

# BEST of SUCCESS

# THE HEART OF YOUR BUSINESS: BUILDING LEADERSHIP THROUGH ADVERSITY

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**BEST**  **of**  
**SUCCESS**

# SHAMROCK BORN OUT OF ADVERSITY

I took over in 2016 after my fathers passing

- o Started in 1977 as a handyman service
- o Electrical, Roofing, Decks, Carpentry
- o Hard work, labor: we did it all

Casting a vision

- o Creating a vision of what Shamrock will be
- o Implementing technology and modernizing
- o Building teams and provide them top notch support
- o Marketing support and leads
- o Production support and trucks



# THE EARLY YEARS

## Growing the Modest Team

- We were consistently at \$3Mil to \$5Mill
- I still hadn't built the right team yet

## Philanthropy: always been apart of our mission

- Roofs4Heroes
- American Heart Assocation

## Heart Failure -- From a Sinus Infection?

- Lead to Heart Failure in 45 days
- Code Blue - LVAD



# THAT WAS THE BEGINNING OF SIX SURGERIES:

And Building the team

## Absent a Leader

- Many employees left me for dead
- Some stepped up; grew to leaders
- All were impacted

## As a Servant leader my roll is to devlope & Coach

- Singularity of focus, resources & energy
- Leadership is about emotional intelligence

## Building with the end in mind

- Succesion planning
- Ensuring this organization would outlive me



# GROWING LEADERS BY LEADING

## BUILDING LEADERS

### Leading the Team from the Front while on Batteries

- Building with the end in mind
- Succession planning

### Lessons from the perspective

How do things work if I'm gone?

- "Burning the Boats"
- Failure not an option



# LEADERSHIP BUILT ON CULTURE OF LOVE

Excelling through training

Financial health is only one measurement

- Just Imagine.... Your Leader is Dying
- Love & compassion for all

Shamrock grew extremely quickly

- Marketing and personal development
- Hired the best trainers, brought to HQ



# GROWING SHAMROCK NATION

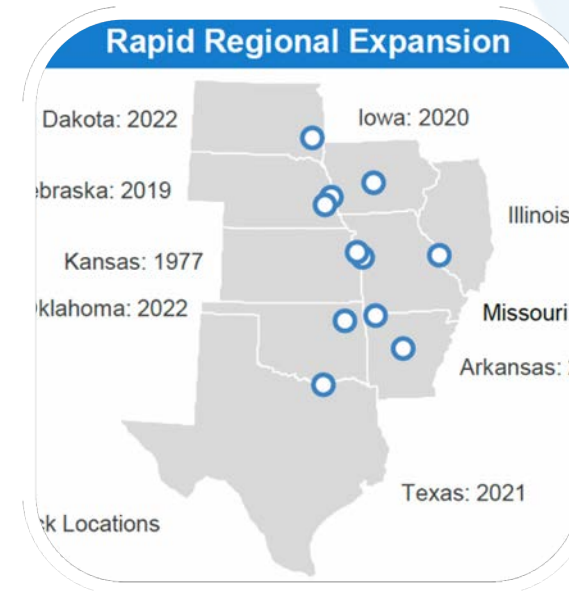
From Humble beginnings to 11 locations

## Building out the Hub & Spoke Model

- Each location identical, 3 hours from HQ
- All sales training replicated
- Production centralized

## Repeatable proven system of opening new offices

- We started outgrowing ourselves
- Our Banks, our CRMs, our own process
- Controlled growth, selective locations
- Trained the staff to operate it without me





# INFLUENCE THE LEADERS - BE OUTFRONT

360 Reviews- Keep the gun pointed at me

Set yourself apart: Be Exceptional

- Become the subject matter expert
- Stay relevant in your space

Empowering Employees: Fostering a culture of leadership

- Hiring A-players
- Build up B- Players

Leadership Training Programs:  
Investing in the future

- Ensuring growth is a team effort
- Leading with heart



# GIFT OF LIFE ... While On Deathbed in ICU

Heart Transplant - 3yrs on LVAD

I received the gift of life Dec 11 2020

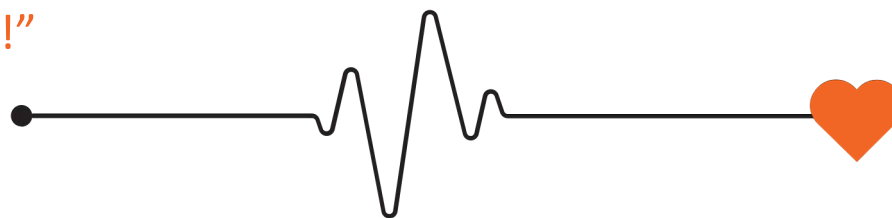
- o “Drums” a Heartbeat!!
- o “Healing, More Appointees- Introspection”
- o Going home in one week!

Heart Medication and Maintenance

- o Pills – living on meds

Getting adjusted to the “new norm”

Doctor said, “new heart, less stress!”



# PURPOSE DRIVEN LIFE

## Now what?

I waited for 3yrs .... New Goals

- o “Less Stress”!! .. I run a roofing business
- o Bought big Lake house and 2 boats (mistake)

## What do I do next?

- o Do I sell the business?
- o Focus on family quality time

## Life is about giving back

- o BE THE LIGHT for someone else

## Inspiring others through my own experience

- o To live for the greater
- o Dreams build dreams



# GROWTH - GRAVITATES DEALS

## Winners want to be around WINNERS

89% growth over a 3 year period

- Outgrew local banking relationships/Capital Structures

Founded my own Family office Mindspring Ventures

- Growth
- Our own “virtual” family

Shamrock Vision Quest \$250Mil

With more I can give back more



Growth by Year



MindSpring Ventures

RINGING IT UP  
Prairiefire sets date to pay late interest

The development will pay what it owes on bonds Overland Park issued to help construction. THOMAS FRIESTAD, 6

# ATTRACTING MORE DEALS - SHAMROCK PLATFORM

## Defining Clear Goals:

- Acquisitions and Greenfield markets

## Creative Structures

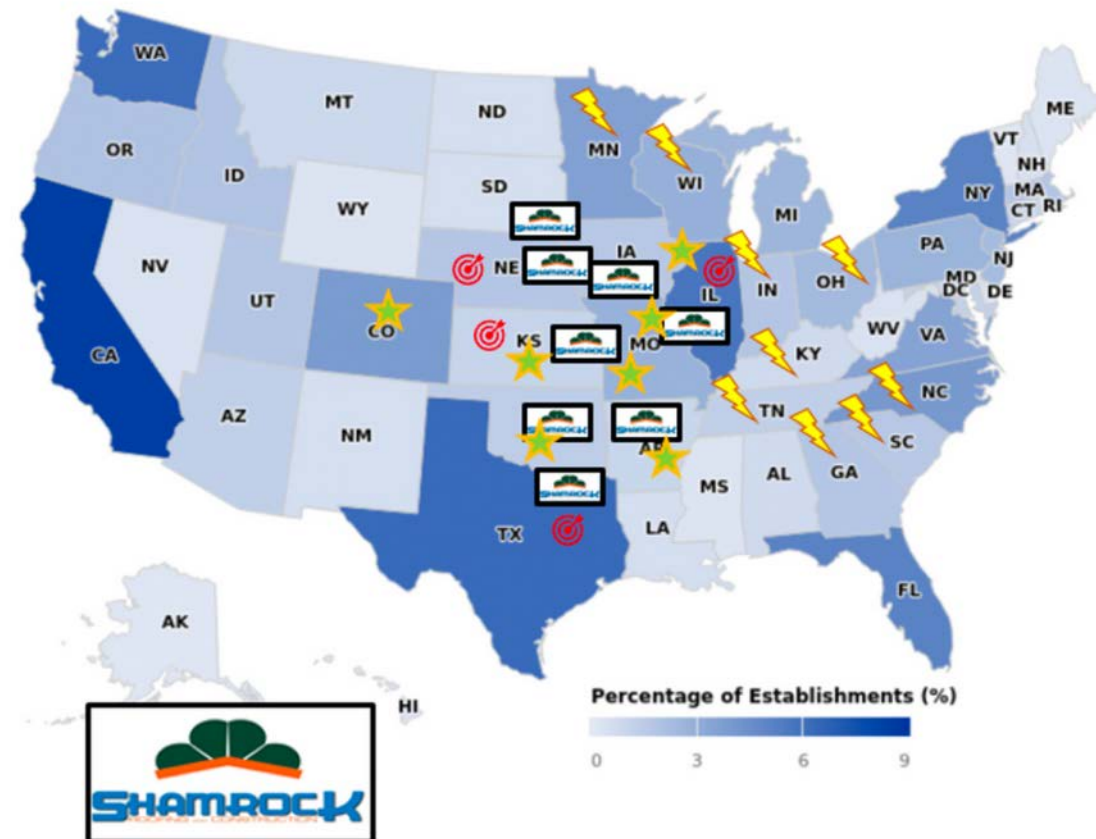
- Deal Structure
- Capital Structure

## Clean business = Incentives

- Paying more for Institutional grade companies

## Expanding our market

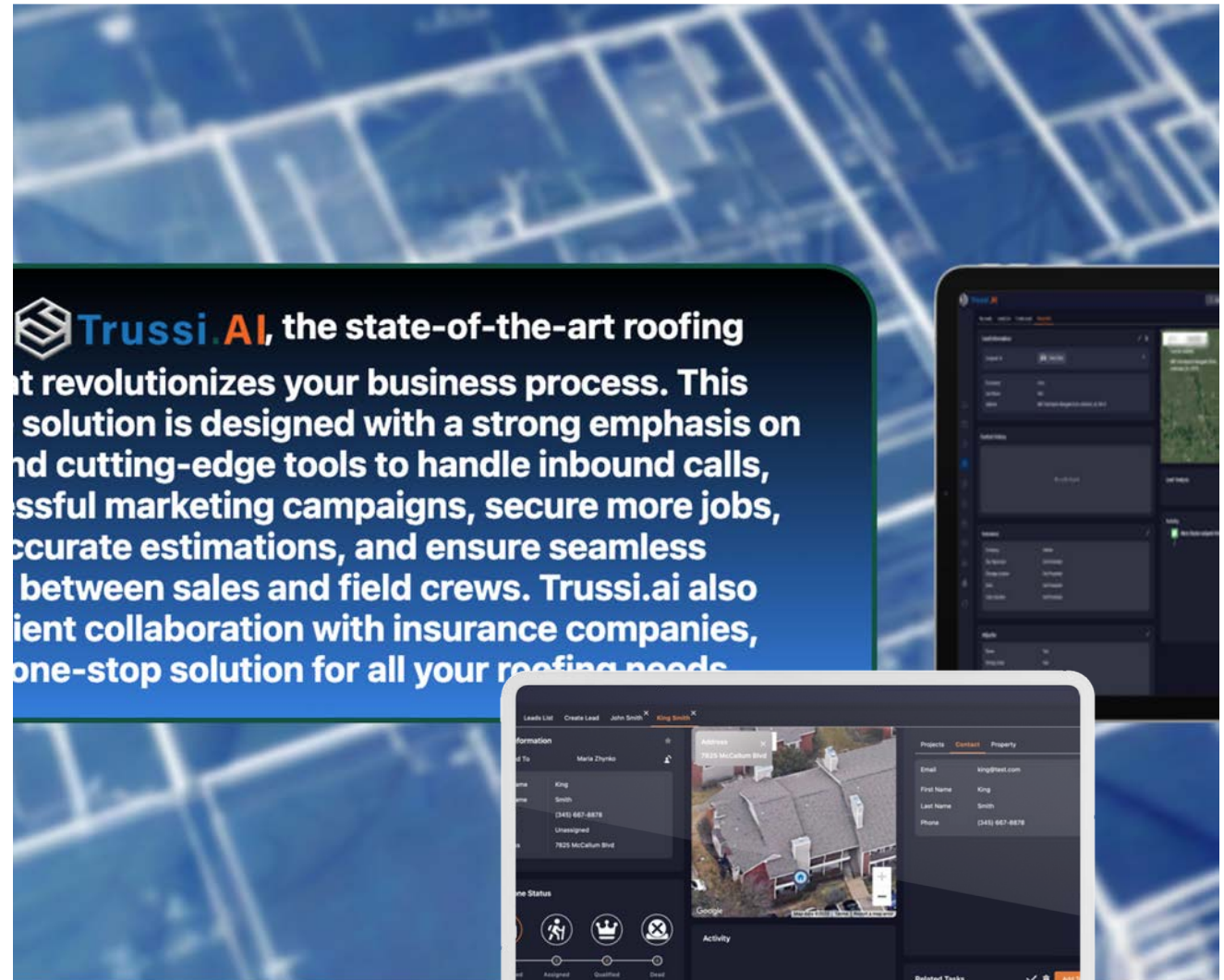
- Combining other companies into conglomerate



# INVESTING IN TECH THAT RUNS OUR ENTERPRISE

## ERP/CRM + ONE SYSTEM

- Managing Growth effectively
- Executive Dashboards
- Weather impacts overlay with  
Cole Data/ our Data
- Instant alerts to property owners  
of damage
- Procurement of material with  
suppliers
- Integrations with NetSuite
- optimizing marketing channels



# Be Intentional, Be Purposeful

Decide every day where you were going to put your best efforts and where are you going to focus your energy.

Every single day you must design your focus intentionally

God has a plan for you and make no mistake, so does the adversary. When you are not intentional with your time, choices, and resources, are are not driving your mind and your heart down the right path.

There will be more than enough distractions to pull you off your course and away from your purpose.

Today, I have grown professionally and financially through lessons learned and prosperous succession planning. Waiting on a heart transplant in ICU, I have now made the most of my second chance.

You are influenced.

You are qualified.

Life is fleeting.

Take advantage of each day!



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