

Live Oak Bank

Soft Skills That Build a Brand of Excellence
for the Small Business Workforce



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My Story & BrandExcellence



- **Jackie Robinson-Burnette**

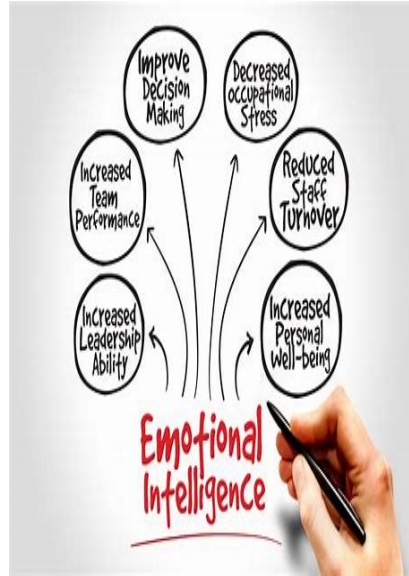
Government Contracting Expert, Live Oak Bank
(former Federal Senior Executive Service (SES) leader)

- Jackie Robinson-Burnette joined Live Oak Bank in November 2017 as the Government Contracting Team's Industry Expert. With over 30+ years of federal civilian service, Jackie served as the highest ranking career Senior Executive (SES) for federal small business contracting programs with the U.S. Small Business Administration (SBA). While at the SBA from 2014 to 2017, she was responsible for the implementation of all federal small business contracting programs to include the set-aside program that awards o/a \$99 billion in contracts to small businesses each fiscal year. Jackie held the positions of the Deputy Associate Administrator, Office of Government Contracting & Business Development and the Associate Administrator, Office of 8(a) Business Development. Jackie led her team to streamline several difficult 8(a) processes, digitize the entire 8(a) application, and implement the new All-Small Mentor Protégé Program. Before joining the SBA, she served in the Pentagon leading the Army's Small Business Contracting Program across the Nation, and from 2010 to 2014 she served as the Associate Director for the US Army Corps of Engineers, Office of Small Business Programs. She raised the bar with every assignment.
- Her federal government contracting experience includes several years as a senior contracting officer GS-1102 with an unlimited warrant. Her business acumen and long history as a federal contracting leader make her a valuable asset to Live Oak Bank. She is an **Army-wife**, and served at the US Army Contracting Command Europe, US Army Contracting Command Korea, and Headquarters US Army Contracting Command Fort Belvoir VA. She is a well sought after public speaker, and is recognized by thousands of firms around the country to be a tireless small business advocate and government contracting expert. She has four beautiful girls.



Soft Skills?

- Soft skills is a term often associated with a person's "EQ" (**Emotional Intelligence Quotient**), the cluster of personality traits, social graces, communication, language, personal habits, interpersonal skills, managing people, leadership, etc. that characterize relationships with other people.
- Why are they important?
- Isn't technical competence enough?



Soft Skills Show Promotion Potential!

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- ✓ Communication
 - ✓ Organization
 - ✓ Teamwork Skills
 - ✓ Punctuality
 - ✓ Critical Thinking
 - ✓ Social Skills
 - ✓ Creativity
 - ✓ Interpersonal Communication
 - ✓ Adaptability
 - ✓ Friendly
 - ✓ Strong Work Ethic
 - ✓ Emotional Intelligence
 - ✓ Computer and Technical Literacy
 - ✓ Research Skills
 - ✓ Process Improvement Expertise



Building a Brand Excellence with Soft Skills

- “Soft skills” is a term relating to a collection of personal, positive attributes and competencies that enhance your relationships, job performance, and value to the market.
- Leadership soft skills include motivation, delegation and communication. Whether one is an office manager or a project leader, all good leaders require a number of soft skills to help them positively interact with employees or team members. Employers seek these skills in the candidates they hire for leadership roles.
- Degrees and credentials are important, but the development of soft skills is a crucial part of fostering a dynamic workforce, leading change, leading people, and building coalitions.



Building a Brand Excellence with Soft Skills

- Public-sector managers should decide what they want the public to think when they hear the name of their agency or program. And, what should employees feel when they say the name of the department where they work? Of course, you want citizens to think positively about your career-field/workforce and you want your teammates to feel proud of their work and accomplishments.
- **What is the BRAND for the small business workforce?**
- Do people have a positive or negative reaction when they hear my agency name or acronym? Are my employees proud to say where they work? If our brand is viewed negatively -- think **FEMA after Katrina** -- what do we need to do to improve our agency, image, and, therefore, our brand?



Building a Brand Excellence with Soft Skills

- **Personal Integrity:** Doing the right thing
- **Personal Growth:** Developing in mind, body, and spirit
- **Respect:** Showing consideration for self, others, and property
- **Building Community:** Developing relationships to achieve positive goals
- **Pursuit of Excellence:** Expecting and achieving the best; talk about being excellence; make it a priority goal



Lessons on Leadership – Building a Team of Excellence

- Leadership soft skills include motivation, delegation and communication. Whether one is an office manager or a project leader, all good leaders require a number of soft skills to help them positively interact with employees or team members. Employers seek these skills in the candidates they hire for leadership roles.

John Maxwell's 5 Levels of Leadership

- **Level 5** Epitome – Brand Recognition – Thought Leadership
- **Level 4** Able to Influence & Reproduce Leaders of Change
- **Level 3** Ability to Lead Strategic Change – Positive Impacts
- **Level 2** Likeable – Approachable
- **Level 1** Positional – Authority By Title



Conclusion – What's your brand?





Questions



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