

3 on 13

3 things from EP
to make life
better.

MAY 13 · 2024

Emanuelson-Podas produces the **3on13 Newsletter** on the 13th of every month in the hopes of putting in your hands three things that will help make your life better. Entries may include quotes, reminders, jokes, random recipes, book recommendations, advice, or anything else that might make you think, make you smile, or make you a better, happier human being. **Got something worth sharing? Send it to 3on13@epinc.com**

1 | The Leadership Checklist

In the crush of our day-to-day work — or, as our friend [James Clear](#) calls it, the whirlwind — it's easy to forget about the “how” of our work. Good business leaders are intentional about *how* they go about their days and the tasks in front of them.

So. It's give-yourself-a-grade time. How are you doing with the following?

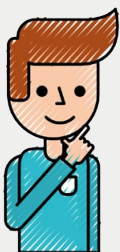
- **Lead by example:** Your team is watching. Are you modeling the right behaviors? Are you *intentional* about leading by example?
- **Bring positive energy:** Are you excited about your work? Even when stressed? How's your attitude? Would you want to work with you?
- **Encourage others to speak up:** Are you creating space for others to contribute? Valuing their input? Challenging others to bring up ideas or questions?
- **Communicate expectations:** Are you consistently clear? Are your expectations fair?
- **Provide feedback :** Are you helping others get better? Finding the right time and place — and the right approach — to teach and give helpful input?



Here's the reality: the simple things above — the basics — are the most important, and at the same time frequently the easiest to miss (or let go). Ask [Sheryl Sandberg](#), [Simon Sinek](#), [Brene Brown](#), [Patrick Lencioni](#), or anyone else who understands leadership development. **If you want to develop yourself as a leader, start by getting good — getting consistent — at the basics.**

2 | Tell Me a Story

Remember that presentation from a few weeks ago? You know. That one presentation. The one with the Powerpoint? And the words? And the talking? No? The truth is that most presentations are boring. Why? Because successfully conveying information is hard.

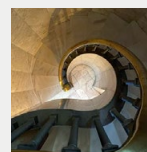


Research suggests that information wrapped in a story is up to **22 times more likely to be remembered** than a simple serving of facts. “But wait!” you say. “My presentation is about a product (or a service), and technical in nature, and a story is weird, and...” Bah, we say. Be creative. Create a story. You can use a case study, but sharpen it up to be more like a story. Tell a story about a product (or service) success. Heck, tell a story about a miss and the lessons learned. Make it personal. Make it exciting. Make it funny.

We can do this, people! Let's work harder. Make our presentations better. More memorable. Where to start? Just Google “[good presentation tell story](#)” and go from there!

3 | Odds and Ends:

- In Minneapolis this week? Check out [Doors Open Minneapolis](#), a weekend program that throws open the doors of 100 venues across the city. (Oh, and we're a sponsor). And then go to [Art-A-Whirl](#).



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