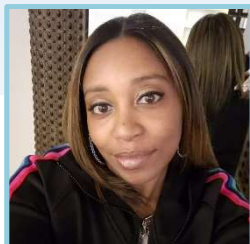




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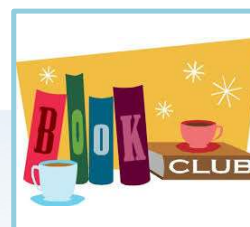
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From the desk of our president



Sharese Hogan

BCBSM LDA President, 2021-2022

Greetings BCBSM LDA members.

In our lives and careers, there are times when we need to STEP UP to new challenges, identify needs for growth, create new opportunities for development and show our value in a big way. This past year encouraged me to step up and show how I truly lead outside the box (2020-2021 theme). For me, it was doing something our chapter has not experienced in the past and staying in the role as president for a second term.

I'm excited to announce our theme for the 2021-2022 BCBSM LDA Chapter year:

Step Up

Restore ▪ Reboot ▪ Recreate

With a team of dedicated leaders by my side, we are ready to transition to in-person events (in 2022), enhance membership engagement, host new leadership development opportunities and increase volunteer involvement. Now we need you, as we kick off our year of programs, events and activities, to join our team as volunteers and engage at BCBSM LDA events starting soon.

Looking forward to a great year with you all!



Sharese Hogan, 2021-2022 President ▪
BCBSM Leadership Development Association ▪ Chapter #141

New member corner

OUR NEW TEAM MEMBERS
Welcome



*Cassandra Alston-Childs
Timika Ambrose
Veronica Beasley-Robinson
Peter Hatz
Kendra Hobbs
Josefina Kristic
Joe Mims*

As a member of BCBSM LDA you are now a part of a great group of leaders, striving to live out our theme, "Leading Outside the Box." We encourage you to connect with our members and learn something new about the organization.



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 BCBSM LDA members. Check them out on future Calendar of Events pages.

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 [BCBSM LDA's site](#).

We look forward to seeing you at the next event!

Get
Acquainted

New member spotlight

By Jennifer Pakkala, health care analyst

Not everyone could get on Aretha Franklin's good side, but Tyra Biddles could.

Tyra, who started as a group servicing liaison in April, explained that prior to joining Blue Cross Blue Shield of Michigan in 2017, she worked at Motor City Casino as a guest services representative where she would often attend to requests from the Queen of Soul.

"Aretha Franklin was a tough cookie, and she had her pick of people who she wanted to work with and who she was nice to, and I was one of them," Tyra said, noting Franklin would sing part of her breakfast smoothie order, which had to be made precisely as requested.

Tyra said throughout her work life she's learned that ample communication and working collaboratively are keys to success, especially when that success is measured by a Motown star or our members.

"In the movie 'Drumline,' the theme was 'one band, one sound' and they worked cooperatively to reach same goal," she said. "To do that in the workplace, we all have to learn to communicate with each other, whether in the office or at home."

"With the different jobs I've had, a lot of individuals would express that communication was important, commenting they are getting good communication or saying they need more. Good communication makes a difference."

Had she not been in the customer service field, Tyra said she had wanted to become a flight attendant and travel around the world. "I would love to go to France, Greece, Italy and Dubai."

"But I also love watching 'Jurassic Park' movies," added the movie buff, "So I think I could have gone into paleontology."

When she's not at Blue Cross, you'll probably find Tyra outside with her family, which includes her husband, Edgar, her two teenage daughters, a teenage stepson and her youngest two, ages 3 and 4. They enjoy going up north for camping or renting a place to stay for a week or two, something they've been doing for the past decade.

As a result of the pandemic, Tyra learned to, "Give people roses while they're here and stop putting off things you want to do. The pandemic really put it out there that life is too short, so enjoy it."

Tyra Biddles



Tyra, Edgar and the kids

By Erica Addison, team Leader I, instate claims operation

The article discusses how successful leaders are now leading in broader, strategic, complex, yet well-executed manners. This is not an easy endeavor because leaders don't possess a defined business model to reference. Nonetheless, the article mentions how Microsoft Corporation, the Cleveland Clinic and Philips have "transformed and positioned themselves for success in this new world", these organizations and their leaders have not only sustained but evolved. This may be attributed to their ability to not solely rely on their present or prior laurels, but demonstration of proficiency in a wide array of characteristics. The article states that these leaders are cognizant that to be successful, one must develop, hone, and cultivate new skills and capabilities, developing a value creation culture consisting of the ability to incite a collaborative, diversified and inclusive work environment. The authors cite the below six paradoxical characteristics which should be intertwined with new skills and capabilities as described in Blair Sheppard's book, "Ten Years to Midnight."



Humble Hero



The Tech-Savvy Humanist leader possesses an intricate understanding of technology which is the conduit for almost everything that organizations do. While Tech-Savvy Humanist leaders have extensive knowledge of technology and its functionalities, they seek to learn new technological information as well. The Tech-Savvy Humanist leads with empathy and authenticity which assists people with technical knowledge obtainment and acceptance of technology's ever-changing impacts.

Leadership - 6 leadership paradoxes for the post-pandemic era *(continued)*

By Erica Addison, team Leader I, Instate Claims Operation

Traditioned Innovator

The Traditioned Innovator leadership style entails a leader who has definite awareness of the organization's mission, vision, and values. The Traditioned Innovator leader maintains and does not compromise the organization's purpose and value, this leader also effectively demonstrates innovation and efficiency that evolves from current state to future state.



High-Integrity Politician

The High-Integrity Politician is a relatable leader that leads and interacts with others on both humanistic as well as business levels. Deliberate, effective collaboration and desired organizational deliverables are achieved by the High-Integrity Politician because their leadership style is based on trust and integrity.

Globally Minded Localist

Globally Minded Localist leaders are global thinkers and executors. To exist and compete in the current digital age, these leaders possess the ability to think and interact with others. This is quite challenging because this leader engages on the global stage without losing sight of local mindset, local needs and local community.

The authors descriptive leadership styles are not all-inclusive, However, the authors feel that their assessment provides the impetus of what leaders need to be successful while existing and reinventing themselves in our new normal post-pandemic digital age era.



Summer fun

We made it to the dog days of summer! We at BCBSM LDA and the *blueprint* staff hope you're beating the heat and having some fun in the sun. Keep up your good work and remember to take time to treat yourself.



New board member spotlight

By Michelle Banaszak, communications specialist

BCBSM Leadership Development Association is a great way to network and grow. We touched base with a few of our 2021-2022 board members to find out why they joined BCBSM LDA and how their involvement has grown into being on the board.



Heidi Saucier, provider training manager – I joined the BCBSM Leadership Development Association to network and grow as a professional. My very first event was the 2012 Annual Speech Contest, which continues to be one of my favorite events. It's a great way for us to give back and support young people as they embark on their leadership development journey. As a member, I've built relationships with people from many areas of the organization and am constantly reminded of the importance of connection. I've also gained great insight from internal and external leaders that I've been able to apply to my own leadership development journey. As a *blueprint* writer, Chairperson of Meeting Support and Vice President of Program Administration, I've been able to be a part of supporting the professional development of our members. As I thought about what else I could do to support our chapter, I decided to become a board member to offer guidance and insight to help move our chapter forward to continued success.

Erica Addison, team leader – For the 2020-2021 year, I was very honored to serve as Vice President of Public Relations. I've been employed at Blue Cross Blue Shield of Michigan since 2017 and joined BCBSM LDA in May 2018. Professionally, I'm a Team Leader I in the Instate Claims Operations Department. I'm so very excited to join the BCBSM LDA Board of Directors this year. Initially, I joined the organization as an opportunity to network with other professionals and enhance and explore my professional growth and development. Also, I knew the organization would serve as a conduit to further learn and acclimate to Blue Cross' professional culture. I'm pleased to state that it's evolved into so much more. I was truly passionate and invested in not only being a leader with BCBSM LDA, but actively working in the trenches to assist the organization. I could not be prouder and more honored to serve my three-year term as board member and further contribute to the advancement and execution of BCBSM LDA's mission and initiatives for the betterment of our membership base at large.



Vaneitta Goines, systems analyst – I joined BCBSM LDA in 2016, within six months of being hired in IT at Blue Cross Blue Shield of Michigan. As a new employee and new Detroit, BCBSM LDA offered unparalleled opportunities to both build my network and deepen my understanding of Blue Cross. These have been critical to my growth as an employee and as a leader. Meeting people across the enterprise and engaging with them in a relaxed manner through awesome networking events let me establish new foundational contacts, especially outside my division. I made new friends and gathered support from so many people who helped me to learn and to grow, personally and professionally. Plus, I tasted great food and learned about so many cool Detroit spots! Volunteering alongside BCBSM LDA volunteers and receiving mentorship from experienced BCBSM LDA leaders forged these brand-new connections into strong relationships, which I could then call on to move my team's goals forward. The formal trainings and workshops provided exposure to key concepts, increasing both my leadership perspective and skillset. This personal development motivated me to contribute back to overall growth of BCBSM LDA. I joined the board to give back to the organization that provided so much to me, to increase opportunities for others to grow and to strengthen our organization as a whole.

Connect with Toastmasters to build your public speaking and leadership skills



Did you know that Blue Cross Blue Shield of Michigan hosts two corporate Toastmasters clubs?

Skillmasters meets on the first and third Tuesdays of each month from 12:00 p.m. to 1:00 p.m. This club is based at the Blue Cross tower in downtown Detroit and has been meeting online.

MetroMasters meets on the second and fourth Tuesdays of each month from 6:00 p.m. to 7:15 p.m. This club is based at the Blue Care Network Commons in Southfield and has been meeting online.

Toastmasters is not just about giving speeches. Preparing and delivering speeches helps members work on time management, presentation, and leadership skills. Serving in other important roles such as speech evaluator helps members enhance listening skills and gives an opportunity to practice providing feedback. There's a section of each meeting called "Table Topics" which provides an opportunity to think on your feet to deliver a short speech in response to a given prompt. Guests are welcome at meetings and are encouraged to participate in "Table Topics" as soon as they feel comfortable. Toastmasters can help you work towards your personal goals as well as those your leaders have set for you.

To learn more about Toastmasters, check out the [Skillmasters](#) or [MetroMasters](#) website.

You can also reach out to Chera Best at Skillmasters or Michael Chavis for MetroMasters.

The new member fee is \$20 along with \$90 annual dues (two \$45 payments). Toastmasters is available to anyone within the Blue Cross organization.

PD Exchange

Submit your ideas and get excited for the LDA Professional Development Book Club

By Kaitlyn Bradley, VP of Professional Development

The BCBSM Leadership Development Association will be hosting our second round of Professional Development Book Club meetings starting in September. The 2020-2021 PD Book Club was successful, and we're excited to offer another opportunity for BCBSM LDA members to get together and learn from our diverse perspectives. The book club will meet once a month and discuss the assigned reading and how the lessons can be applied to everyone's situation.

We need your ideas! If you know of a professional development or personal growth book that would be impactful for people in all walks of life, we would love to know. Please submit your ideas to NMAChapter141@bcbsm.com or kbradley@bcbsm.com.

Keep an eye out for information about registration instructions.



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 BCBSM 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

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 President-Elect: DeAndre Elliott

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 Leonard Alford III
 Dana Bartell
 Dana Bell
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 VP of Program Administration: Sarah Cheaito
 VP of Professional Development: Kaitlyn Bradley

NMA National Mission Statement

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