

Ron Carson

My speed and energy can come across as intimidating or demanding, or so I'm told, but it's actually just my passion and excitement about what I get to do every day with the people I care about. I like to move with purpose and do the most productive thing at every moment, which sometimes means handling a multi-million-dollar deal, but it can also be enjoying a good glass of wine with the people I care about.

Personal Mission Statement

Help family, friends and stakeholders find more meaning and purpose in their lives – and to do the greatest amount of good for the greatest number of people.

Personality Traits

Myers-Briggs Type Indicator

ENTJ (Extroversion, Intuition, Thinking Judgment)

ENTJ types tend to be self-driven, motivating, energetic, assertive, confident, and competitive. They generally take a big-picture view and build a long-term strategy. They typically know what they want and may mobilize others to help them attain their goals. ENTJs are often sought out as leaders due to an innate ability to direct groups of people.

DISC

Theoretical and individualistic are my top two value drivers

- » Dominant: **99**
- » Inspiring: **54**
- » Supportive: **12**
- » Cautious: **59**



StrengthsFinder

Maximizer, Arranger, Achiever, Input, Relator

- » **Maximizer (Influencing):** Focuses on strengths as a way to stimulate personal and group excellence.
- » **Arranger (Executing):** Likes to determine how all of the pieces and resources can be arranged for maximum productivity.
- » **Achiever (Executing):** Works hard and possesses a great deal of stamina. Takes immense satisfaction in being productive.
- » **Input (Strategic Thinking):** Collects and archives. Accumulates information, ideas, artifacts and relationships.
- » **Relator (Relationship Building):** Enjoys close relationships with others. Finds deep satisfaction in working hard with friends to achieve a goal.

Interacting With Me

How to Communicate

- » Be clear and concise about what you need and articulate whether you are looking for my input or a decision.
- » If you make a mistake, own it and learn from it, but never lie.
- » I prefer that if you need a quick response, or time with me, go through my assistant, Kristen (kwhipkey@carsongroup.com or 402-637-2213).
- » You can also text me at 402-880-0367.
- » Please acknowledge receipt of my text or email within a half-day, even if you don't have an answer yet. Tell me your estimate on completion or getting me an answer so I know that you received the message and are working toward an answer or solution.

Do

- » **Scheduling meetings:** Schedule time with me in advance – I prefer for my schedule for the week or day not to shift.
- » **Meeting together:** Come prepared, be on time, give me as much info prior to the meeting as possible, and let me know what the goal of the meeting is.
- » **Meeting with outside individuals:** Prepare me with notes at least 48 hours prior.
- » **Travel:** If you are traveling with me, be ready to go 30 minutes early.
- » **Calendar holds:** Confirm your calendar holds with Kristen within 48 hours or they will be deleted.

Don't

- » **Kind of and sort of (and their cousins, kinda and sorta):** You either DO or DON'T act on something. Be confident and act with certainty.

- » **To be honest with you:** Why would you need to preface anything with that phrase? Aren't you always honest with me?
- » **Stakeholders:** Never employees but stakeholders.
- » **With me:** You don't work for me, you work with me.
- » **That's not fair:** Many people use that as an excuse. Figure out what you can control and get after it.
- » **I'm too busy:** Prioritize and adjust timelines as needed.

Personal Life

Loves

- » Nelly, my black Labrador retriever
- » Family
- » Dreamweaver
- » Hiking, cycling, fishing, being outdoors
- » My Carson family
- » I only stay at Marriott, unless there's a compelling reason not to!

Favorite Music

- » Imagine Dragons

Favorite Saying

"You haven't failed until you quit trying."
– Albert Einstein

Food and Drink Preferences

- » Wild raised seafood or chicken breast with veggies (I eat clean)
- » Shrimp cocktail
- » RXBAR: black or white
- » Perfect Protein Bars
- » Tequila: Casamigos Anejo
- » Wine: Big Cab
- » Coffee: Extra hot, sugar-free vanilla soy latte