

SMART BUSINESS

Insight.
Advice.
Strategy.®

CLEVELAND



EMERGING RISKS

Recognizing Northern Ohio companies who adapt and take manufacturing to the next level



BUILDING STRONGER COMMUNITIES

Overcoming manufacturing's marketing problem

TERRY DAVIS

Don't let policy be a hindrance

GLORIA WARE

Time to get diverse

STATE OF MANUFACTURING

Looking inward to grow outward



UNIQUELY NORTHEAST OHIO:
ARTISAN, SUZIE FRAZIER, TRANSFORMS
DISCARDS INTO SOMETHING BEAUTIFUL
— PAGE 28

Lessons Learned, Lessons Shared

Publisher's Note: This is the ninth in an ongoing series featuring excerpts from Umberto P. Fedeli's forthcoming book, "A Legacy of Love," published by Smart Business Books®.

Consistency and core values

Find success by serving people

BY UMBERTO P. FEDELI | UFEDELI@THEFEDELIGROUP.COM

To serve people effectively, you must know them well. If you want something, you have to give something — to have a friend, be a friend or to be successful, you must help others achieve success. These basic concepts apply to business and life because we don't operate in silos.



UMBERTO P. FEDELI

President and CEO

The Fedeli Group, a Cleveland based firm specializing in employee benefits consulting as well as property and casualty risk management solutions.

Since 1988, Umberto has served as president and CEO.

ufedeli@thefedeligroup.com
www.thefedeligroup.com

Consistency in character across the board is critical. That means demonstrating a high level of integrity, honesty, loyalty and respect in all situations with all people. Whether you are the janitor or the CEO, treat people with the same respect and dignity. Hospitality and generosity are values I hold close to my heart, and that means practicing these behaviors in every aspect of your life, with all interactions — personal or professional. Showing respect to individuals is central to any executive's ability to lead with authenticity. If we can't be ourselves, who can we be?

The core values of faith, relationships and reciprocity, philanthropy and consistency of character should form your strong foundation. Every decision you make should be centered on satisfying one or more of these values.

In my case, the Fedeli Group Way is that we value excellent relationships with associates, clients and insurance companies. These relationships — while highly professional — are conducted with compassion, and in a familial manner. Our clients are our prized assets. They must be treated specially, with honesty and empathy, and with a sense of honor and respect. Their needs must be satisfied. The loyalty of our associates, strategic partners and clients is most important to us.

Here are some key principles we follow at The Fedeli Group:

- **Serve others.** A critical success factor is to be responsive to customer needs and be resourceful in providing innovative alternatives and solutions to customers' real or perceived problems. To be problem solvers, be closely connected with your clients. Work to serve them. Do this by focusing on your values and working to make a real impact on the people you touch in business and in life. Be humble and honest about your failures. One of the biggest strengths is to admit your weaknesses — and learn from your own mistakes and those of others.
- **Be consistent.** I have a "Be Who I Am" motto — I'm transparent, and I believe this is important for all individuals, and particularly executives who are entrusted to lead organizations and manage people. Do not switch roles/attitudes between CEO, father, husband, community member, investor, etc. That builds trust among associates, clients, neighbors and friends.
- **Focus on people first.** Foster relationships, add value, solve problems, and network to share information and ideas. These are four cornerstones. Our business, like many others, is about serving people. And when we concentrate on meeting their needs, then we are successful. Life is about your contribution, not about making comparisons.

By focusing on people first, being consistent and always serving others we can find success and happiness. And when this is combined with a business goal, then you know you are providing true value to others. ●