



**DAVE SCHIOLER**

## **VISION - AN INSTRUMENTAL INGREDIENT IN BUSINESS & LIFE SUCCESS**

It is difficult to find a person who became successful out of pure luck. On the contrary, most successful people have vision. It normally follows that a business will be much more successful when it has within it *visionary leadership*.

I like to think of vision as a mental map that will allow its holder to persevere and achieve well beyond the norm. It is well known that Thomas Edison failed miserably thousands of times until he ultimately invented the light bulb. Michael Jordan got cut from his high school basketball team - and then look what happened. The NHL banned Bobby Hull from participating in the famed 1972 Canada-USSR Summit Series - and then the WHA was born & the Winnipeg Jets, Edmonton Oilers and other teams ultimately became NHL franchises. On June 12, 1964, Nelson Mandela received a life sentence for committing sabotage against South Africa's apartheid government. Avoiding a possible death sentence, Mandela later became President of South Africa. Beyonce Knowles left Denstiny's Child to reach out on her own. There can be no doubt that all of these individuals had vision.

What about vision as related to success in business? Bill Gates dropped out of Harvard to pursue a dream & build Microsoft. It is surely difficult to argue that Warren Buffet doesn't have vision! In fact right here at home we have current visionaries who have become winners and sensations. Just look at what Brock Bulbuck is doing at Boyd - what Harvey, Albrechtsen and Tolaini continue to create in trucking and beyond - what Diane Gray will do with CentrePort - or what Mark Chipman has done with and has planned for True North and Winnipeg. Our own industry - the business of insurance - is also currently realizing the benefits of visionary leadership on many fronts.

Good businesses have missions inclusive of the what and who of their organizations; but vision is something different - something more. The why and

how of things should always be found in a company's vision statement. And the goals and necessary actions of a business should inevitably change over time if the organization is to adapt and remain successful. Therefore, vision statements should be reviewed and revised from time to time as required so as to develop and meet the changes sought and needed.

At IBAM, having a visionary board of directors has enabled us to grow substantially over the last few years. When I started at the Association approximately ten years ago, the then board of directors had a specific and unitary, Kevin Kostner mindset believing; 'If you build it they will come!' Well we did & they have. Following this paradigm, IBAM methodically took action - obtaining the necessary resources (both human & monetary), developing and following aggressive marketing plans, playing the right politics and playing politics right - and helping member brokers with visibility in their communities.

It is of note that one of the more significant IBAM mission pieces is 'to ensure that Insurance Brokers are the primary providers of insurance services in Manitoba.' This mission has been continually realized over the years, but this has only been the case due to the underlying and overriding IBAM vision - maintaining IBAM's role as *the* Industry Authority in Manitoba - Advocating Change and Ensuring Choice for Manitoba insurance consumers. IBAM would clearly not have achieved its lofty and continuing objectives without the collective vision and wisdom of its Board and membership, who have together always displayed a willingness to be bold. Acting in the interests of Manitobans has been the key - and that is the why and how!

*DAVE SCHIOLER IS THE CEO OF THE INSURANCE BROKERS ASSOCIATION OF MANITOBA (IBAM), ITSELF WITH 2,000 MEMBERS, A MAJOR PLAYER IN A CANADIAN NETWORK OF APPROXIMATELY 36,000 PROPERTY AND CASUALTY INSURANCE BROKERS.*