



# Richard Montanez Session Handout



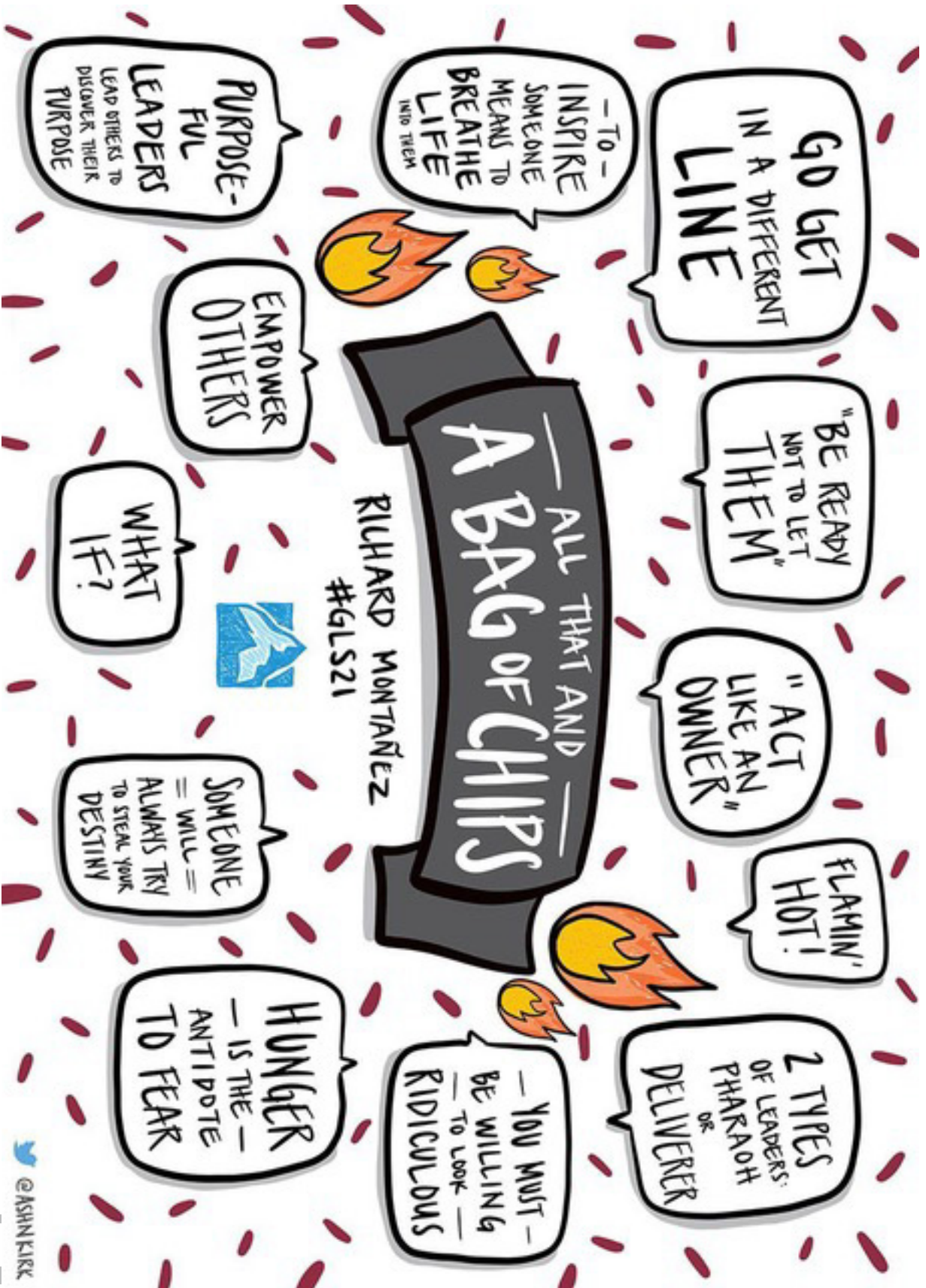


# Richard Montañez

Godfather of Flamin' Hot Cheetos & Hispanic Branding; Former Vice President of Multicultural Sales & Community Activation, PepsiCo North America; Philanthropist; Author

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During Richard Montañez' leadership tenure at PepsiCo, he was recognized for his visionary leadership, innovation and commitment to diversity. He has been named one of the most influential Latinos in corporate America and has been featured on *Good Morning America*, *The Washington Post*, *Vanity Fair*, *Fortune* and *Newsweek*.



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## GLS21 Notes: Ownership, Inspiration & Impact

Good ideas—world changing, paradigm-shifting ideas—can come from anyone and anywhere in an organization. Do you believe that? Richard Montañez did!

At The Global Leadership Summit, Richard Montañez, encouraged us to think like an executive and act like an owner and talked on how mentors can play an important part of your leadership journey.

*Enjoy these official session notes to help you dive deeper into what you learned!*

### Leadership According to Richard Montañez

- I learned my leadership from the hood, the ghetto.
- I learned leadership from women. I will take the leadership of a women any day. I believe that when God created women, He was showing off.
- I want to inspire you, to encourage you and remind you who you are.
- Stay away from people that discourage you. Hang out with people that encourage you.
- Leadership of a Pharaoh - someone who takes everyone captive to build everything in their image.
- Leadership of the Deliverer - they come into your life to help you become all you were meant to be.

### Three levels of Leadership

- Pioneer - someone who has big feet, they map new territories and bring settlers.
- Settler - they build communities.
- Purposeful Leader - they help other leaders find their purpose.

### My story

- All you need is one revelation to create a revolution. A revelation is something that is always there that is revealed to you.
- I was born in a migrant river camp. I didn't want to go to school because I could barely speak English. I had to ride a green bus. I was eating a burrito at lunch. I didn't want to stand out.
- As much as I wanted to fit in, I was never created to fit in. We were all created to stand out.
- I quit school at a young age. I worked at a chicken ranch. I worked at a car wash. I got a job at the Frito Lay factory. "You make sure when you mop that floor, it shines so well that they can tell that a Montañez mopped it."
- A new CEO put a video out and said, "I'm empowering all of you to act like an owner." I went to a salesperson and followed him on my day off.
- Don't become such an expert that you can't see anymore.
- As a janitor, I called the CEO. The executive assistant put the call through.
- There was always someone who will try and steal your idea. Don't let them.
- I made 100 bags and we got a presentation ready. My wife inspired, encouraged and reminded me.
- I had something inside of me that was greater than fear.
- There is a cookie that has been baked for you. Get out of the line and get the cookie.
- I was hungry for a change in my life.
- Many times, greatness will come in ridiculous form.
- Flamin' Hot Cheetos is now \$2 billion/year. All from being hungry and being ridiculous.
- It's okay if they mistake you for a worker. I'm okay if you think I'm a gardener.

## **TAKING ACTION**

What is ONE action step you will take from this talk and when will you take it?

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