



By Staci Wallace
Executive Vice President

LEADERSHIP TIPS FROM SANTA



In a recent **BREAKING INTERVIEW** with Santa Clause, **TOP SECRET** intelligence was gathered, revealing how this humble Bishop, also known as St. Nicholas, used his passion of caring for the needs of others to create a quiet revolution that continued on to change the world.

As we talked, it became very clear that the drive behind the revolution was the love and sensitivity this brilliant leader has had for reaching out to those in need. Recognizing his amazing time management skills, delivery process and execution of excellence year after year, I deemed it a valuable interview in gaining tips we could use in our own business development.

Staci: Santa, your life has changed the lives of MILLIONS AND MILLIONS of people. Please tell us how you do it? How do you manage to get everything organized, distributed on time, and into the hands of happy customers, without fail, year after year?

Santa: “Keep the main thing — the main thing!”

Our main thing is being “others focused”. We resonate one goal at our global headquarters at the North Pole. That goal is to ensure that every child, adult and global citizen is heard and their needs are met. We want each citizen to be given a good experience as a result of our timeliness, sincerity, service, listening skills and in the quality of products we deliver. The main thing we strive for is to create **LASTING** relationships with the people we serve so that they look forward to our arrival year after year. To do that, we put others first and seek to understand their needs and desires on a daily basis. Then, we spend the rest of our time searching for ways to become the solution to those most prevalent needs.



**FIRSTFITNESS
NUTRITION®**



Staci: How is it that you seem to KNOW what the people want? Do you really read those letters and hear those requests?

Santa: “Listening is the key to understanding!”

When people see me in the malls, they generally see me on a big chair-like throne, dressed like a story book figure they’ve grown to love. But that is just a marketing tactic that has seemed to create hope in the lives of children that we use to LISTEN. At our global headquarters, we don’t have thrones or offices that define our leadership. Our leadership success is defined by our ability to LOVE, LEARN & LEAD. We LOVE people much like God loves us. We seek to LEARN daily how we can better serve the needs of others. And finally, we LEAD with passion and the goal to deliver upon the promises we make to others. You really can’t do that unless you get out of your comfort zone and connect with the people. I do my best to get out of my North Pole headquarters as often as possible so I can listen to the needs of the people. I wear the red suit during the Christmas season, but I am listening ALL YEAR LONG.

Staci: What’s the secret to your consistency in being on time, all the time?

Santa: “Alignment Precedes Assignment!”

I have been blessed to surround myself with an amazing staff of leaders and friends, also known as elves. That is really an acronym that stands for:

Excellent **L**eaders **V**aliantly **E**xecuting **S**ervice

They are the real reason for the timely order and success of our delivery process and product production. As a leader, it is my job to know my team, listen to their needs, inspire their creativity and empower them to do what they do best. I have grown to learn that my job is 90% emotional management of my “ELVES” and 10% production. If the team morale stays high and the reindeer (who are generally a bit emotional this time of year) get fed....they know they are appreciated and they do their part with passion.

Staci: How did you become such a household name, appreciated by so many?

Santa: “Branding Yourself So the World Will Know!”

You will notice that our marketing staff has ensured that our vision, our brand, our mission, our music and even our colors of red and green, are visible everywhere. We ensure that people know we are on the scene and ready to deliver both in our North Pole offices and at our point of delivery.

Staci: Is there any final message you’d like to leave with our readers?

Santa: “Keep the Main Thing the Main Thing!”



I once had a little girl sit on my knee and say, “Santa, I’m so sad. We have a nativity scene at our home and I’ve looked everywhere, but Jesus has gone missing! Can you give me a new Jesus to make the Nativity scene complete?”

That little girl didn’t know it, but she was reciting my greatest Christmas wish, as well. So many people put the attention on me, the presents and the brand I have been blessed to create. But the truth is, I owe my entire success to the baby in the manger. If it wasn’t for Him,

I would be nothing. I didn’t start off as a national hero. Instead, I started as a humble servant to the people around me. I cared for them, served them, loved them and honestly just wanted to see them get ahead in life. Somehow, in that, I became bigger than the mission itself and my brand took over. I think it’s important to step back and see the REAL reason for the season.

I watch as people take Jesus out of the scene and put me in it everyday. That is the hardest thing about what I do. My prayer this Christmas would be that EVERYONE answer that little girl’s request in their own way. Let’s put Jesus back on the scene! To me... that is the MAIN THING!

**Merry Christmas to All.....
and to All a Good-Night!**

Santa Clause & Staci Wallace

A handwritten signature in black ink, appearing to read "Santa & Staci".



**FIRSTFITNESS
NUTRITION®**