

Joe Scarlett---Topics

The Tractor Supply Story

This is the story of how a sleepy old chain of farm supply stores evolved into a retail powerhouse. It is about the identification of a new and growing customer base and then listening to and hiring those customers. This is a story about the power of culture in building an organization and how the practice of servant leadership built a potent environment of trust. Tractor Supply delivers a consistent and repetitive leadership message which is unwavering in focus and direction.

Leadership Excellence

Learn how to build your personal skills to become an outstanding business leader. Study what truly separates leaders from managers. Listen to scores of lessons in executive conduct that can make a huge difference in your ability to move up the ladder. Learn what it takes to inspire your team to excel beyond your wildest expectations. These are down to earth lessons from someone who has successfully been there and done that.

Build Your Knowledge Base

Listen to Joe Scarlett talk about how his lifelong learning experiences shaped his executive skills. Hear how he built his knowledge base to effectively create and lead Tractor Supply Company into becoming a retail powerhouse. You will learn what to read for maximum professional growth and how to network to get the most for the time invested. You will learn about listening to build your knowledge base, how to benefit from multiple mentors and how to make the most of your professional associations.

Strengthen Your Organization

Find out what it takes to build a really superior leadership team in your organization. Learn how to enhance your own personal leadership skills to build solid teamwork while eliminating the politics that so often inhibit performance. See how individual mentoring can really pay off and study methods to motivate your team to achieve outstanding performance.

Winners Follow the High Road

Or why there is no substitute for high ethical standards

Learn why there is no substitute for high ethical standards. Listen to discussion and analysis about serious ethical shortcomings in both business and government. Listen to hair raising stories about how apparent winners wound up disgraced and even incarcerated. Discover why following the high road pays off in more ways than you can count.