

Turning Points

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A decorative graphic consisting of several horizontal lines of varying lengths and colors (teal, light blue, white) extending from the right side of the page towards the center.

Reaching For the Stars

Richard Sands

Chairman of the Board for Constellation
Brands



Constellation



Richard Sands

- Richard grew up in the 1960's
- He held liberal values and whether they were systems of numbers or people, he was more interested in the unspoken dynamics of systems than he was in concrete matters like dollars and cents;
- in other words, he was a self-described hippie

Over View

- He went to Berkeley University in California
- Yet he dropped out at the age of 21!
- Richard comes from a back round of family Business
- Both his grandfather and his own father were successful in this company
- He never felt any particular obligation to join the family business

Richard Sands

- Looking for a field where he could use both sides of his talents equally, he decided to get a PhD in social psychology from the University of North Carolina.
- This didn't come easy for him

Constellation Brands= Turning Point

- Constellation Brands, is the world's largest producer of wine and spirits.
- Before long, he was surprised to find himself enrolled into the primary leadership role as his father fell ill.
- He was now the CEO of Constellation Brands

Richard Sands

- “focus on figuring out the minds of those individuals who make up the business, learning what made them tick.” (135)
- The mind set of Richard Sands was not like your ordinary business man

Richard Sands

- He made this company successful and where it is today is what him and his brother Rob Sands have done.
- He has recently passed down the CEO role to his brother Rob in order to devote much of his time and money to charitable causes in effort for him to give back to the community.

Constellation Brands

- THIS WAS HIS TURNING POINT.
- "The purpose of this life and all its experiences is not to make ourselves what we think we should be. It is to unfold who we already are."
-Gary Zukav from Seat of the Soul

Lauren Dixon

Owner and CEO of Dixon Schwabl



Lauren Dixon

- Lauren Dixon's turning point came as the result of her being in a desperate situation
- She was asking herself how she was going to get out of it.

Lauren Dixon

- She was placed into a scenario where she basically had no choice but to succeed in the advertising industry.
- She went right to the source and set up interviews with local businesses that had use of advertising agencies.
- So what she did was interviewed individuals from ten large businesses, ten mid-sized businesses, and ten small businesses.

HER TURNING POINT

- She asked each of the ten companies number of questions, designed to give her a critical perspective of how the business of advertising was perceived from the side of the companies that pay for it.
- So in the end she found very different results. Mostly about how the companies did not like the advertising businesses that they use to work with.

What She Found

- Lauren found the same three things wrong when she had talked to all 30 people
- They cost too much for the production
- They did not care about the company they were working with
- Their estimates were mostly 100 times less of their actual fees!

What She Did

- At the age of 31 she found herself going through a divorce with two small children both under the age of three. She did not have a job but she was previously in the business of broadcast advertising, she was about to move but since she had two small children her ex husband went to court and the court ruled in his favor saying she had to stay within a 75 mile radius of the area. Since she left her old job she coincidentally signed a contract saying she would not work for any competing company within the same business within a 75 mile radius.

What She Started

- Her father told her to open up her own business
- For the first few month she was working out of her children's nursery.
- She was investing all of her time and money into this company
- Yet in the end it all paid off!

DIXON SCHWABL

- But in the end, it paid off. Having virtually no operating costs, she closed out her first year in the advertising business with 2 million dollars in billings. She was quickly getting more and more business, then her business really took off from there. The proof of Lauren's success came in 1989, when she and her partner, new husband Mike Schwabl were awarded the distinction of being placed among the top 25 small businesses to work for in the entire United States.

DIXON SCHWABLE

- This is the company that she and her husband now own.
- Her and her employees give back many hours to charity each year.

DIXON SCHWABL

- "Forget conventionalisms; Forget what the world thinks of you stepping out of your place; think your best thoughts, speak your best words, work your best works, looking to your own conscience for approval."
- Susan B. Anthony

THE END