

# Swing For The Fences

IPMA Executive Seminar  
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# Baseball as a Second Language

Left Field      Pitch      Ballpark      Play Ball

Screwball      First Base      Ball Game      Strike Out

Go Down Swinging      Right Off The Bat      Hard Ball

Heavy Hitter      Knock One Out Of The Park      Off Base

Pinch Hitter      Curve      Cover The Bases      Home Run

Batting A Thousand      Take One For The Team

# Baseball as a Second Language

“You can't get to first base if you don't speak the language.”

- Earl Overstreet

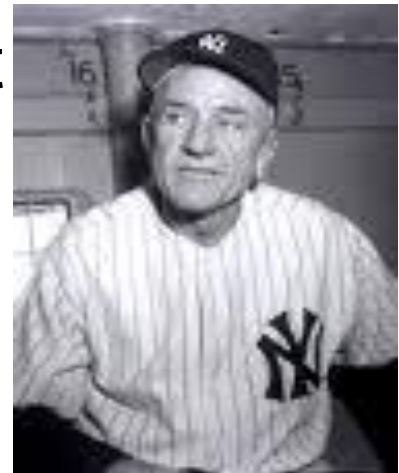
# Leadership Lessons Learned

- ◆ Building a team
- ◆ Creating a competitive advantage
- ◆ Thinking big

# Team Building

“If you're playing baseball and thinking about managing, you're crazy. You'd be better off thinking about being an owner.”

- Casey Stengel



# Team Building

- ◆ Define the opportunity
- ◆ Determine resource needs
- ◆ Build the team
- ◆ Seize the opportunity

# “Five Tool” Players

## Baseball

Hit for power

Excellent speed

Strong accurate arm

Hit for average

Excellent fielding

## Business

Sales/Marketing

Finance

Operations

Products/services expertise

Strategic/tactical planning

# Manufacture Runs

- ◆ Flexible, creative, innovative
- ◆ Do more with less



# Adapting to Win



Branch Rickey signing Jackie Robinson

# Competitive Advantage



Home Field

# Thinking Big

“You don’t have to be big to play in the big leagues”

- Earl Overstreet

Hitting a home run is one bold scoring strategy.

Putting the game in motion is another.

# Putting the Game in Motion



Suicide Squeeze

# Connecting Solutions to Opportunities

- ◆ Built integration center
- ◆ Raised the bar for customer service
- ◆ Increased capacity

# Increasing Customer Value

“It's deja vu all over again.”

- Yogi Berra

# The Great Recession

- ◆ Sun Microsystems slump
- ◆ Boeing new plane program delays
- ◆ WaMu bankruptcy

# Diversification For Survival

- ◆ New vendors
- ◆ Bay Area reseller acquisition
- ◆ Professional services expansion



# GMI Focus Areas

- ◆ Oracle Infrastructure
- ◆ Data Storage and Data Management
- ◆ Partnerships for Capacity and Scale
- ◆ Tools for Security, Automation, and Monitoring
- ◆ Cloud Migration and On-Premises Solutions

# Keys to the Game

- ◆ Five tool players – a foundation for team building
- ◆ Home field – the way we create competitive advantage
- ◆ Swing for the fences – success comes from thinking big

# The GMI Story – Stage, Screen, and Book Versions

- ◆ “The Iceman Storeth”
- ◆ “Around the World in 249 Locations”
- ◆ “Fearless Flying”

# The Iceman Storeth



- ◆ UW APL Oceanographic Experiment
- ◆ Boeing 777 Test Data
- ◆ GEM Tools and Automation Appliances

# Around the World in 249 Locations



- ◆ Integration Center
- ◆ Global Deployment
- ◆ Managed Services
- ◆ Multi-Vendor Hardware Support
- ◆ Professional Services

# Fearless Flying



- ◆ Data storage and storage management
- ◆ Security, automation, and monitoring tools
- ◆ Cloud migration, “As A Service” options

# Extra Innings – Attributes for Success

## Optimism

The best hitters fail 2/3 of the time. Batters get 3 strikes, pitchers gets 4 balls, teams get 3 outs.

Every major league team will win a third of their games and lose a third. The first and last place teams will be determined by the other third.

Don't be afraid to fail. Be comfortable with risk. Do what you're good at. Love what you do.

# Extra Innings – Attributes for Success

## Discipline

Think big, but the little things matter too. The difference between a routine fly ball and a home run is the contact area of a round ball and round bat that is measured in fractions of an inch.

Be aggressive, be patient, and know when to be each. First base, second base, third base, then home. You can't skip a base.

Play your position and depend on your teammates to do the same.



# Extra Innings – Attributes for Success

## Selflessness

Sacrifice is part of baseball. It's when a batter makes an out in order to advance a teammate to another base. Teams work on this skill and celebrate its successful execution.

The world would be a better place if we could elevate sacrifice to the stature it has in baseball.

# Extra Innings – IT Challenges

## The Cure for Shadow IT

**Team Building** – invest in relationships and technologies that make As A Service providers extensions of, not replacements for, IT professionals.

**Competitive Advantage** – communicate the value of IT professionals in understanding and matching organization needs to available technology solutions.

**Thinking Big** - advocate for maintaining a consistent and strategic view of the role of IT in the organization.

# An Optimist's Game

“It ain't over til it's over.”

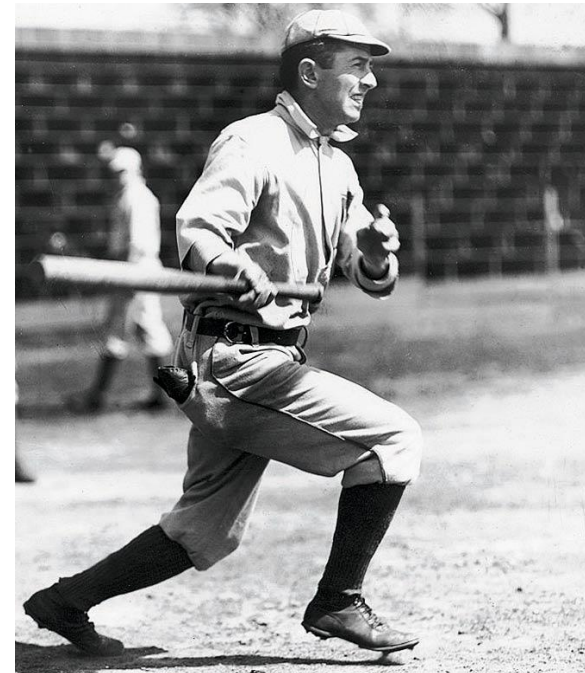
- Yogi Berra



# We Can All Be Diamonds

“I keep my eyes clear and I hit'em where they ain't”

- “Wee Willie” Keeler



# Let's Play Ball!!

Build your team, create and nurture your unique value, and swing for the fences!

“Magic happens when ability meets opportunity.”

- Earl Overstreet

# Thank You!

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