

This article will be well worth your time to read! It is written by Dr. Tim Elmore, founder and CEO of Growing Leaders. Dr. Elmore addresses opportunities that leaders are missing and how to fix those missed opportunities in 2021. At the end of this article is an opportunity to join a free webinar with a panel of brilliant leaders who will address ‘Leading When You Feel Like Leaving’ and a theme of “Where Do We Go From Here?” Whether you are in an education career or business industry, you will not want to miss this excellent interactive opportunity to find some ideas and answers in addressing our 2021 challenges. Enjoy this read from Dr. Tim Elmore!

Tony Piloseno, an Ohio State University senior, took a part-time job working at a local Sherwin-Williams store a few years ago. Unlike many employed college students, he actually enjoyed his work. In fact, he loved it so much he started a TikTok account just to show off all the amazing colors that can be made by mixing Sherwin-Williams paint.

People were so attracted to Tony’s posts he rapidly grew a massive following..... As his “tribe” mushroomed, Tony realized he was onto something and told his employers that the viral account is an example of what Sherwin-Williams could do on social media. He felt it would be a great way to attract a new, younger audience the store chain was not currently reaching. Tony actually pitched the idea for months,he got no interested listeners, no curious inquiries, no positive responses. What he did get was something he never expected. He got fired.

“They first accused me of stealing – I told them I purchased all my paint,” Tony told *BuzzFeed News*. “They made me answer a bunch of questions like when I was doing this, where, if there was anyone in the store while I was doing [filming]. There was never anyone with me while I was doing it.”

After the corporate offices visited his TikTok account, they showed him to the door.....

This story is a sort of case study on old-school versus new-wave thinking.....

When we’re uncomfortable, we default to: “That’s not the way we did it before.” While TikTok is among the newest social media platforms users are leveraging to market and tell their stories, Sherwin Williams has no official account. Despite the smoke screens the paint store hid behind, it is clear to me the company just couldn’t see beyond its own familiar methods.

When we’re scared, we become more concerned with protocol than progress. In the midst of a pandemic, it’s easy to shift into survival mode. When leaders do this,.....they miss opportunities to adapt and turn interruptions into introductions to new paths for progress.

When we’re seasoned, we assume young professionals are immature and don’t know much. When experienced leaders see a 21-year-old student,.....We think they don’t know what they’re talking about. Sadly, reverse mentoring is one of the best gifts a seasoned veteran can receive, allowing a young person who recognizes the new world of communication and influence to pass his or her intuition along.

I believe the company missed an opportunity when they fired Tony Piloseno instead of promoting him.

Leading When You Feel Like Leaving. In 2021, we must lead better. We must adapt better. We must think better. We must communicate better. Our problem, however, is we are weary. And we’re leading people who are scared and uncertain about the future including their health, their income, their families, and their work.

Registration is Free! Join leaders on February 17th from 11 am to 2 pm Central Time as they discuss ‘Where Do We Go From Here?’

Go to <https://growingleaders.com/leadingwhenyoufeellikeleaving/> to register. Guest speakers include, Dr. John C. Maxwell, Dr. Jean Twenge, Camye Mackey and Dr. Tim Elmore.

This article is written by Dr. Tim Elmore, CEO and founder of Growing Leaders, an international non-profit organization created to develop leadership and life skills in the emerging generations.

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Article Header

“Where Do We Go From Here?”

“Chasing Clovers”

By Patsy L. Maddy

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