



**Address to the Greater Miami Jewish Federation's  
OLAM Seminar**

**Given by Mark B. Rosenberg  
on April 28, 2010**



*These remarks were given at the GMJF Organization for Leadership Advancement in Miami (OLAM) Seminar on April 28, 2010.*

Thank you, Jacob and Olam!

We are in very challenging times. We are in reset. Yes, I understand, the economy is on rebound. But reset is driven by other factors – particularly technology integration of human and machine cognition. Six out of ten jobs were not around in 2004.

As leaders of your organizations, you have significant challenges. Today, I want to focus on how to manage these challenges. My message is to promote what I call approachable leadership that creates a friendly welcoming environment, solves problems and seeks excellence.

In the context of these challenges, I always think about my mom's experience in concentration camp...enjoying the basics is critical! Recognizing that we have meaningful work is critical! You have it! This clearly is a new era. We are all in reset! We have several major challenges that we will address with success!

1. **Challenge of managing ourselves – integrity is critical.** Values are critical. Empathy is essential.
2. **Challenge of managing talent surrounding us.** Figuring out the assignment is critical and motivating each to higher and higher levels of achievement and satisfaction are critical.
3. **Challenge of managing a Federation with a reduced budget. Challenge of working in an environment where philanthropy is being redefined!**
4. **Challenge of managing expectations!** Figure out the differences

Let me tell you what I told my team when I started. In this New Era: My team will be characterized by pro-active positive student and innovation-oriented people who can collaborate and foster goal oriented teamwork. If you can't find ways to collaborate, and to be goal oriented, you are in the wrong place!

A key to this will be alignment: around values and around messaging. What are your values? What is your message? Values will drive this New Era:

1. Quality
2. Competitiveness
3. Financial Security
4. Accountability
5. Relationship building-bridge building
6. Teamwork
7. Leading by Example
8. Telling the story

Our message: It will be characterized by approachable leadership that creates a friendly welcoming environment, solves problems, and seeks excellence.

For you in the Jewish Federation, you are needed more than ever. You cannot fail. However, if you do not reset, do not reset your values and your message, and most of all appreciate the meaningful work that you have, you will not meet much less exceed your expectations and those of the community!

Live life and know that you have meaningful work!