



December 2021



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Happy holidays to all our BCBSM LDA members

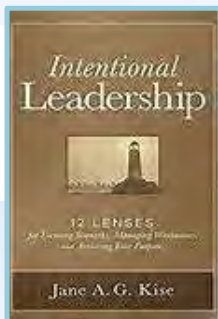


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From the Desk of Our President



Sharese Hogan

BCBSM LDA President, 2021-2022

Greetings BCBSM LDA members.

I hope you enjoyed your Thanksgiving and you're planning for the next holiday break with family and friends. This is a great time to reflect and create new memories, but I also encourage you to make sure to focus on your whole health – mentally and physically. Now more than

ever, wholeness is important. Therefore, if you need support, please rely on the resources available through Blue Cross (EAP, online visits, health care providers).



For me and my family, we safely gathered for dinner, did a little shopping, decorated our home for the holidays and planned what we will do for Christmas break. I have to admit, it felt great to be with my loved ones, especially those I had not seen since 2019. I would love to hear your holiday plans - please feel free to send me an email to share.

In addition to your focus on personal health, we remind you to consider your professional health. We've offered a variety of events and programs. I hope you joined Parts 1 and 2 of the Level Up Leadership series with Kristie Stocker, the BlueNightsSM Mixer with Jason Thomas and the monthly meeting with Zain Ismail. Each presenter has shared their experience or expertise to inspire you to Step Up and continue to grow. Please continue to register for events, Level 3 of the Level Up Leadership series and the upcoming BlueNightsSM Mixer with SVP Jeff Connolly on December 12. I'm excited to have Jeff close out our events for 2021.

Thanks for your engagement and don't hesitate to give the gift of development to your colleagues by inviting them to join BCBSM Leadership Development Association!

Happy Holidays to you and your families!

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

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

BCBSM leadership and the blueprint staff
extend warm greetings to you this
holiday season

We hope you're having
a Happy Hanukkah,
a Merry Christmas and
a very Joyous Kwanzaa!



May you be blessed this holiday season!

New Member Corner

OUR NEW TEAM MEMBERS
Welcome



*Ebony Benson
Christopher Derrig
Justine Judson
Renee Kozicki Ravi
Manikandan
Daniel Reich
Ginny Woods*

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 Jennifer Pakkala, health care analyst

When the pandemic brought the world to a halt, new BCBSM LDA member Ebony Benson looked to what she could do, instead of what she couldn't.

"I took an opportunity to be a mentor with an intern through the Young Professionals Network," said Ebony, a Team Leader I in Group Customer Membership & Billing at Blue Cross Blue Shield of Michigan. "We talked about how to navigate careers, LinkedIn and networking. That was a nice growth opportunity for me."

Ebony has been with the company for eight years, starting as an account clerk processor and working her way up in her area in processing, quality and billing until transitioning to her team leader role in April. She joined BCBSM LDA in August after her mentor thought would be a good fit for her.

"I've attended quite a bit of the webinars already, and it's helping me on the leadership aspect of my career," she said. Ebony also joined Equally Blue, where she recently became a chair of its social committee. "These opportunities keep me motivated to continue to expand my knowledge and skillset, as well as become engaged and practice the cultural beliefs Blue Cross stands for."

Outside of work, Ebony calls herself a "for-real mom," as she's involved in the school parent-teacher association and loves spending time with her kids cooking, doing arts and crafts and watching movies.

She also enjoys working out, reaping the physical and mental benefits of regular exercise. "I have a trainer and take advantage of the fitness allowance," she said. "We all need ways to destress, and it's a nice hobby of mine."

You can also find her in the kitchen, and she most recently whipped up her amazing broccoli-cheddar cornbread for Thanksgiving. "I'm addicted to Pinterest," she said. "It's my go-to for recipe ideas."

Ebony Benson



A little more about Ebony

- She loves going to the movies, "Titanic" being one of her all-time favorites.
- Her favorite music is jazz, especially Sade and Kenny G. "As a little girl, my dad had a jazz band and played the drums."
- Is accepting tips on raising a teenager, as her daughter Angel is 13 and her other daughter Audrey is 7 who wants to be 13.



CALENDAR of EVENTS

December
7

BCBSM LDA Book Club Meeting

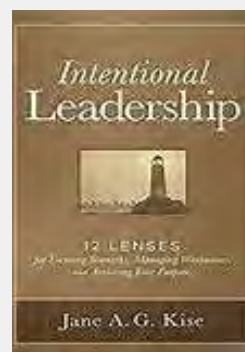
12:00 – 1:00 p.m.

We'll be starting our discussion of Chapters 7 and 8.

Facilitator:

Veronica Beasley-Robinson, BCBSM LDA Chair of Professional Development

[Link to register](#)



December
16

BCBSM LDA BlueNightsSM Mixer

12:00 – 1:00 p.m.

Speaker:

Jeffrey Connolly, Senior Vice President & President, West Michigan & Upper Peninsula

Jeffrey will discuss the new emerging marketplace followed by a networking event.

[Link to register](#)



January
13

Level Up Leadership Series, Part 3

12:00 – 1:00 p.m.

We'll be starting our discussion of Level 3: Realize Your Leadership Potential.

Speaker:

Kristie Stocker, CEO of Kinetik Edge LLC

[Link to register](#)



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

By Erica Addison, team leader I

On November 18, the National Management Association sponsored a live online webinar featuring Jennifer Sutherland, Global Leader for Learning & Development at Trustwave. Jennifer is a seasoned professional who develops learning, diversity and engagement for 1,800 employees. If her name sounds familiar, it's because she previously worked at Blue Cross as the Sales Training Manager in the Sales Force Department.



Jennifer Sutherland

Jennifer discussed the key components of emotional intelligence and explained how it relates to leadership. She expounded on how leaders may evolve to understand their own emotions and how understanding the emotions of others is crucial to their success as leaders.



Jennifer shared from author Beatrice Harris, Ph.D that “companies are economic and psychological systems.”

- Economic - the external forces affecting the outcomes of business
- Psychological - people and their minds do the work

Emotional intelligence is strongly related to fostering positive transformational leadership behaviors. Also, she highlighted author Daniel Goleman's publication “[Emotional Intelligence: Why it Can Matter More Than IQ](#)”, leaders with higher emotional intelligence yield greater deliverables such as stronger working

relationships, positive results from themselves and others. Jennifer also discussed how there's not a definitive correlation between IQ and emotional intelligence and that emotional intelligence must be cultivated just like any other skill.

Five stages of emotional intelligence:

1. Self-Awareness – Aware of your own emotions and how you affect others
2. Self-Regulation: Controlling your emotions and understanding triggers
3. Motivation: Being motivated to succeed and keep going
4. Empathy: Understand the feelings of others
5. Social Skills: Ability to communicate effectively and build relationships





Leadership Development Association
NMA Chapter #141



BCBSM LDA BlueNights Mixer Presents

THE NEW EMERGING MARKETPLACE

Hosted By Jeffrey Connolly

Senior Vice President & President, West Michigan & Upper Peninsula

December 16, 2021

12:00 - 1:00 p.m.



November virtual mixer – Are you taking risks?

By Terrance Puryear, team lead II



Jason Thomas

Our November virtual mixer host was Jason Thomas, director with corporate audit and advisory services who has been with the enterprise for 15 years. Jason kicked off the mixer by providing a dynamic presentation about the importance of taking calculated risks to foster growth and professional development. He offered three things to consider with taking risk:

- Pushing past fear
- Avoiding complacency
- Being intentional and assertive in creating your path and plan of execution

One thing that Jason shared that truly caught the attention of the participants was his perspective on the concept of time. Jason stated that, “you can’t have experience without time” and to view time as an ally that works with us in our journey to foster development and allow for growth. He went on to say that we should not rush through opportunities of development, but rather we should intentionally engage with them to ensure we absorb the wisdom and acquire the skills that moments of development can teach us. Jason also shared the value of our instincts and when coupled with sound advice and mentorship, can offer amazing utility as it relates to both personal and professional growth.



The November Mixer ended with a few hearty rounds of Speed Networking managed by the BlueNightsSM Mixer team. The participants were divided into breakout rooms to share introductions and discuss topics related to Jason’s presentation. As the breakout room participants rejoined as a collective whole, laughter and enthusiasm could be heard from all unmuted mics – evidence that we are at our best and experience memorable moments as we continue to creatively find ways to connect, share and grow together.

We hope that you will join us for our next mixer, taking place December 16 – [The New Emerging Marketplace hosted by Jeffrey Connolly](#).



Join BCBSM LDA!

BCBSM Leadership Development Association is part of the National Management Association and is open to all non-bargaining unit employees in Blue Cross Blue Shield of Michigan and its subsidiaries.

Here are just some of the reasons you should [join](#):

Expand your network

- All-inclusive networking with executives and leaders across the enterprise
- Networking at our BlueNightsSM Mixers with BCBSM LDA members across the enterprise
- Collaborate with enterprise-wide organizations

Elevate your career growth

- Exclusive access to our annual Dan Loepp event
- Access to exclusive events and webinars on professional development with award winning speakers, and executives
- Lead while serving the communities of Metro Detroit, Mid-Michigan and West Michigan

Enhance your professional development

- Mentorship with Blue Cross leaders across the organization, program starting 2022
- Win fun prizes by joining and engaging in professional development webinars, and eventually in-person events
- Opportunity to have your children or relatives win a scholarship by enrolling them in our national speech contest
- Access to additional Professional Development opportunities on the [NMA](#) website

Grow your leadership skills

- Volunteer at one of our chapter meetings or events
- Become a committee chair and help bring your ideas for BCBSM LDA to life and move up the BCBSM LDA ladder
- Challenge and test your leadership skills in a VP role
- Build your resume by becoming a BCBSM LDA leader

Click [Join Now](#) to become a member. For more information, you can email

NMAChapter141@bcbsm.com or visit [BCBSM Leadership Development Association – NMA Chapter #141 \(nma1.org\)](https://www.bcbasm.org/leadership-development-association-nma-chapter-141).



Sharise Hagan

BCBSM LDA President, 2020-2022

Our History: The National Management Association was organized as an association of foremen by Charles Kettering, an outstanding automotive executive and engineer, in Dayton, Ohio. The association expanded to include all levels of management and is now the world's largest management association. The NMA is a national, non-profit organization – with chapters throughout the United States – dedicated to the development and recognition of leadership as a mindset and practice across all job titles. Our local chapter BCBSM Leadership Development Association, was organized in 1986 and has over 1,400 members, non-bargaining unit employees of Blue Cross Blue Shield of Michigan and its subsidiaries.

PD Exchange

Keep learning and growing

By Veronica G. Beasley-Robinson, executive assistant to VP

Motivational public speaker Brian Tracy said, "Continuous learning is the minimum requirement for success in any field."



One of the biggest benefits of continuing education is that it can expand skills in a current job or help gain new skills in preparation for a career change. If you enjoy learning or are seeking a higher salary, continuing your education can be done at any stage of your career. Whether it's to improve proficiency in the workplace, improve promotion options, or learning new skills; continuing education has many benefits.

A key driving force increasing the demand for continuing education is current economic conditions and uncertainty in the global markets, especially during this global pandemic. It's during these times that many people seek to improve their skills to stay hired or find other job opportunities.

The benefits for employers who promote continuing education in the workplace include a highly skilled workforce, upgrading technology skills, impact on profits, employee satisfaction, profit on company benefits and identifying leaders.

Continuing your education helps employees to become more proficient in their current position or prepares them for a better chance at promotion. Acquiring additional skills and knowledge can benefit employees in many ways. A well-trained and well-educated workforce helps companies to achieve long-term viability and profitability.

Blue Cross Blue Shield of Michigan and its subsidiaries offer great opportunities to return to school and to keep growing. The benefit is available to active, regular employees, per calendar year, who work 20 or more hours per week.

To learn more about the Tuition Assistance Program:

- Blue Cross employees can visit the Human Resources tab in Oracle Cloud or email EmployeeBenefits@bcbsm.com
- Emergent Holdings employees can visit [Emerging Markets Tuition Assistance Program](#) or [Davenport University Emergent Holdings](#) page
- Employees can also email TuitionInsuranceEd@accidentfund.com



PD Exchange

Level Up Leadership Series – *Level 1: Reimagine Your Vision*

By Kaitlyn Sibai, vice president of professional development

On November 11, the BCBSM Leadership Development Association Professional Development team kicked off the **Level Up Leadership Series** with *Level 1: Reimagine Your Vision*. This was the first part of a four-part interactive series that will help participants become the confident leader they've always dreamed of. Throughout the four sessions, participants will discover how to identify their career goals, understand their strengths and opportunities, be empowered to step up like a leader even without a formal title, and so much more!

During the level 1 event, Kristie Stocker, CEO of Kinetik Edge LLC and an award-winning keynote speaker, success coach and leadership consultant, walked members through the three key components of vision: **desire, motivation, and creation**.

When thinking about **desire**, Kristie challenged the audience to identify what they really want from their professional lives, including what they are and aren't willing to do to get there. Kristie asked everyone to think about their **motivation** by pinpointing why they do what they do, including their talents, strengths, characteristics, challenges, and opportunities. Finally, Kristie discussed **creation**, helping members recognize what they need to do to make their vision happen. She encouraged everyone to think about what life will look like in one, five and 10 years down the road to help create realistic goals but she also said that we shouldn't let doubt slow us down.



Action Items:

- **Desire:** Write down your needs and intentions
- **Motivation:** Write down your strengths, challenges, and opportunities
- **Creation:** Write down your timeline and steps

Click [here](#) to watch the previous events.

TAKE
ACTION!

Look for future emails from NMAChapter141@bcbsm.com with registration links for upcoming events in the Level Up Leadership Series.

Level UP Leadership		
Topic	Date and Time	
Level 3	Realize Your Leadership Potential	Thursday, January 13, 2022 12:00 – 1:00 p.m.
Level 4	Realign Your Expectations	Wednesday, February 9, 2022 12:00 – 1:00 p.m.

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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BCBSM LDA Board Officers

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 VP of Finance: Charles Schultz
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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.