

# Team 3 – In Transit We Trust – Leadership and Organizational Credibility



Melissa Wang, Yolanda Favors, Angel Pena,  
Janice Li, Heather Ferguson

***Celebrating 20 Years of Leadership***

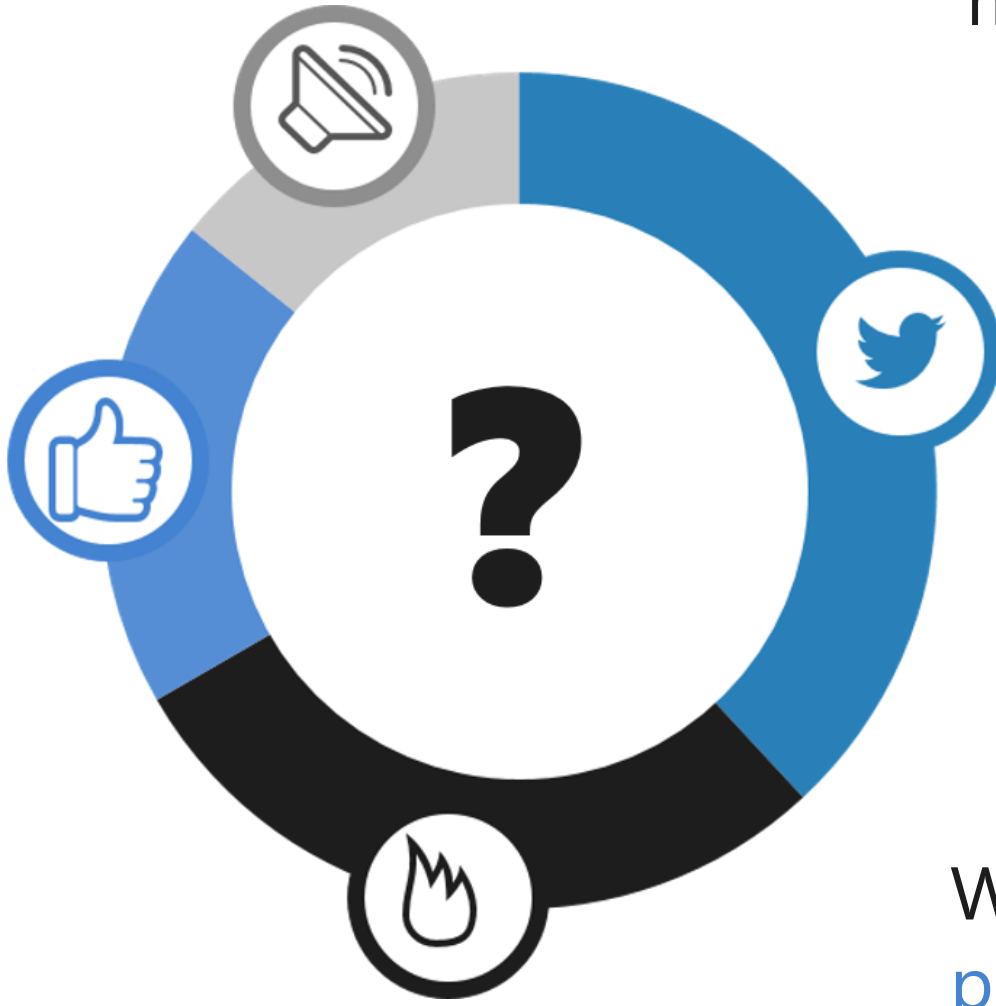


# IN TRANSIT WE TRUST

Organization and Leadership Credibility

Leadership APTA 2017 – Team 3

Why do some CEOs **fail** in the event of a major crisis?



Is it possible for a CEO to face a crisis and **maintain the trust** of their employees, board, public and media?

What strategies can they deliver to **preserve their credibility**?

# Our Team



Yolanda Favors, Compliance Manager  
SNC-Lavalin Rail & Transit



**Heather Ferguson**, Director of Budget  
Chicago Transit Authority (CTA)



Janice Li, Vice President  
CH2M

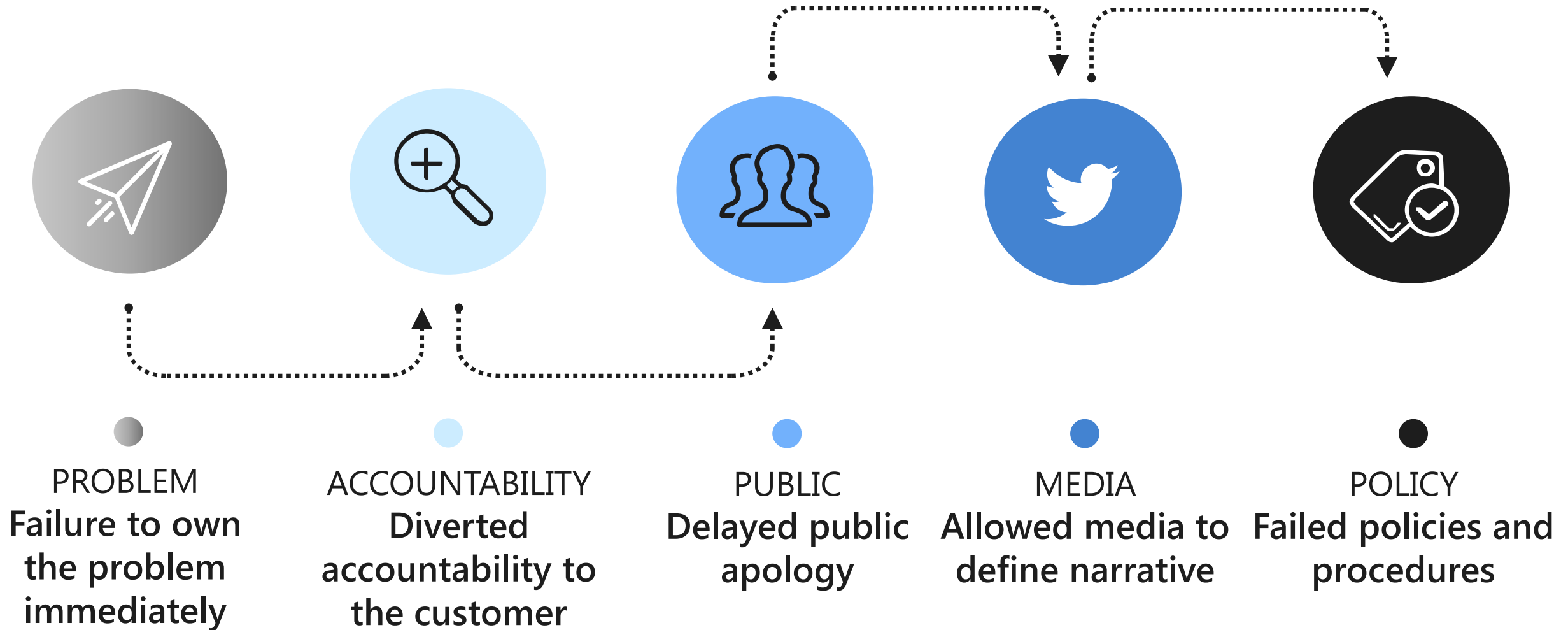


Angel Peña, Managing Director of Quality, Internal Compliance & Oversight  
The Washington Metropolitan Area Transit Authority (WMATA)



Melissa Wang, Executive Officer Finance  
Los Angeles County Metropolitan Transportation Authority (Metro)  
Los Angeles, CA

# Loss of Credibility

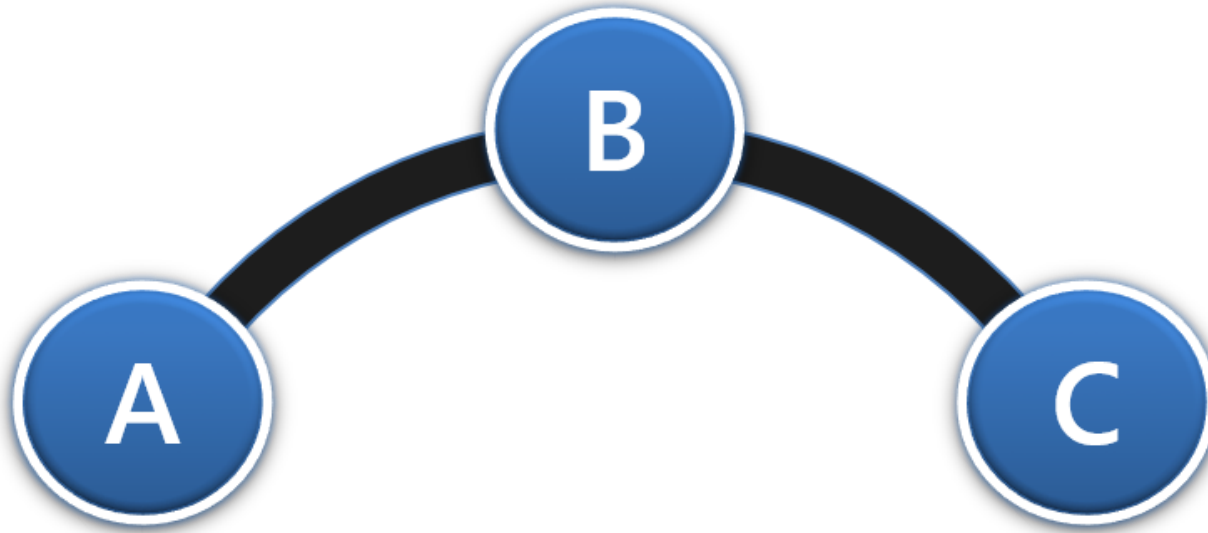


# Leaders – Shared their Practices



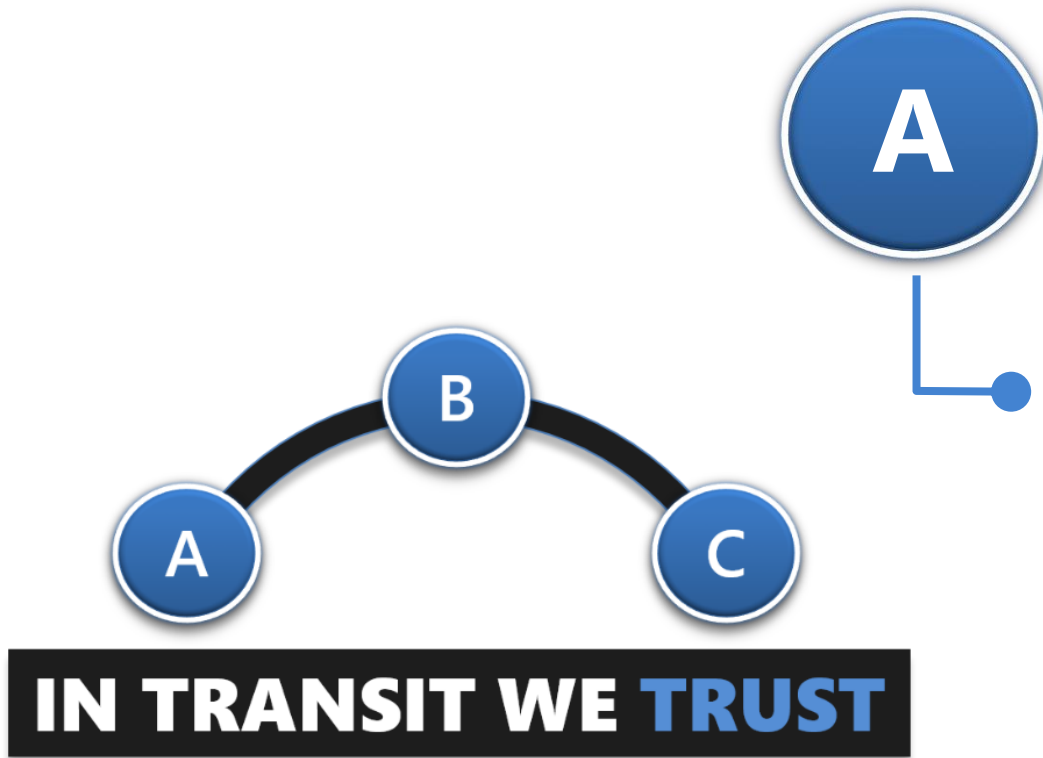
**15** CEOs & Transit  
Leaders





**IN TRANSIT WE TRUST**

**WHAT WE HEARD**



## Authentic and Accountable

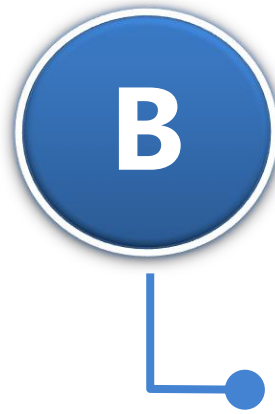
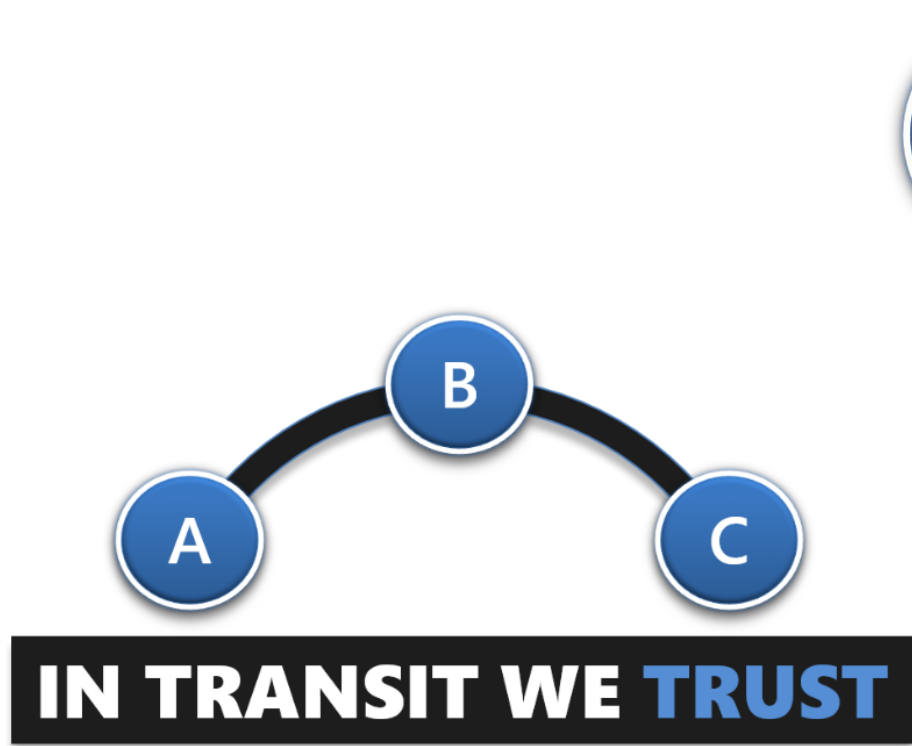
- + Transparency is a given
- + Being genuine is the key
- + Take ownership



# A = Authentic and Accountable

- + First and foremost, **owning one's work breeds trust**. If you divert from personal accountability there will be issues gaining the trust from key internal and external stakeholders."

*Paul J. Wiedefeld, General Manager/CEO, WMATA*



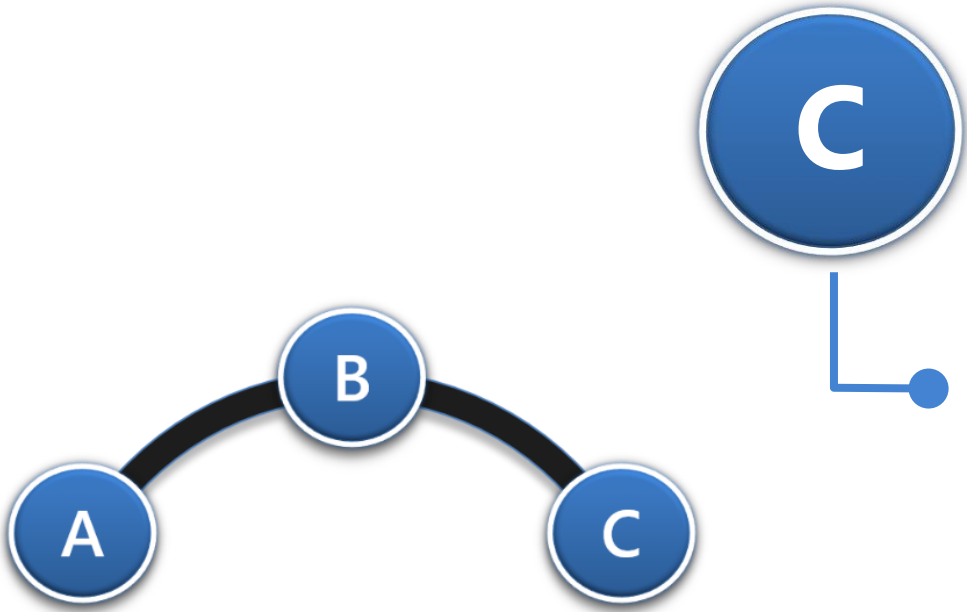
## **Believe and Build Trust**

- + Believe in your vision
- + Communicate the plan
- + Build trust to garner goodwill

# **B** = Believe and Build Trust

- + “Have the conviction to do what is right. As executive leader, you will be tested many times”

*Nuria Fernandez, GM/CEO, Santa Clara Valley Transportation Authority*



**IN TRANSIT WE TRUST**

## **Change and Communication**

- + Be the change agent
- + Embrace innovation
- + Breakdown the barriers

# C = Change and Communication

- + "The transit industry is at the brink of another major turning point again. Be ready for the opportunities. Have the mindset to jump in first before learning to swim."

*Phil Washington, CEO, LA Metro*

- + "Recognize the value of divergent points of view. Put people around you that can challenge you."

*Dorval R. Carter, President, Chicago Transit Authority*

WHAT WE **WILL DO**

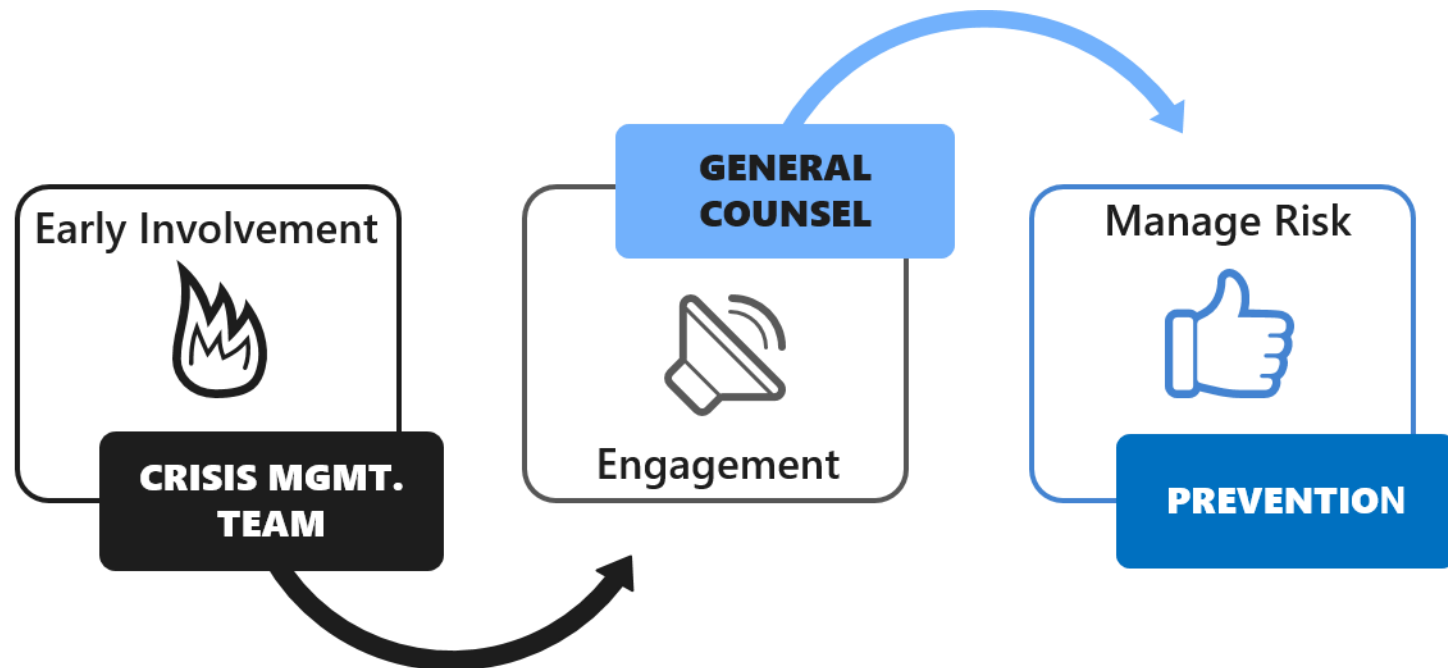
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## Cross Check

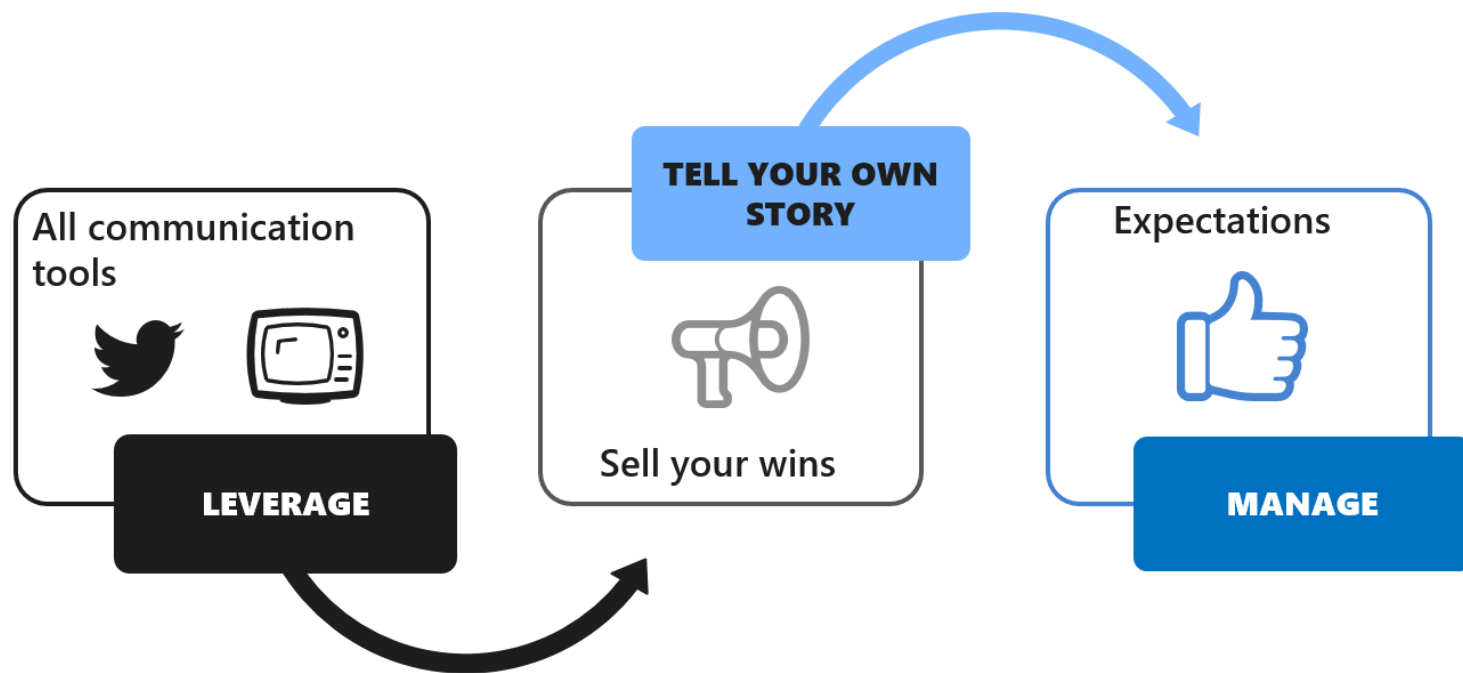
- + Follow through
- + Checks and balances
- + Trust but verify
- + Evaluate new perspectives





# YouTube

- + Social media
- + Fake news and rumors
- + Proactive than reactive
- + Technology is a game changer

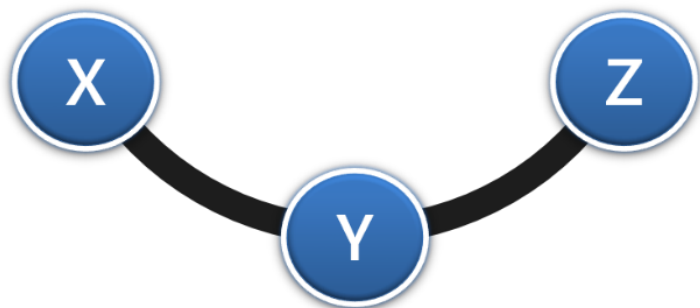




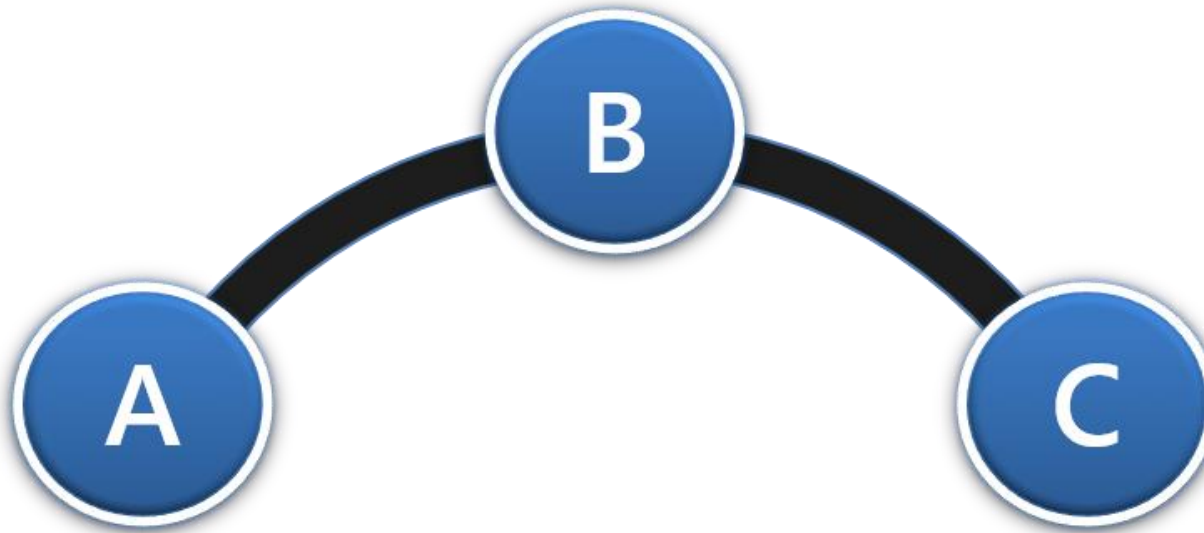


**Zipper**

**IN TRANSIT WE TRUST**



- + Communicate clear vision
- + Give shape to your narrative
- + Zip it up with well-practiced plans



**IN TRANSIT WE TRUST**

