

# blueprint<sup>®</sup>



## March 2020

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### NMA National Mission Statement

NMA offers leadership development products and opportunities that maximize the potential of our members, sponsoring organizations and communities.



# Discovering Your Leadership Identity

## From the Desk of Our President

Greetings BCBSM Leadership Development Association Members:

A lot in the world has changed since my last address. We are experiencing an unprecedented time in our history that is allowing us to embrace a new approach in how we do things. These concerns have led to a tremendous amount of change in the way we operate as a company, chapter, and individually. Corporately, we've highlighted our level of resiliency and flexibility. Finding your leadership identity is more prevalent now than ever and I want to personally thank you for committing to your development during this time. Finally, I want to thank you all for the tireless work you are doing to maintain operations for our members, families, and friends.

This past Thursday, we held our first virtual monthly membership meeting featuring keynote speaker Bob Crawford, VP Corporate Marketing and Customer Experience. We had over 100 members login to participate.



**Tory Niceswander**

*BCBSM LDA President, 2019-2020*

Congratulations to Shunda Jones, Sharon Foulks, and Denise Hein for winning the giveaways. Also, you should have recently received a survey seeking your feedback. We want to ensure we are delivering the best experience possible during this temporary "new normal." If you haven't already done so, please take a few moments to submit your feedback.

I encourage you to take time to connect with your family, friends, and co-workers. Remember, we don't have to be together physically – connect through letters, phone calls, or video conferencing – as we all try to normalize our lives working through this crisis. Some of us are still working in the office; however, most of us are now remote, some with our children (including our four-legged children) as our new co-workers. Others are busy caring for aging parents or those affected by this pandemic in their lives. To help cope with this "cabin fever", I've compiled a list of resources to help through this time of transition:

### COVID-19 Resources:

[State of Michigan – Coronavirus Updates](#)  
[Centers for Disease Control \(CDC\)](#)  
[World Health Organization \(WHO\)](#)

### Educational Resources:

[Recommended Daily Schedule for Kids 2-18 from Khan Academy](#)  
[Remote Learning Resources from Khan Academy](#)  
[Mystery Science – Offering Free Science Lessons](#)





# Discovering Your Leadership Identity

## Educational Resources Continued:

[Scholastic Learn At Home – Day-by-day Projects to Keep Students Reading, Thinking, and Growing](#)

[Michigan Open Book Project – Social Studies Resources for K-12](#)

[BrainPOP – Learning Resources for K-12 and Adults too!](#)

## Well-being & Leisure Resources:

[BCBSM MI Blues Perspectives](#)

[Nike Training Club – Offering Fitness Routines and NTC](#)

[Premium is Now Free](#)

[PlayingCards.io – Play Card Games Remotely](#)

[BreakoutEDU – Fun Games @ Home](#)

[hoopla – Your Public Library Online or Via Mobile App](#)

[Audible – Offering Free Kids Stories During School Closures](#)

[Storyline Online – Stories with Celebrities](#)

[Story Time from Space – Stories with Astronauts in Space](#)

## Virtual Tour Resources:

[Smithsonian's National Zoo](#)

[Google Earth's National Park Tours – 31 National](#)

[Parks Available](#)

[Boston's Children Museum](#)

[Georgia Aquarium](#)

[The Louvre](#)

[The Metropolitan Opera](#)



**My new co-workers!**

As we look to April, I am happy to announce we will be holding our second virtual Monthly Membership Meeting on Tuesday, April 21, 2020, featuring Dr. Lee Meadows, Professor of Management, Walsh College to discuss another wonderful leadership focus. My team and I are exploring more options for virtual professional development sessions and community involvement opportunities. I look forward to connecting with you at one of the upcoming events.

Remember to stay home when you can and stay healthy,

Tory Niceswander

## New Member Corner

OUR NEW TEAM MEMBERS  
Welcome

*John Azzouz*

*Larry Duren*

*Janeela Herrington*

*Katryn Johnson*

*JaNae Johnson-Hawkins*

*Jason Kaminski*

*Bryan Walker*

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*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 site.](#)

**We look forward to seeing you at the next event!**

Get  
Acquainted

## 2020 LDA Board Election Results Announced

BCBSM Leadership Development Association recently held an election that ended on March 13, 2020, to fill six open Board of Directors positions. It is with great pleasure we introduce our new and re-elected members of the BCBSM LDA Board of Directors.

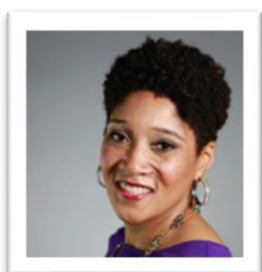
### Serving three-year terms (July 1, 2020 – June 30, 2023):



**Leonard Alford III**

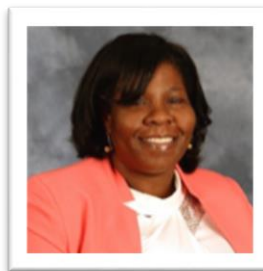


**Christina Frison**

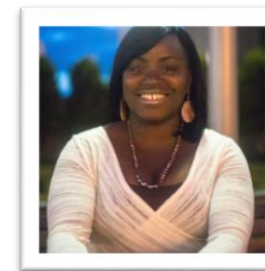


**Tia Heilig**

### Serving two-year terms (July 1, 2020 – June 30, 2022):



**Ronnie Adams**



**Dana Bartell**

### Serving as Elected At-Large Director, one-year term (July 1, 2020 – June 30, 2021):



**Vaneitta Goines**

You will be able to congratulate our new board members when they are inducted at the annual meeting in June where our president and CEO, Daniel J. Loepp, will be our keynote speaker.

Leonard, Christina, Tia, Ronnie, Dana, and Vaneitta, on behalf of the BCBSM Leadership Development Association, please accept our congratulations for being elected to serve on the governing body!

**Sharon Sheppard,**  
**Elections Committee**  
BCBSM Leadership  
Development Association  
(LDA)  
Board of Directors



# 10 Things Parenting Taught Me about Leadership

Executive changes. Hurricanes. And now, global pandemics. Corporate Communications requires strategic thinking, creativity, and most of all, leadership through some challenging times.

But believe it or not, being a parent might be the truest test of a person's leadership skills. As a parent you've taken on the responsibility of guiding a person through life, then ushering them into adulthood as productive contributors to our world. Lofty? Yes. Important? Absolutely.



**Lisa Bond Brewer**  
Director, External Affairs  
& Communications

Now, I'm not saying you *must* be a parent to be a leader or that your employees are like children. What I'm saying is in my evolution as a leader, I've learned to reflect on all the ways that being a parent honed, buffed, polished and even reinforced my leadership style. It's through my role as a mother of three daughters (a set of twins and a single), that I became a better leader.



Over the span of my career I've managed dozens of employees and the lessons I've learned – and continue to learn – are many. Some of them are concrete, while others are less tangible, but here are 10 lessons that stuck out the most:

1. *Have a vision* – Communicate your vision clearly and passionately to your team. It'll motivate them to act with passion and purpose to move the company forward.
2. *Set Expectations* – It's important to set expectations for your department, to hold your team to a higher standard. When you hold people accountable, they tend to strive to achieve.
3. *Don't be afraid to lead* – Don't let fear be your enemy. You were hired to be a leader, now lead. Seek feedback from your team because you won't have all the answers. Then, make your decision and stand behind it confidently.
4. *Everyone is different* – There's no 'one-size-fits-all' recipe. Like your children, everyone is different. Get to know the members of your team, understand their strengths and weaknesses. When you know them, you can help them grow in their positions.

## 10 Things Parenting Taught Me About Leadership

*Continued from Page 5*

5. *Model behavior* – The “Do as I say do, not as I do,” philosophy doesn’t work. Be the example. Your team, like your children, are watching everything you do. Model the behavior you want to see in them.
6. *Use the Golden Rule* – It’s simple: treat your team the way you want to be treated.
7. *Be honest* – The core of any great relationship, whether personal or professional is honesty, because without it there is no trust.
8. *Empower your team* – Help your team to be secure enough to make their own decisions. When you must, show them the way.
9. *Don’t run from conflict* – There are times you’ll have to have hard conversations. It’s not fun, it’s a part of the job.
10. *Be a cheerleader* – Encourage, support, and advocate. If an employee knows you care and have their back, they’ll produce better work and be more engaged.
11. *BONUS! Have fun* – You spend over 40 hours a week working together; make it enjoyable.

I know ... I have 11 lessons in my Top 10 list? Well, I told you to have fun, didn’t I?

*Lisa Bond Brewer is the Director of External Affairs and Communications for Emerging Markets. She’s directed communications teams in the health care, financial and educational sectors across her award-winning career. She’s also a mother of three daughters and a new grandmother.*



# JOIN OUR TEAM

Our newsletter, *blueprint*, has an award winning team of writers, editors, photographers and formatters who publish on a monthly basis.

Our greatest need right now is for **writers** – individuals who are able to cover our monthly member meetings, mixers and other events. Our events occur in the evenings and during lunchtime.

We're also looking for several **formatters** who enjoy working with PowerPoint to keep *blueprint* looking its best. If you're searching for a creative outlet, this is the job for you.

Do you love taking pictures? We're always looking for more **photographers**. Whether you have photography experience or just like capturing exciting moments on your phone, we want you on the *blueprint* crew!

If you are interested in joining the team, please contact [Christina Frison](#), [Barbara Krajenke](#) or [Michelle Banaszak](#) for more information.

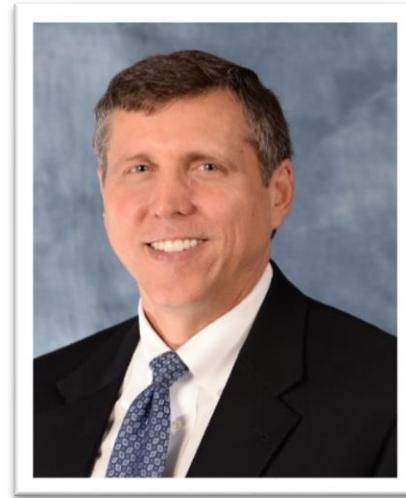




# BCBSM LDA March Membership Meeting

By Barbara Krajenke, communications specialist

Perseverance. That's the one word that stuck with our March Monthly Member Meeting guest speaker, Bob Crawford, vice president, Corporate Marketing and Customer Experience at Blue Cross Blue Shield of Michigan. When Bob was in middle school, he remembers the first time he learned the meaning of this word and the impact it still has on him today. Bob used the example of this impact to show that leadership identity doesn't start when you become a leader. Leadership identity is a culmination of who you are as a person and your experiences, whether big or small, that have an impact on who you are and how you lead.



**Bob Crawford**  
VP Corp Marketing and  
Customer Experience

Bob's five points about discovering leadership identity and the qualities of a good leader are:

1. Know who you are
2. Follow your gut
3. Collect your experiences
4. A place to start
5. Leading in a crisis

## **Know who you are**

"Understanding yourself is critical to determine how you operate and how you will influence others."

Becoming a good leader is about introspection. It's about your personal journey and discovering who you are, what's unique about you and what's important to you. It's your personal brand.

One way you can discover who you are is by networking and talking to other people. Learning more about someone and how they got to where they are can shed light on what you stand for and who you want to be as a leader.

## **Follow your gut**

"Understand and watch others and try to lead yourself."

Following your gut is being true to yourself and your inner voice, while being open to new experiences. It's how you think about things and the amount of confidence you gain through this experience.

Look within your organization to seek strong leaders; there's much you can learn from others. Learning from them teaches you more about yourself and gives you the confidence to intuitively do what needs to be done.

<b>ISTJ</b> Responsible Executors	<b>ISFJ</b> Dedicated Stewards	<b>INFJ</b> Insightful Motivators	<b>INTJ</b> Visionary Strategists
<b>ISTP</b> Nimble Pragmatics	<b>ISFP</b> Practical Custodians	<b>INFP</b> Inspired Crusaders	<b>INTP</b> Expansive Analysts
<b>ESTP</b> Dynamic Mavericks	<b>ESFP</b> Enthusiastic Improvisors	<b>ENFP</b> Impassioned Catalysts	<b>ENTP</b> Innovative Explorers
<b>ESTJ</b> Efficient Drivers	<b>ESFJ</b> Committed Builders	<b>ENFJ</b> Engaging Mobilizers	<b>ENTJ</b> Strategic Directors

## BCBSM LDA March Membership Meeting

*Continued from Page 8*

### **Collect your experiences**

*“Take your strengths and use them so you can deliver more.”*

You always want to move closer to your goal. Making tactile decisions is a collection of your experiences that result from what you’ve learned. They guide your journey to the next step that gets you closer to your goal.

Having an open mind in professional opportunities gives you a broad skillset, and can teach you more about your strengths and make you a better leader.

### **A place to start**

*“The seeds that become your identity are the people you meet and your experiences.”*

Your attitude and approach are the first step to getting started. Be open to new experiences and opportunities; these are great ways to learn a new skill and develop your leadership identity.

Ask yourself, “what is the ‘why’ that drives me? Why are you drawn to certain positions and what strengths do you bring to a particular role? For example, are you a people-person drawn to work with the public? Is your strength communicating, which allows you deliver more to this role? Think about the experiences where you thrived, or a particular talent you’d like to hone in on.

### **Leading in a crisis**

*“Communicate. A leader always needs to be communicating and sharing, especially in a crisis.”*

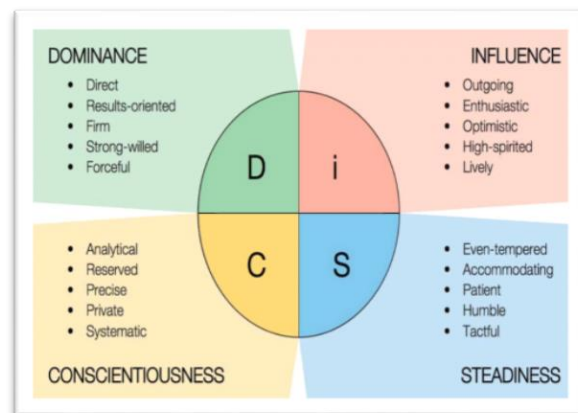
Good leaders have empathy. They realize that work is just one piece of life. During a crisis, they focus on the critical things that need to be done. At the same time, a good leader will figure out how they can be there for their employees and focus on the individual, not just what’s got to be done.

If you’d like to delve more into discovering your leadership identity, Bob suggests taking the [Disc Profile](#) or the [Myers-Brigg](#) personality test. These tests are a great way to learn more about yourself, your perceptions and your communication style.

Congratulations to our giveaway winners for the March Monthly Member Meeting!

Shunda Jones and Denise Hein, who won copies of the books, “Outside-In” and “The First 90 Days”, and Sharon Foulks, who won a one-hour mentoring session with Bob Crawford.

Thank you to everyone who attended. We look forward to meeting again virtually for our April Monthly Member Meeting.



## Keep your eyes open for your invite to our virtual April Monthly Member Meeting with guest speaker Dr. Lee E. Meadows

Lee E. Meadows is a Professor of Management at Walsh College and a consultant with over 30 years of experience working in the field of Leadership Development.

His practical experiences include having worked at Michigan State University, General Motors, the Kellogg Foundation, EDS, A.T. Kearney Consulting Services, Con-Way Transportation Services and Davenport University Eastern Campus.

He attended Michigan State University where he received a Bachelor of Arts, a Masters in Counseling and a Ph.D. in Higher Education.

Lee currently serves as board president for three non-profit organizations.

When he is not teaching undergraduate and graduate courses in leadership, management and human resources for Walsh College, he is developing leadership programs.

He publishes monthly articles on his LinkedIn page and remains active in working with youth.

He is the author of the business leadership fable, “Take the Lull by the Horns: Closing the Leadership Gap” and the Lincoln Keller Mystery Novels.

Lee grew up on the North End of Detroit and graduated from Northern High School.





## BCBSM 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

BCBSM 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.

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