

A Quick-Start Guide:

# GET THE RIGHT PEEPS IN YOUR JEEP!



**Build an Aligned, Connected Team  
that Performs—and Sticks**

## MEET YOUR GUIDE



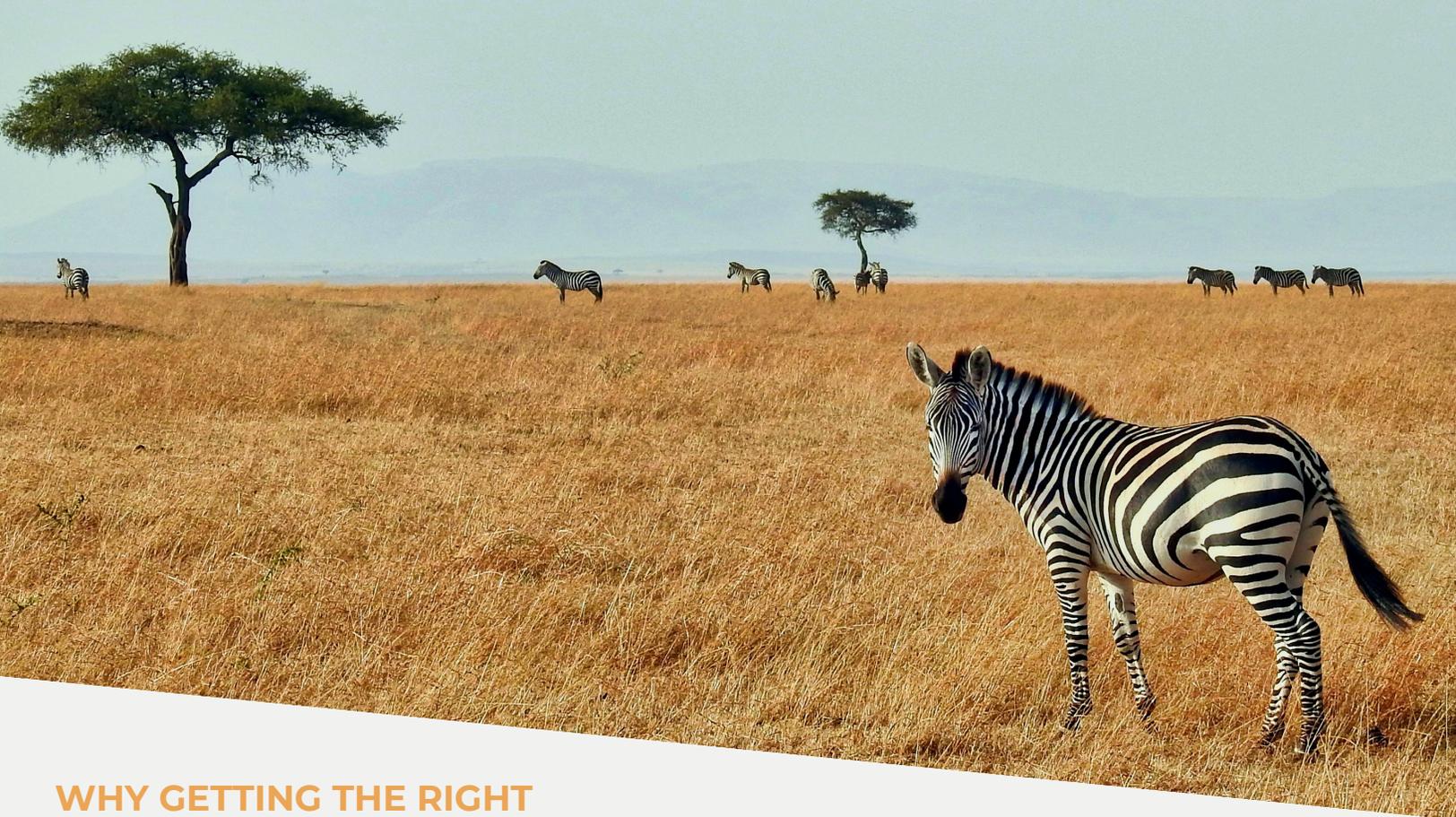
**“Steve Fredlund is the only actuary—in the history of actuaries—you actually WANT to sit next to at a dinner party!”**

Steve is an award-winning keynote speaker, two-time TEDx presenter, and bestselling author. After decades as an actuary, executive, entrepreneur, and nonprofit founder, Steve preaches the leadership power of surrounding yourselves with the right people. His revolutionary team-building approach has radically improved employee productivity, engagement, and retention, making him a highly sought-after leadership coach and speaker.

After leading six African safaris, Steve became known as “The Safari Dude.” His experiences form the foundation for his “Right Peeps in Your Jeep” leadership model. Steve’s riveting stories from the savannah profoundly drive home his paradigm-shifting perspectives on team-building to help leaders become reinvigorated on their “safari.”

**STEVE FREDLUND**

SteveFredlund.com | 651.587.5435 | Steve@SteveFredlund.com



## WHY GETTING THE RIGHT PEEPS IN YOUR JEEP MATTERS

Leading an organization or team is like leading an African safari. It's filled with ups and downs, highs and lows, knowns and unknowns—times of stress and boredom and excitement.

As amazing and inspiring as a safari is, it is a serious adventure. The Serengeti is a wild game preserve, which means the animals rule. It's 12,000 square miles of raw nature where big cats and hungry hippos roam free.

Many organizational leaders take their team into the "Serengeti" without a clear understanding of what they want to experience, or without a strong approach to making that happen, or with team members who are not right for this safari. The result is safari leaders who are frustrated and discouraged, who doubt if they have what it takes to be a safari leader. But leaders with a clear vision, optimal strategies, and the right people are flourishing! The jeep top is down, and the wind is blowing through their hair (or where their hair used to be). There are smiles and high-fives.

What do you want from your leadership safari? Study this guide, make a few changes, and you will be on your way to a more epic adventure!



Steve and the peeps in his jeep on safari, 2011

**STEVE FREDLUND**

SteveFredlund.com | 651.587.5435 | Steve@SteveFredlund.com

## 3 SIGNS YOU HAVE THE WRONG PEEPS

- 1. You are carrying the emotional weight**  
You're always re-motivating, re-explaining, and re-chasing.
- 2. The mission feels optional to them**  
They comply, but they don't commit.
- 3. The team lacks trust and ownership**  
Problems get hidden, blame travels, and initiative disappears.

**Don't just "push harder."  
These are signs you need to address alignment and connection.**

## WHAT TO DO IF YOU HAVE THE WRONG PEEPS

- 1. Get brutally clear on expectations**  
What does "good" look like here (behaviors, not just outcomes)?
- 2. Have the alignment conversation**  
"Do you still want to be on this safari with us?"
- 3. Reset roles to strengths**  
Some people aren't wrong people.... They're just in the wrong seat.
- 4. Make the hard call faster**  
Keeping misalignment is a tax on everyone else.

**The courageous, "unright" move is often the one you've been avoiding.**

## FINDING THE RIGHT PEEPS

- 1. Alignment:** *Are we going in the same direction?*
  - Do they agree with how we behave (values), not just what we do?
  - Do they thrive in the expectations of this environment?**Quick test:** If I told them our vision got harder tomorrow, would they lean in... or quietly lean out?
- 2. Connection:** *Do they care about the people and the purpose?*
  - Do they build trust?
  - Do they make others better?
  - Do they show up with generosity, not just competence?**Quick test:** When pressure hits, do they protect the team or protect themselves?
- 3. Ownership:** *Will they carry weight or create work?*
  - Do they take responsibility without being chased?
  - Do they improve what they touch?**Quick test:** Would I put them in the "driver's seat" for something important?

## BUILDING A BENCH

One of the biggest mistakes leaders make is waiting until a seat is empty to start recruiting.

By then, they're rushed. And rushed leaders hire for résumé comfort instead of real fit.

Instead:

- **Build relationships early**
- **Notice who already aligns with your values**
- **Pay attention to who energizes the mission**
- **Keep a "bench" of potential future peeps**

**This turns hiring from a panic decision into a strategy decision.**

**STEVE FREDLUND**

SteveFredlund.com | 651.587.5435 | Steve@SteveFredlund.com

## **TO STAY ALIGNED... CREATE A RALLYING CRY THAT ATTRACTS THE RIGHT PEEPS**

Mission statements guide strategy. But rallying cries build teams.

A rallying cry is:

- **Short (ideally 3-5 words)**
- **Repeatable**
- **Emotional**
- **A magnet for the right people**

**Some people will feel drawn in. Others will feel it's not for them.  
That's not a bug. That's a feature.**

## **QUICK-START CHECKLIST**

### **Your Next Steps:**

- Identify your top 3 "right peeps" behaviors (what you want more of)
- Identify your top 2 "wrong peeps" warning signs (what you won't tolerate)
- Create (or refine) a rallying cry that attracts aligned people
- Build a bench: identify 5-10 potential future peeps you'd pursue
- Schedule one alignment conversation you've been postponing

**Because the fastest way to change your leadership experience...  
is to change who's riding with you.**



**STEVE FREDLUND**

SteveFredlund.com | 651.587.5435 | Steve@SteveFredlund.com