

YOUR COMPREHENSIVE GUIDE
TO ACHIEVE WORLD-CLASS RESULTS

THE SOLUTIONS ORIENTED LEADER



DR. RICK GOODMAN

John Leone is a solutions-oriented leader. He is one of the owners of International Liquors Tobacco and Trading (ILTT) and Heineken in St. Maarten, an island in the Caribbean Sea. He has always had his hand on the pulse of his employees, with a focus on family first and delivering world-class customer service.

When Hurricane Irma made a direct hit on St. Maarten on September 6, 2017, John's house was completely destroyed. His wife, Wendy, and their three boys huddled in the concrete basement, the only portion remaining of their home after the storm.

John told me he had backup plan after backup plan in case of an emergency on the island. But Irma was devastating. When asked what he was going to do, he told everyone he was going to rebuild! John told me the one thing he had to do was believe he could rebuild his house and his life. If he was ever going to convince his family and his employees, he had to believe it himself.

John collected everything they owned and could salvage, but most of their personal belongings were destroyed. John then made it a priority to share resources with neighbors, salvaging materials from around the island, including his own generator.

He used one of the generators to help his friend John Caputo, owner of Domino's Pizza on St. Maarten, to get his operation going again after it was destroyed in the hurricane. The generator John salvaged helped his friend get his business up and running, which enabled him to feed the first responders and the people on the island.

John also secured 100,000 liters of water for distribution to the people of St. Maarten as a contribution from Heineken.

The most common question everyone asked John, "Would the 39th Heineken Regatta take place in St. Maarten this year?" Six days after Irma, John Leone decided that the regatta would move

forward. This decision gave the people of St. Maarten hope—and his team a goal to focus on.

Being a solutions-oriented leader who focuses on results, John used the Heineken Regatta as a fundraiser to help foundations rebuild the island. John even cowrote a song and produced a music video with the band Orange Grove to help raise money for the people and businesses affected.

John's mantra to his employees: ***Be Positive, Be Patient, Be Smart, and Family First!*** When he says this, his employees look at him and ask if he's okay, because they know if John Leone is okay, they will be okay too!

That's what creating a culture of confidence looks like!

Where Does Culture Enter the Equation?

But would you believe that, to a large extent, your company culture decides whether employees act confidently or hesitantly? It's true. Your workplace values and vision can go a long way toward either cultivating or undermining employee confidence.

So, if you want to establish a culture that creates confidence, you may want to consider the following tips:



Help your employees build awareness of their strengths. The more comfortable they are identifying their own strong points, the more confidence they'll have acting on those strong points. In particular, you can encourage reflection and journaling, asking employees to spend time thinking about the workplace activities that most energize them; you can also