



PROJECT 24

Executive Interview Series

Summer 2016

Spotlighting: Founder & CEO of Remarkable!

Dr. Randy Ross

REMARKABLE!

Employer: Remarkable!

Position: Founder, CEO, and Author

Dr. Randy Ross is Founder and CEO (Chief Enthusiasm Officer) of Remarkable! - a consulting and advisory firm specializing in team development and organizational health. As a consultant and keynote speaker, Randy encourages people to live up to their full potential, challenging them to make a positive difference in the lives of others. Randy is a “craftsman of culture” and catalytic coach who inspires elevated performance in individuals and organizations. Dr. Ross is also the author of Remarkable!, a leadership parable that illustrates the power of applied axiology (commonly called value science) to guide organizations toward the creation of a more compelling and collaborative culture based upon value creation. Randy co-authored Remarkable! with David Salyers, VP of Marketing for Chick-fil-A.

Before founding Remarkable!, Dr. Ross was VP of Recruiting for HomeBanc Mortgage Corporation and later served as the Chief People Officer at North American Automotive Group.

A graduate of Baylor University, Randy also holds two advanced degrees from Southwestern and understands the opportunities and challenges of corporate America. He has traveled throughout the United States and internationally as a speaker, consultant, and coach, building teams and developing leaders.



Dynamic speaker, value-creator and focused father

accurately describe Dr. Randy Ross. Married to wife LuAnne, the Rosses believe in creating value personally and professionally and live every word they teach. Together with their children, (Ryan, Lindsay, Jonathan, and Colton), they enjoy outdoor activities, vacationing as a family, and serving in the community.

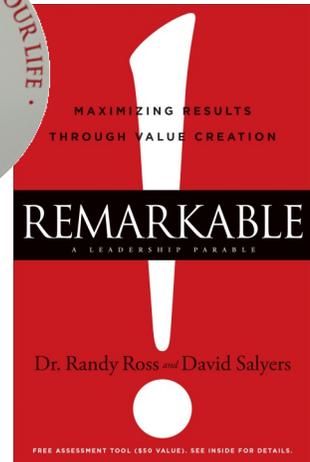
Randy is active in church, community, and civic organizations. Dr. Ross serves as a Board Member of The Jewish-Christian Heritage Educational Foundation, as well as Reach Out & Read Georgia and Ministry Ventures.

Married to LuAnne

4 Children

Favorite Recent Vacation?

Traveling to Israel with his son



Dr. Randy Ross at a Remarkable! Training Session (left) and his book, Remarkable! (right)

Business as usual. It's conventional, operating within the established norms. It's predictable, delivering the expected. It's ... safe. There are millions of organizations doing business as usual. **But, business as usual will never be Remarkable! Remarkable means notably or conspicuously unusual; extraordinary; worthy of notice or attention.** The effect is that those who work for and those who benefit from these people and organizations find themselves with an irrepressible desire to "remark about them!" What is it that these folks know that others seemingly do not? How does their view of the world lead them to think and behave differently than others? When faced with the same opportunities and challenges, how are their choices different ... and why?

Q: With so many different demands for your time in both your personal and professional life, how do you prioritize everything? Are there tips, techniques or habits you've developed to manage how you spend your time?

A: "When it comes to managing time, there are no easy answers. The use of time is a reflection of priorities, pure and simple. You find time to do that which is of value or important. However, I learned a long time ago that it is critical to build margin into my schedule. Margin allows me to respond to the unexpected. That is not to say that the unexpected or urgent is always important. Time management is about discerning what I *should* do among the array of things that I *could* do. Margin is ample time for thoughtful reflection and time that is specifically designed to pursue conversations, relationships, and endeavors that create value. No matter how much I may feel I have mastered my calendar and expectations, there will always need to be room to respond to opportunities for which I could not have planned or anticipated. The same is true for money. If I do not consistently and conscientiously set aside resources, but continue to live at the level of my means, I may miss the chance to invest in opportunities that come my way for which I haven't planned. Margin is important to consider whenever you are allocating your resources, whether it be time, talent, or treasures.

“The use of time is a reflection of priorities, pure and simple.”

“The single biggest challenge in parenting today’s youth is the **paradox** that our youth are more **connected** **technologically** than ever, yet more **disconnected** **relationally** and **emotionally.**”



Dr. Randy Ross with his children and wife LuAnne

- Dr. Randy Ross

Q: What secrets can you share that have helped you both protect and grow your marriage while balancing career demands?

A: “Three words: love, respect, and deference. Love means embracing another unconditionally. It has been said that you cannot truly love someone if you are trying to change them. You have to choose. There have been times that I have tried to change my wife. In those times, I can assure you that she has not felt my love. Respect is also important. It involves honoring another enough to validate their thoughts, opinions, hopes, and dreams. When I seek to create more value for LuAnne than I take away, then I am investing in building a healthy relationship. I want to create more value for those around me than I take away.”

Q: What is the greatest challenge in parenting today's youth?

A: “I believe the biggest challenge is the paradox that young people are both connected and disconnected. They are connected to the internet and have access to immediate information. They are connected internationally via technology. However, at the same time, they are disconnected relationally and emotionally. They no longer have to come to their elders to gain information — they can simply ‘Google’ it. This sense of independence often makes developing a relationship with them difficult.”

Q: If there's one "life lesson" you can choose to pass on to your children, what would it be and why?

A: “Seek to learn something from everyone you encounter. Some of life’s greatest lessons will come from the most unexpected sources. There is something you can learn from everyone if you are only willing to seek it.”

“I want to create more value for those around me than I take away.”
