

Now is that moment of Wild contracting



Hopefully following the keynote this morning I've nudged you toward the notion that bringing your whole Wild self to work and encouraging that in your team is a good idea. **Your** Wild words -- when you have the courage to bring the gift of all of who you are to all of what you do -- speak for themselves. When AGC-MN members (ok, the extroverts) are feeling Wild, you described feeling:

- *Trusted
- *Confident
- *Excited
- *Brave
- *Authentic
- *Creative
- *Released
- *Fearful (yep, being Wild isn't easy, but it's worth it)
- *Knowing your team/known what each individual needs

And while we can agree these are great words, it's not always easy to get there, especially when your calendars are overflowing. So we looked at the opposites of your words. If we don't make being and encouraging Wild a top priority, we risk trying to work and lead in an environment that feels:

- *Untrustworthy
- *Uncertain
- *Dull
- *Fearful
- *Ingenuine
- *Stale
- *Trapped
- *Safe
- *Out of touch

So yes, it matters a whole lot to make being Wild at work a real focus and priority. We do this in ways large and small, from incremental steps to big bold moves.

So how might this apply to potential clients, for example? Consider the difference/how it would feel to be a prospective client trying to decide who to work with on a project. It's hard to think of a situation where a Wild contractor would not stand out as the more desirable partner.

So yes, let's make 2022 the year AGC members and affiliates break loose from old patterns that no longer serve you. Consider what makes you and your organization stand out. It's time to highlight and lean into those differences. What might make your bid look a little different, a little intriguing, like the client might choose to take a risk on you, because they have a sense of who you really are and who they would be working with.

What if you opened your bid with 2 sentences about why you love what you do? Imagine how different and intriguing that could be. Think big, what is some personality trait/quirk or talent you have that you never imagined incorporating in your work?

Remember, being Wildly Original dares you to spend more time and energy on the courage to be yourself and less time and energy pretzeling yourself into being some version of a contractor that isn't true to who you are.

Authenticity outlasts and outshines perfection. It's time to trust your true Wild self. Let it show. Let clients, co-workers, and employees connect and engage with the real you, above and beyond the stagnant image of a general or specialty contractor.

You can do this, in ways large and small. 'Business as usual' just isn't going to work anymore. Being Wild isn't easy, but it's worth it.

Thanks for so actively participating with me at the keynote today.

Be Wild and Well...

--Chris Heeter