



Charles Antis presents Paul Batz, founder of Good Leadership, with an Antis Roofing nail file, representative of Charles' mantra that "every nail matters", and therefore, every person matters.

Antis' Secrets to Success, and How Good Leadership Helped

Charles Antis, founder and CEO of Antis Roofing in Orange County, Calif. impressed a sellout Good Leadership Breakfast audience with his candor, humility and ability to connect his philanthropic interests to his business success. Antis Roofing, one of the nation's fastest-growing roofers, has donated \$1 million in roofing to Habitat for Humanity, among several charities it supports.

Antis admitted it wasn't initially easy to be a generous business owner. Shortly after starting his firm, he was called to check a home with a leaky roof. He found the home filled with moldy mattresses due to water leakage and initially recoiled, realizing the owner couldn't afford repairs. He first thought of his own expenses, then realized he needed to do what was right. "I'm going to take care of your roof," he said. "It was a moment where it felt like I couldn't afford it, but I did it anyway." So began Antis' journey of regularly saying "yes" to charitable requests – and the start of his business goodness.

Since then, as he shared in multiple stories, Antis discovered a leadership ability to inspire others to achieve a greater good. Except he didn't really know "who he was" until a friend told him, "Charles, you live to ignite passion in others for social change." He's glad he found this in himself. "This is the most awesome opportunity I could ever hope for! And it keeps getting better."

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Three Takeaways for Better Results from Charles Antis

- 1. Know why you exist** – What is the greater point of the work you do, and how does that benefit others? "We know why we exist," Antis said. "We exist to keep families safe and dry. That seems so simple but it took 30 years for us to come up with that for a tagline."
- 2. You're more powerful than you realize** – "When we know our stories, and when we realize our lives are perfect exactly how they are, and we're curious daily, then we'll have power," Antis said. "And with that power, we can change everything."
- 3. Keep it positive** – When leading others, know the power of positivity. "I only use inclusive words, and I only compliment," Antis said "Which means, I never criticize or tell them how they could do it better."

Breakfast Findings

QUESTION 1

Tell us who you are:

- 18% - Sole Proprietor
- 31% - VP/C-Level Executive
- 28% - Manager
- 23% - Employee, not a manager

QUESTION 2:

Does your immediate supervisor lead with an encouraging style that spreads positivity in the workplace?

86% - YES / 14% - NO

TOP FIVE WORDS

What top five words did the audience select as they defined their personal brands?

Authentic / Collaborative
Empowering / Integrity / Positive



Bucket of Goodwill Update

The Bucket of Goodwill donation is raised throughout the Breakfast. The amount collected is matched by Handy Paint Pail and donated to the winner's charity of choice.

WINNER:

Colleen Dockendorf, Ryan Companies

DONATION:

\$5,496 to Second Harvest Heartland



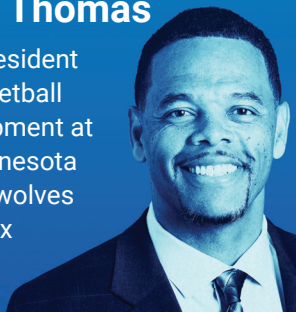
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March 20 John Thomas

Vice President of Basketball Development at the Minnesota Timberwolves and Lynx

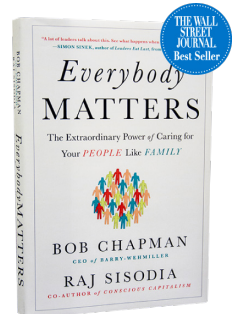


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Book of the Month

Everybody Matters is about caring for and treating people in your organization as if they were your family. It emphasizes that true leaders realize that all of their people are mothers, fathers, sons, daughters, sisters, brothers with lives that matter.



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