



November 2021

Bright Future



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From the Desk of Our President



Sharese Hogan

BCBSM LDA President, 2021-2022

Greetings BCBSM LDA members.

I know 2020 and 2021 have been challenging years, but like many, I'm looking forward to a much brighter and promising future. The BCBSM LDA team has begun to host events to help you reboot your passion for professional development while building your confidence as a leader.



I hope you had an opportunity to join in with Michelle Busuito as she shared the importance of stepping up by giving back or the discussion with Shunda Jones as she helped us discover our DiSC personality style or the networking event with Jason Thomas to understand the value of taking risks. These and our future BCBSM LDA sessions are geared to prepare you for your next career move. Look for invites for the next set of Professional Development programs, BlueNights Mixer events a Member Meetings. We're really excited to bring to you Blue Cross Blue Shield of Michigan executive Jeff Connolly and Health Innovator Zain Ismail (December) and award-winning success coach [Kristie Stocker](#) (starting in November) with a customized 4-part series to teach us how to level up our leadership style. You don't want to miss these events.

**Level UP
Leadership**

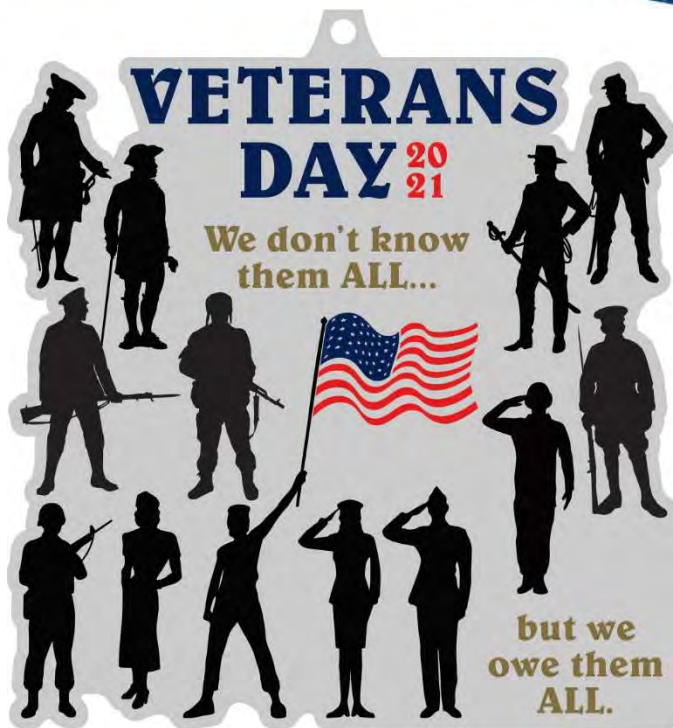
As we prepare for the holidays, please take time to reflect on your vision for the future – it will likely be much different than we experienced in the last year and a half. My team and I will commit to supporting the visions you have pertaining to leadership. And, how about helping other people in your department or colleagues of Blue Cross, BCN or a subsidiary by suggesting they [join](#) BCBSM Leadership Development Association because we all benefit from learning and building the confidence to step up to reach professional and personal development levels in our career.

In closing out this month's message, I hope you all have a happy and safe start to the holidays. I'm looking forward to time with my family and with all of you during upcoming events.

Thank you and hope to see you all very soon!

A handwritten signature in black ink that reads 'Sharese Hogan'.

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



Paying our respect on Veterans' Day, November 11.

We stand and support all who have served in the United States military.

We honor your heroism and service. You're all leaders in patriotism and sacrifice for the common good.



As the fall has fully arrived a special time has come to give thanks. Regardless of the historical textualization in which this day has come about let us use this day as an opportunity to express our gratitude for the gifts and blessings we have received. Our lives, family, friends, careers, jobs, and the ability to simply say thank you. We are the first nation to make a national holiday to express our gratitude, let us continue to keep that tradition. However you choose to celebrate this joyous day may it be done with love in your heart all while thinking of others!

Happy Thanksgiving from the BCBSM LDA leadership and the *blueprint* crew!

New Member Corner

OUR NEW TEAM MEMBERS
Welcome



Amy McKenzie

We had a little technical glitch (it happens 😊).

We'll have a full list of members who signed up in the last couple of months in the December issue.

We appreciate your membership and want to acknowledge you.

Welcome to BCBSM LDA!

As a member of BCBSM LDA you are now a part of a great group of leaders, striving to live out our theme, "Step Up." 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 the [Calendar of 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 [BCBSM LDA's site](#).

We look forward to seeing you at the next event!

Get
Acquainted

New Member Spotlight

By Michelle Banaszak, communications specialist

One of our newest members, Veronica Beasley-Robinson, jumped into BCBSM LDA with both feet, she's already taken on the role of Management Week & Continuing Education chair. This is just one example of Veronica's go-getter attitude.

Veronica started as a contractor with Blue Cross Blue Shield of Michigan in 2018. After two years, her contract was up and she accepted a position with Emergent Holdings, working in the Business Optimization division for then Vice President, Cassandra (Sandy) Alston-Childs. In April of this year, Sandy accepted the position of Vice President of Corporate Services at Blue Cross and asked Veronica to come with her as an executive assistant.

Her go get 'em attitude began early in life, sixth grade to be exact, when Veronica used to help her dad in his office. After graduating from Wayne State University with a Bachelor of Arts in English and a minor in Legal Studies, she kept the momentum going, working for law firms, judges and as a clerk in courtrooms.

Those positions taught her time management, how to work under pressure, and confidentiality. These traits, along with a love for meeting new people and organizing, are what made her the perfect candidate for her executive assistant role.

Through her current role, she's learned that "practice makes permanent", a phrase her sister used often, and that she's a chameleon. "I can work in different positions, situations, work well under pressure, and I can evolve in any situation. I'm fearless to try new challenges at work. Whatever Sandy has going on, we can figure it out."

In fact, challenge is what made Veronica join BCBSM LDA. She needed to challenge herself, grow professionally, and continue to be a life-long student. "I'm going to be a student until I die. I'll always be learning, networking and meeting people across the enterprise."

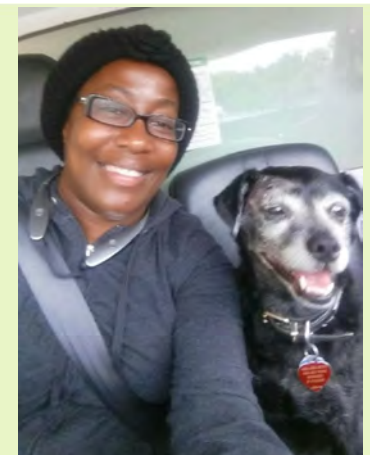
Veronica Beasley-Robinson



Veronica and her husband Ronald

More about Veronica

- She worked for Turner Broadcasting, Inc. in Atlanta, GA, one of her jobs was to count cuss words for shows, movies and original content for the network
- She's married to Ronald Robinson, a corporate award-winning chef
- She hyphenates her last name in honor of her brother, Sgt. Melvin L. Beasley, Jr. He passed away serving our country in the United States Army. She started a scholarship at Eastern Michigan University in his name.



Veronica with her recently passed 16-year old dog Smokey

Honoring traditions, histories, and contributions – National Native American Indian and Alaskan Native Heritage Month

By Barbara Krajenke, communications specialist



During the month of November, we honor Native Americans, their history, rich culture and contributions.

An article published in the “[National Today](#)” provides tips on how to celebrate this month and why it’s important.



Learn about the Native Americans

Native American Heritage Month is an excellent way to learn about a very rich history. You can teach your children about the country’s past and how Native Americans have helped America.

Visit museums

You can visit or take your kids to a museum or virtually visit it to show them artifacts and exhibits of the Native Americans’ jewelry, customs, and culture.

Travel virtually to see other cultures

There are many cultural videos that you can watch on native culture like “Living Earth Festival”. If you or your kids are interested in learning about the Native American culture, find a documentary or movie about it and watch it.

Why celebrating this month is important:

They have a rich history

The Native Americans have been living in America for a very long time. They were not a single nation but included a variety of cultures, nations, and languages. Some people believe that they have been living on the sub-continent for over 30,000 years.

Native Americans have contributed a lot

There are many contributions made by the Native Americans such as the discovery of edible plants, which are widely eaten by people around the world. They were the first people to raise turkeys, guinea pigs, and honeybees.

They established the government system

The government of Native Americans serves as the model of federated representative democracy. The

government system of the United States is based on the system in which the power is distributed amongst the central authority and smaller political units.



Link to full article: [National Native American Heritage Month – November 2021](#)

CALENDAR of EVENTS

November
11

Level Up Leadership Series, Part 1

12:00 – 1:00 p.m.

We'll be starting our discussion of Level 1: Reimagine Your Vision.

Speaker:

Kristie Stocker, CEO of Kinetik Edge LLC

[Link to register](#)



November
16

BCBSM LDA Book Club Meeting

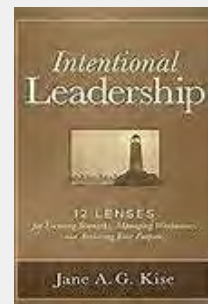
12:00 – 1:00 p.m.

We'll be starting our discussion of Chapters 4 and 5.

Facilitator:

Veronica Beasley-Robinson, BCBSM LDA Chair of Professional Development

[Link to register](#)



November
18

NMA Live Online Webinar: What does emotional intelligence have to do with leadership?

12:00 – 1:00 p.m. and 3:00 – 4:00 p.m.

Speaker:

Jennifer Sutherland, Global Leader for Learning and Development at Trustwave

Jennifer will discuss key components of EI and explain how emotional intelligence relates to leadership.

[Link to register](#)



Monthly member meeting: Step up – the obligation to give back by volunteering

By Barbara Krajenke, communications specialist

The BCBSM Leadership Development Association's Monthly Member Meeting on October 25 embodied this year's chapter theme of Step Up by igniting passion through volunteering.

The presenter, Michelle Busuito JD, attorney in the Office of General Counsel at Blue Cross Blue Shield of Michigan gave her experience of being a change maker when volunteering with a group of colleagues. In 2009 Michelle and her colleagues helped form a grass roots project in Detroit that would involve the [11,304 untested rape kits](#), with some of them dating back to the 1980's. Michelle and her colleagues had a great challenge ahead of them, but because of their passion and combined skills, from legal to marketing, they persevered and were able to get the support of the business and political community, including Wayne County Prosecutor Kym L. Worthy and celebrity, Mariska Hargitay. The project got national media coverage and even a documentary, "[I Am Evidence](#)." To this day, all rape kits have been tested leading to investigations, convictions and policy changes.

Why volunteer? Because you can start with nothing, but with passion, teamwork and combined skills you can change your community and for some that means changing their world. And as Michelle said, "never give up, never give up, never give up."



Michelle Busuito JD



Michelle (2nd from left) and her colleagues with Kym L. Worthy (3rd from left) and Mariska Hargitay (center)



Small but mighty By Erica Addison, team leader 1

On Saturday, October 2, the BCBSM Leadership Development Association Community Involvement Team continued their 15-year plus tradition of partnering with Michigan Department of Transportation to participate in "Adopt-a-Highway." This year's team enthusiastically cleaned up the one-mile corridor on Woodward from I-696 to 12 Mile Road.

The team consisted of Erica Addison, Cassandra Driver, Brian Schebil and Matthew Zelman. Although the team was considerably scaled down, due to social distancing, that didn't derail them from being small but mighty in their efforts. One team cleaned at I-696, while the other team cleaned from 12 Mile to 11 Mile. It was quite rewarding and fulfilling to make a difference and beautify the community at the same time.

Put it on your calendar to join us next year and keep an eye on the calendar of events page and email for more opportunities to volunteer.



Leadership – Step Up and Recreate

By Renee Kozicki, manager



Renee Kozicki

I'm privileged to lead a team of talented professionals as Manager of Operations Strategy Implementation. My team and I manage risk adjustment initiatives at Advantasure. I have project leads and operational documentation analysts on my team who embrace the meaning of the theme *Step Up*, specifically the definition of **recreate** on a daily basis but in two very different ways.

As project leads of improvement initiatives our focus is to actively look for opportunities to recreate existing processes. Our goal is to

introduce efficiency while eliminating wasteful or repetitive steps.

The project leads must think out of the box and think creatively when they work with the operational teams and ask themselves what can be done differently in their thinking and design outcomes. The intended outcome of these initiatives is cost savings, increased turnaround, reduction in re-work and introduction of quality reviews.

Conversely, on risk adjustment client initiatives we continuously look for opportunities to introduce standardization across similar processes to avoid **recreating** a process. Standardized in this respect introduces a set of controls defined to reduce errors and introduce consistency.

To ensure the improved or standardized processes are properly executed, it is crucial that they are properly documented. Our documentation analysts work with the strategy project leads and operational subject matter experts to create detailed process flows and desk levels so the improved or standard process can be executed the same way every time. These documents are also valuable tools for cross training and onboarding new resources.



My team is motivated and creative. I help to support these qualities by encouraging them to:

- step out of their comfort zone
- look for opportunities to do things differently
- ask questions
- look at mistakes as learning opportunities
- break work down into manageable pieces
- achieve and celebrate small successes along the way

I find that I must challenge myself as well. All the advice and encouragement I give to my team, I must remember to give to myself - gotta walk the talk and be the example!

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."
– John Quincy Adams

Experiences of workplace exclusion: The myth of bringing your full, authentic self to work

By Erica Addison, team lead 1



On September 30, BlueACT's ERN led an informative, introspective, raw, and real conversation about "Experiences of Workplace Exclusion". The event, hosted by Keith Binion Jr., Tiffany Darby and Terrance Puryear, was both enlightening and thought provoking. BlueACT's Chairperson Andre Smith opened with the welcoming remarks.

This virtual discussion was moderated by Keith Binion Jr. and included panelists Senior Analyst Dana Bell, Director Somerset Black and Master Coach Larry Duren.

The discussion centered not only on workplace cultural challenges of professionals of color and other underrepresented groups, but steps that will hopefully foster true equity on the job if leadership accepts responsibility for change.

The event started with a TEDx video, "[The Myth of Bringing Your Full, Authentic Self to Work](#)", featuring speaker and writer, [Jodi-Ann Burey](#). Jodi-Ann explores the premise that biases of "professionalism" standards, workplace practices and how

they can prevent minorities from bringing their full authentic selves to work, especially people of color. Instead, these practices create workplace inequities such as fewer opportunities and even backlash.

Jodi-Ann described how minorities must wear masks when they show up as their "authentic" selves, or they may risk an adverse impact on their careers. She stated that when minorities offer a glimpse of who they really are and move outside of the established and constricted norms, they risk a three-step psychologically manipulative backlash treatment, called DARVO.

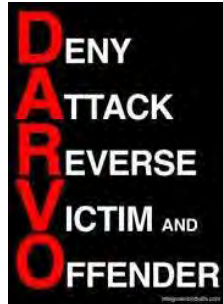
DARVO: Deny, Attack and Reverse the Victim with the Offender

After the video, the three-person panel offered their commentary and shared their individual and collective thoughts and experiences. Dana Bell recounted how she felt "deflated" when a leader criticized her Loc hairstyle. Although she felt discouraged, Dana contemplated and decided to not change her hairstyle despite her leader's admonishment.

Larry Duren expressed how at a previous organization, when he showed up authentic, he was overlooked. Therefore, he felt that to fit in the work environment, he had to "fake it to make it" and thus created a fake persona to survive and obtain acceptance by those in authority and peers alike.

Somerset Black offered a different commentary regarding one of her experiences in that she was able to have reaffirming and reassuring dialogue with her leader about how she genuinely felt. She shared that during the height of the "Black Lives Matter" movement, she experienced days where she felt conflicted to "show up", log on and admit that she was not okay. However, Somerset was able to enter a "safe space" with her leader and have an authentic and palatable conversation to express her feelings.

The TEDx speaker Jodi-Ann Burey, and all three BCBSM panelists all concurred that the primary solution to eliminating workplace exclusion is that all individuals whether in a place of privilege or under-represented must become accountable, self-aware, purposeful, and own their parts. As a result, inclusivity and change will be incited so that we may amicably co-exist and evolve into our true "authentic" selves without compromise or threat.



PD Exchange

Understanding your DiSC personality style to enhance leadership skills

By Tandra Hinton, team lead II

Ever wondered what your personality style is? On October 26, BCBSM LDA's Professional Development Committee held a learning session to discover your DiSC personality styles. Shunda Jones, Administrative Manager in Blue Care Network Corporate Performance discussed the different personality characteristics and how we can utilize these traits to our benefit in our professional lives. Participants completed a free personality assessment before the webinar to find out their DiSC personalities. During the webinar Shunda discussed each trait and had open dialogue with the participants. There were some "aha" moments, as people discovered and discussed their personality styles.

DiSC is a non-judgmental assessment tool used for behavioral analysis. The assessment measures how a person prefers to interact with others and what motivates them. The DiSC model was created in 1928 by William Marston. The initial purpose was to help businesses choose what they believed were the best candidates for their positions and eventually became the DiSC model that we know it to be today.



You can watch the recording [here](#).

Click on the link to take the free [DiSC assessment](#).

Looking to restore, reboot, or recreate your career goals? Join us for the Level Up Leadership Series!

By Kaitlyn Sibai, VP of Professional Development



BCBSM Leadership Development Association's Professional Development team is excited to announce the **Level Up Leadership Series**! This cumulative 4-part interactive series will help you become the confident leader you've always dreamed of. You'll discover how to identify your career goals, understand your strengths and opportunities, be empowered to step up like a leader even if you don't have a formal title and so much more!

Kristie Stocker, CEO of [Kinetik Edge LLC](#) and an award-winning keynote speaker, success coach and leadership consultant, will be joining us to facilitate this interactive series. The Level Up Leadership Series will begin in November, with sessions held once a month through February. These 1-hour virtual learning sessions will give you skills to identify your goals and build upon them in each subsequent session.

Level UP Leadership		
	TOPIC	DATE AND TIME
Level 1	Reimagine Your Vision	Thursday, November 11, 2021, 12 – 1 p.m.
Level 2	Release Limitations	Wednesday, December 1, 2021, 12 – 1 p.m.
Level 3	Realize Your Leadership Potential	Thursday, January 13, 2022, 12 – 1 p.m.
Level 4	Realign Your Expectations	Wednesday, February 9, 2022, 12 – 1 p.m.

Register today and join us for the Level Up Leadership Series! You can [register by clicking here](#). If you have any questions, please contact Kaitlyn Sibai (ksibai@bcbsm.com) or the BCBSM LDA mailbox (NMAChapter141@bcbsm.com).

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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 VP of Professional Development: Kaitlyn Sibai

NMA National Mission Statement

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