



**PADDY SPENCE  
THOUGHTS ON LEADERSHIP  
JULY 23, 2018**



# DARE TO BE DIFFERENT

Pick your path based on your own goals, not others'.

Some of the most rewarding opportunities are often overlooked

For me, that approach extended to:

- Academics
- Athletics
- Career





# LEAD WITH EMPATHY

So much of our perspective  
is a response to what we've  
experienced

At each stop in my career,  
I've had experiences that  
shaped my view of  
management

Some of the best learnings  
are what NOT to do

Always ask yourself, "how  
would I like to be treated?"





# FIND YOUR INSPIRATION

Identify people,  
brands and  
organizations whose  
values you share, and  
who inspire you

Seek out mentors, in  
each area of your life  
where it can help you

As your goals evolve,  
so will your sources  
of inspiration



Mark Retzloff  
Organic Food Pioneer



Kaela Stephano  
Teen CrossFit champion



Sheryl Sandberg  
Facebook COO



Noc 167  
Graffiti pioneer



Keith Haring  
Graffiti pioneer



# GROWTH MINDSET

The concept of the “growth mindset” is that hard work, not talent, creates success, and that we can continue to learn.

This promotes continuous improvement, in a world where many stop seeking to learn and improve.

Set long term goals, and keep evolving them.





# OPINIONATED BUT FLEXIBLE

Stability enhances productivity – change is great, but too much change becomes chaos

Stay the course, until presented with compelling information to the contrary

Balance intuition with fact-based decision making

- Qualitative insights + supporting quantitative data = truth

2010  
Diet Soda alternative  
(complement)

2018  
The future of Soda  
(replacement)





# LEARN FROM THE BEST

Your development has a lot to do with your peers

If you're among the best, you'll perform your best

Work ethic counts – “just hang on”

Identify the habits of people whose success you admire in a given field





# DEFINE YOUR VALUES & LIVE BY THEM

Gratitude - life is uncertain, and I feel fortunate for the experiences I've had



Connecting – connecting with others brings meaning to my life

Balance - “work to live,” not “live to work”

Risk-taking – trying to do things because, why not?

Helping – changing people’s lives for the better is the most rewarding thing I can do

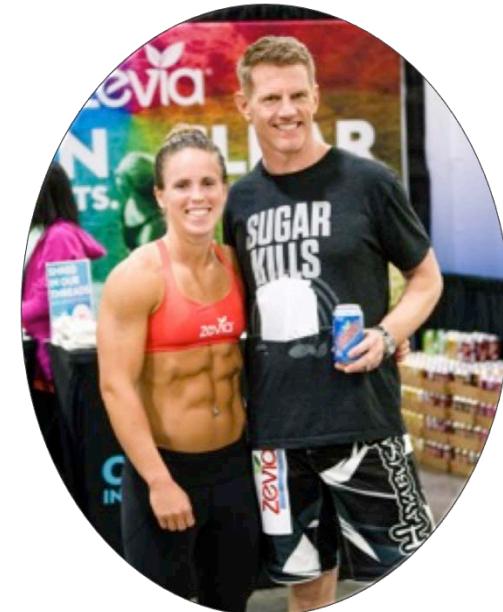




# FIND YOUR PURPOSE

In 2001, my wife Jerra and I went off sugar, and it changed our lives

My work at Zevia is an extension of my personal passion – I want to help others “get off sugar”



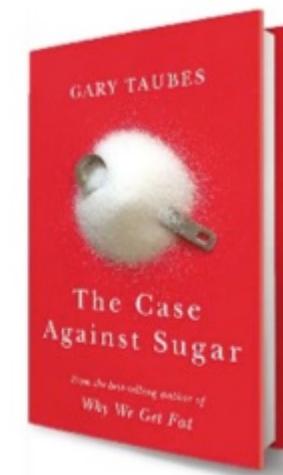
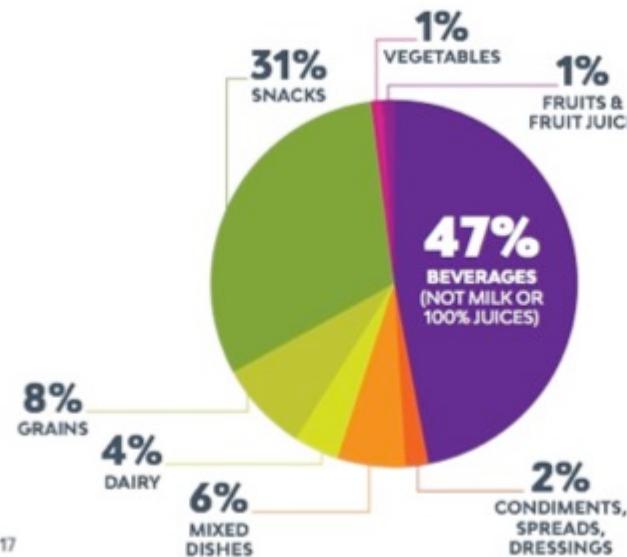
Excess sugar consumption is one of the defining public health challenges of our time

**74%**

of packaged foods in **supermarkets** contain added sugar



Mintel Interview, Beverage Daily, 7/12/17





# BE RESILIENT

Life will give you black eyes

Figure out how to learn from the experience, and come back stronger

Frustration can be a motivator

Visualize success



# **THANK YOU**