



MARTENSON  
HASBROUCK  
& SIMON LLP

# Leadership: Now More Than Ever

*Marty N. Martenson, Managing Partner*  
Martenson, Hasbrouck & Simon LLP

# #1 Show Up Everyday

- Physically & Emotionally
- Dependability & Accountability
- A story about four people named Everybody, Somebody, Anybody, & Nobody
- Eliminate lack of accountability, lack of ownership, lack of responsibility, finger-pointing, and blaming others

# #1 Show Up Everyday

- Next time you are in a situation with Everybody, Somebody, Anybody and Nobody... Be Somebody.
- **How?**
  - Use your talent
  - Emulate other's goodness/qualities
  - Take the first step

# #2 Communicate

- Be genuine
- Be Engaged/Inquisitive
- Example: Story of Lady Diana & the AIDS epidemic
  - Who will be the 2021 Lady Diana?
- **How?**
  - Engage new people
  - Listen
  - Learn
  - Do it often

# #3 Tenacity & Persistence

*“Don’t give up. Don’t ever give up.”* – Jim Valvano

- Success stories: McDonald’s, Starbucks, KFC & Thomas Edison
- **How?**
  - Use your God-given talent
  - Overcome fear
  - Work through obstacles
  - Trust yourself

# #4 Inspire

- Through authenticity
- Know your strengths and weaknesses
- Have a vision (see what other's don't)
- Examples:
  - The Elephant & the String
  - Potato, Egg, or Coffee Bean
  - Ice cream cup or cone
- **How?**
  - Look for opportunities to lead.
  - Just start.
  - Use your gifts

# #5 Stay Open to Criticism & Ideas

- Relying on others empowers them to lead
- Shows respect
- Shows flexibility & adaptation
- Allow for critical thinking
- Allow for process improvement

# #5 Stay Open to Criticism & Ideas

- Success stories: The Beatles, Van Gogh, Marilyn Monroe, & Henry Ford
- Don't let criticism destroy you
- **How?**
  - Keep your head up.
  - Anger destroys creativity.
  - Be objective about criticism.
  - Focus on your goals and objectives.



# Closing

- Pandemic
- Leadership opportunities around every corner
- Do one good thing a week
- Make a difference!



MARTENSON  
HASBROUCK  
& SIMON LLP

## Leadership: Now More Than Ever

Marty N. Martenson

**Martenson, Hasbrouck & Simon LLP**

2573 Apple Valley Road Northeast

Atlanta, Georgia 30319

Telephone: (404) 909-8100

Facsimile: (404) 909-8120

[mnmartenson@martensonlaw.com](mailto:mnmartenson@martensonlaw.com)

[www.martensonlaw.com](http://www.martensonlaw.com)