

FIVE TIPS TO ENSURE CUSTOMERS LEAVE WITH EVERYTHING THEY CAME FOR!

STRATEGY

ROCK ON:

SPEAKER, AUTHOR,
AND ENTREPRENEUR,
DAYNA STEELE
IS THE FIRST LADY OF RADIO

ACTIVATE YOUR Front-Line Managers

CEO CORNER:

ACHIEVE GROWTH STRATEGIES
IN FIVE MONTHS OR LESS
WITH BRANDON SMITH

8

STEPS

TO CREATE AN ACTIONABLE

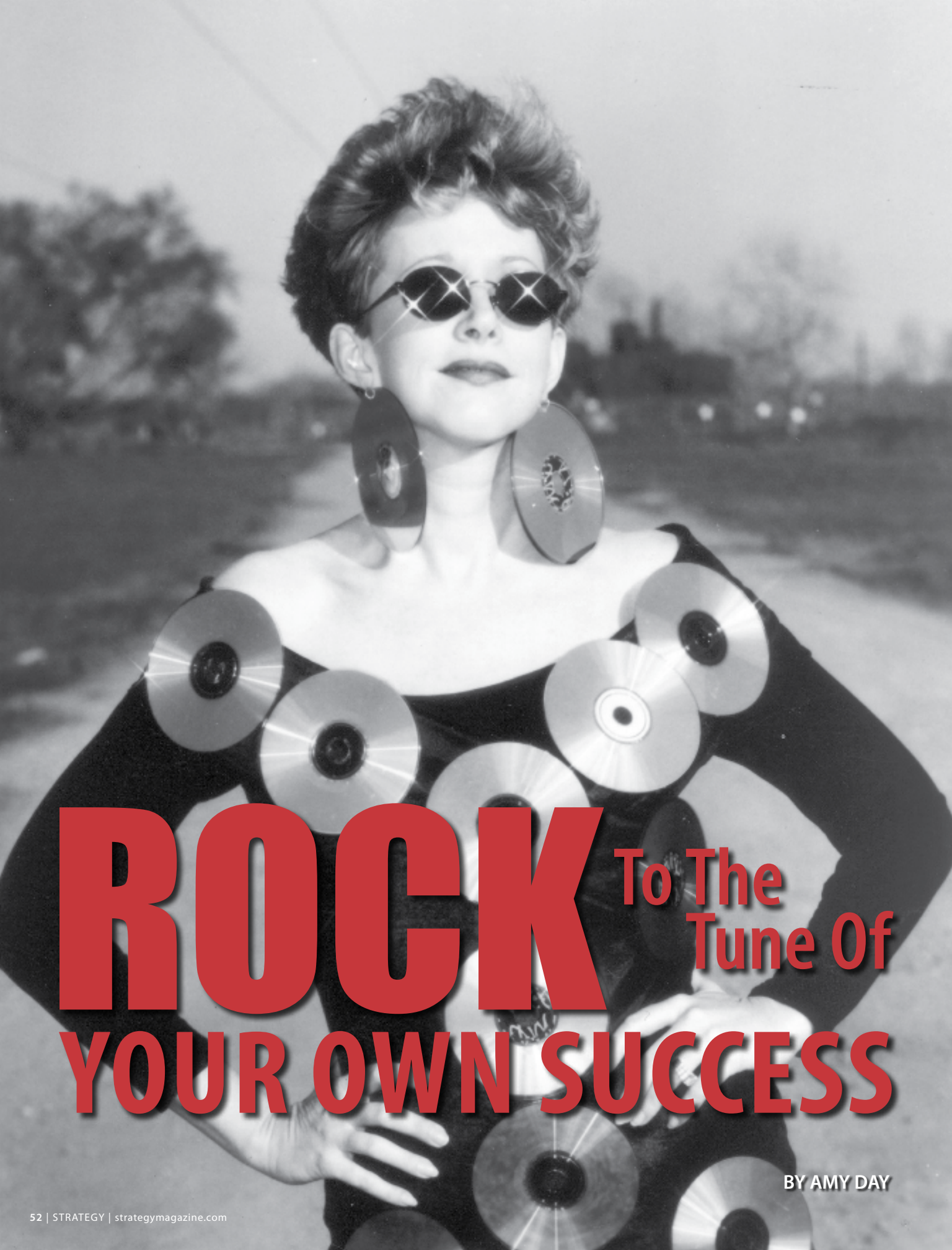
CORPORATE WELLNESS PROGRAM

“Wellness is an active process
of **BECOMING AWARE OF**
and making choices toward
a more successful existence,” says Leah Tiller...

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+ Exclusive Interview with Aimee Mullins, Imperial CEOs,
Pros and Cons of Going Green, and More



ROCK To The Tune Of YOUR OWN SUCCESS

BY AMY DAY

When you think of some of the biggest and brightest minds from which you can learn the ins and outs of doing business, names such as Warren Buffet, Bill Gates, and Mary Kay Ash are probably at the top of the list. But what about Gene Simmons, Sammy Hagar, and Steven Tyler? Yes, you read that right. You might not immediately go toward some of the biggest names in rock and roll, but there is good reason why you should.



DAYNA STEELE WITH GENE SIMMONS

Q What is the best lesson
YOU LEARNED THE HARD WAY
that will save future execs from some pain?

Dayna Steele, wildly successful entrepreneur and motivational speaker, who is best known as Houston's "First Lady of Radio," agrees. So much so that she wrote a book that talks about just how much a professional such as you can learn from these thought-to-be-reckless well-knowns. *Rock to the Top: What I Learned About Success from the World's Greatest Rock Stars* is an inside glimpse into the world of rock and roll from Steele's backstage point of view. While you won't find a divulgence of raging parties and secrets that even the paparazzi don't know about, you will find some of the most sensible, yet profound business advice available today. And who knew it would come from Hagar et al?

And, You Are?

Dayna Steele's entrepreneurial spirit came at a young age. She was always trying to find ways to make money and get ahead in life. If she could, she would set up a movie night in her backyard and not only charge the neigh-

borhood children to come in, but for the popcorn and soda pop as well. Even her Barbie dolls told the story of a little girl who would rather "play office" than play dress-up.

In her early twenties, Steele joined KLOL Radio in Houston, Texas and climbed the ladder quickly. "I hung out with the rock stars and celebrities," she remembers. "I was quoted in newspapers and industry magazines across the globe, and I was often fea-

tured on television. The radio microphone opened doors all over the world for anything I wanted or needed."

Radio came naturally for Steele. She was outgoing, entertaining, and had a mind for organization...yes, organization. In her book, she describes just how organized one must be in order to make a living playing music: "I would go through the music scheduled for my show and have all the CDs stacked in order together with the commercials and any promotional cards I needed to read. I also put together a plan, a show sheet, where I wrote down what I was going to talk about each time I turned on the microphone."

As an entrepreneurial-minded individual, Steele knew she wanted to be successful and make money, even at a time when making money in radio wasn't a likely prospect unless you made it to the top. And that's exactly what Steele intended to do. She wanted to learn more and get more from the famous-DJ experience than just living the lifestyle.

Don't get cocky
with success.
IF YOU STEP ON TOES,
people will remember that.

A

Q

What is one opportunity
YOU SEE IN THE MARKET
 you would be willing
 to share with our readers?

“Even though radio was fun, it was a business and I needed to look at it that way,” recalls Steele. “People thought I was uptight, but I was just taking it seriously.” In doing so, Steele built a powerful contact list with some of the most famous people in the world. But who knew that her autograph book was being used for more than just to preserve Joe Perry’s John Hancock...it was also her notes on how to live (and succeed) like those rock stars.

I’m With the Band

“I met influential people in the music industry just like you would (or should) in any industry—through networking,” says Steele. “When you are out there networking, you are going to run into people constantly. You have to work with them, talk to them, and interview them to find out what really makes them tick.” Steele goes on to explain that it was always crucial to be prepared, even when she didn’t think she would have

a need to be prepared, quite simply because you never know who you are going to run into and the opportunities that might present themselves.

Those opportunities that Steele did not let pass her by led her to long-lasting friendships with the likes of Gene Simmons (who also happened to have written the foreword for her book), Sammy Hagar, and Steven Tyler. Having an active role in a band’s pro-

Quality First

As an entrepreneur or businessperson in general, we all know how important quality can be, but sometimes the principle gets lost in the words. So think about your product or service like a rock star’s piece of music. Speaking of a piece such as Eric Clapton’s Layla, Steele says, “...if it’s done right, it can be a piece of music that is played over and over, eventually becoming classic rock. Deliver a quality product or service, be a quality person, and demonstrate quality leadership. Quality translates into long lasting classic rock.” What could be more profound than that? And then leave it to Steele to follow-up a serious note with humor: “There are no shortcuts in maintaining a quality reputation. You don’t want to lip-synch. Just ask Milli Vanilli.”

Get Out There

Steele speaks highly of Jeff Crilley, a Dallas-based television anchor who recently released his own book, *Free Publicity*. In it, he says, “Very rarely does the daily news-

**Girls can be scientists, astronauts,
 engineers, mathematicians...
 WHATEVER THEY SET THEIR MINDS TO.
 Your daughter is a lot more likely to be a
 scientist than a princess,
 so put the tiara away
 and buy her a microscope.**



motion, but a passive, on-looker role in the way each band conducts itself, Steele was able to sit back and truly observe the things that go into making a band...a successful band, that is. “When it came right down to it, these guys were running their bands just like entrepreneurs, and highly successful ones at that,” says Steele. “They followed the rules, they put their egos aside, and they got their hands dirty. If they really wanted to make it, that’s exactly what they did.”

The Message

All 131 pages of Steele’s book are filled with inspirational, ‘aha!’—qualifying advice. So, I asked Steele if I could pull out some of the lessons that made the biggest impression on me to feature here. With her blessing, here are my top five.

paper have blank pages or the television anchor come on saying, “Good evening. Nothing happened today. Good night.” The point? Steele finishes it off saying, “These days, there is a lot of space to fill in print, television, and radio...might as well be about you.” So get out there and promote yourself...the rock stars sure aren’t afraid to do so.

Knowledge is Power

To know your own industry is a must. To know a little bit of everything is power. Keeping yourself well-read and on top of current events will not only help you through conversations at dinner parties, but will promote your reputation as a well-educated, well-rounded, and capable individual. Steele says: “Know a little bit about everything. Read the paper, watch the news, and pay attention to what’s going on around you, not just in your passion but in the world in general. Knowledge equals power and power equals more choices, no matter what business you are in.” Gene Simmons does it. So should you.



DAYNA STEELE WITH ZZ TOP

All We Need Is Love

Of the myriad lessons there are to learn in Steele's book, I asked her simply if there was a key take-away she hoped readers would get. "I would say that you have to love what you do," she says in a lower, more serious tone. "Look at Aerosmith. They made it to the top—not once, but twice. They loved it and it showed and they are still going strong. True entrepreneurs will have that hunger for success and they will work just as hard as a rock star to see their name in lights. But you got to love it.

"I learned early on that you have to love what you do. I was playing the same music that everyone else was, but I was well-read and knowledgeable. I took it seriously and I invested myself into the process so that I had more to talk about and I understood more so that I knew what and when to ask. Whatever your industry, this is huge. Read everything about your industry. You need to be knowledgeable with the goal of being more knowledgeable than anyone else around you."

The Show Goes On

Entrepreneur, speaker, author, and mom... Dayna Steele does it all. How did she get to be so successful and accomplished? She'll tell you herself—she learned a lot of it from the rock stars.

You can do it too. In the words of Dayna Steele, "[The best part] of all, your fate doesn't lie in the hands of a record company or band manager. It lies in your own, very capable hands." ■

Personalize Your Message

If you've ever been to a rock concert, then it is very likely you have heard the star of the show say, "I love you," "You are the greatest," or "Thank you." The importance of these words may not seem readily apparent, but consider the words. It's all about "you." A rock star knows how to tailor his message, to captivate the audience, and make each individual feel as though he is talking directly to him or her. You must do that with your marketing message. "Making a connection with your audience, whether it's a thousand people or one, makes for a lasting impres-

sion," advises Steele. "Give each and every person in your audience your undivided attention. Speak directly to them."

Be Thankful

You got where you are because of other people. Simple. Be Thankful. Take it from Steele who would thank every rock star, record producer, publicist, and manager for anything thrown her way with a handwritten note: "Never underestimate the power of a handwritten thank you note; It is one of the most powerful tools in your business arsenal."

Steele's Continuing Success

Even as this article was being written, Steele was creatively constructing two fantastic initiatives: Smart Girls Rock and Operation National Anthem. The first is a project dedicated to educating young girls about being "all they can be." And while, yes, they can be in the Army, Steele's passion is advocating interest in the subjects of math and science with the end goal of proving to those young girls that smart IS beautiful. For more on how she is achieving this goal, visit www.smartgirlsrock.com.

As for her second project, Operation National Anthem is one that is sure to strike patriotism into the heart of any American. A friend of Steele's, a Jamaican contractor, who loved our national anthem deeply and was excited



to hear it played at a major sporting event, instead had a very disappointing experience. He relayed to Steele that when the anthem was played, no one even paid attention, much less showed respect.

Steele went to work. She garnered the permission of a commanding officer and recruited 12 soldiers who were at the time home on R&R to assist her in making in a video. There was a dialogue to be had and Steele put it out there. From the mouths of those serving our country, the citizens filling the seats in stadiums, arenas, and gathering spaces of all kinds will be asked to stand and reverently pay attention to the tribute. Twelve videos are now available for download, for free. If you know of a space that could use this type of reminder (and we all do from time to time), then visit www.operationnationalanthem.com. p