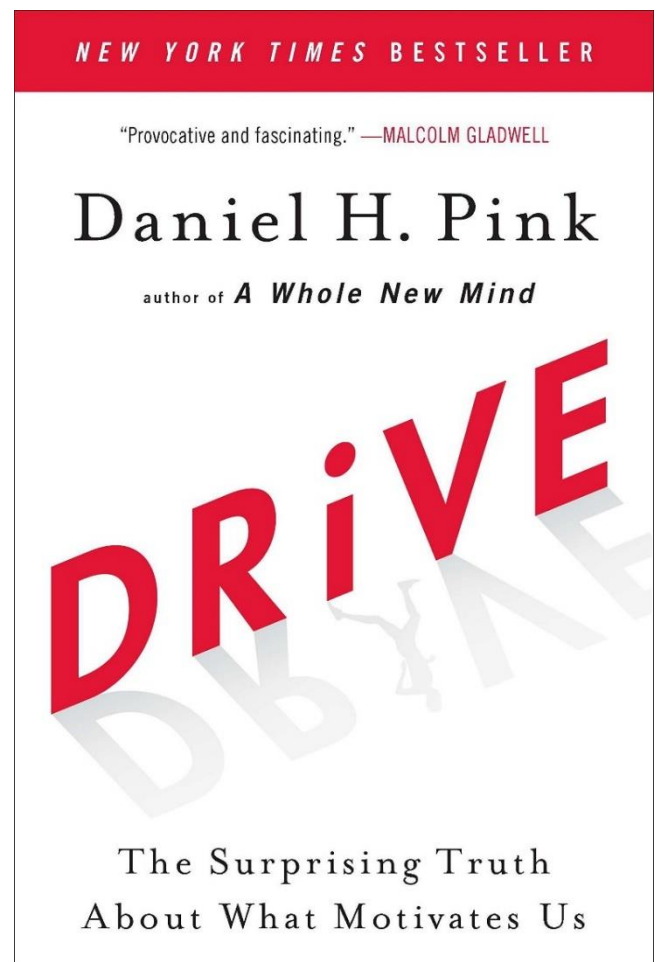
By Ernest Morris, analyst

January Book Review

Daniel Pink is an author with modern cutting edge thinking in all of his works and he delivers nothing less in *Drive*.

Drive dares to suggest that becoming a good leader begins with letting go of incentives. Leaders shouldn't "dangle carrots" in front of their team to inspire them to feats of greatness. Instead, a leader should help develop their skills and sense of purpose.

I also recommend Pink's *A Whole New Mind: Why Right-Brainers Will Rule the Future*, an innovative message to enhance your confidence, leadership and creativity.



Marschelle Drake – VP, Professional Development
Tia Heilig and Sarah Cheaito – Chairs, Professional Development
Victoria Palmer – Chair, Continuing Education
Edward Lanigan and Charles Schultz – Chairs, Certified Manager

Upcoming Professional Development Events

February 20

Blue Cross Blue Shield of Michigan
LDA Speech Contest
featuring the Detroit Youth Choir

Whitmer Auditorium, Detroit, MI

March 26

Bob Crawford, vice president,
Corporate Marketing and
Customer Experience,
Blue Cross Blue Shield of Michigan

*The Mint at Michigan First
Conference Center, Southfield, MI*

April 21

Tony Michaels, president and CEO,
The Parade Company

The Parade Company, Detroit, MI

May 14

Karmyn Norwood, vice president
AMMM International Programs,
Lockheed Martin Aeronautics
Company

The Roostertail, Detroit, MI

June 10

Daniel J. Loepp, president and CEO,
Blue Cross Blue Shield of Michigan

The GEM Theater, Detroit, MI



Blue Cross LDA Code of Ethics

- I will recognize that all individuals inherently desire to practice their occupations to the best of their ability.
- I will assume that all individuals want to do their best.
- I will maintain a broad and balanced outlook and will recognize value in the ideas and opinions of others.
- I will be guided in all my activities by truth, accuracy, fair dealing and good taste.
- I will keep informed on the latest developments in techniques, equipment, and process. I will recommend or initiate methods to increase productivity and efficiency.
- I will support efforts to strengthen the management profession through training and education.
- I will help my associates reach personal and professional fulfillment.
- I will earn and carefully guard my reputation for good moral character and good citizenship.
- I will promote the principles of our American Enterprise System to others, by highlighting its accomplishments and displaying confidence in its future.
- I will recognize that leadership is a call to service.

Statement of Principles

Blue Cross LDA is dedicated to managerial excellence, personal and professional growth, and leadership development. The following principles identify Blue Cross LDA's core beliefs and provide the basis for the Association's Mission Statement.

- We believe in the highest standards of personal and organizational integrity and respect for the individual.
- We believe in lifelong learning, continuous improvement, and the development of a workforce capable of sustaining a competitive posture in the global economy.
- We believe management is a creative, dynamic, and essential process enabling people to achieve personal and organizational objectives.
- We believe that managerial responsibility is shared among all individuals at all levels of the organization and that leadership is critical to management success.
- We believe that individuals and organizations have a community and civic responsibility.

blueprint team

Writers and Editors: Barbara Krajenke, Michelle Banaszak, Chantay Marshall, Dana Bartell, Christina Frison, Mia Harris, Victoria Palmer, Krishan Dawson and Tory Niceswander

Creative Team

Designer: Mia Harris and Dianna Morrison
Photography: Christopher Brantley, Christina Frison, Ju Fonda Overton and Dana Bartell

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Website: <http://sps-corp/nma/default.aspx>

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President-Elect: Sharese Hogan

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Lifetime National Director: Cathy Longo

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Sharon Gipson
Jim Kallas
Darrell E. Middleton

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VP Program Administration: Heidi Saucier
VP Public Relations: Christina Frison
VP Finance: Shari N. Goodwin
VP Administration and Recognition: Joslynn Collins