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## Cover Stories



By J.D. Booth  
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Responsibility. Resolve. Resourcefulness.

The list of qualities the very best executives demonstrate goes on and on. But first and foremost is a keen sense of leadership. Of knowing what needs to be done and doing it, unflinchingly, taking a never-give-up attitude to its logical conclusion. This year's crop of Corp! magazine's Michigan Top Executives is no exception. Once nominated, the list of individuals are further scrutinized and screened. And what remains are those who any company would be proud to consider their own.

### **Patrick O'Keefe**

Founder, Managing Member  
O'Keefe & Associates

[www.okeefeandassociates.com](http://www.okeefeandassociates.com)

Patrick O'Keefe sees passion in business as being contagious. "Generally people like positive attitudes. If you ask someone in our firm how they are doing they'll respond 'never better' or 'living the dream.' It catches people off guard. I used to say 'extraordinary bordering on spectacular.' You have to change it up a bit, but it exudes a positive attitude and most people don't think that way. It is very powerful. It makes people want to do what you're doing if you feel that way." O'Keefe says he tries to adopt best practices from a variety of sources, the intention being to create a working environment for individuals to thrive and prosper. "I try to look for highly motivated self starters who share my vision, passion and commitment to excellence." He prides himself on helping to create an environment where people aren't held back. "They have at their disposal all the tools and resources to achieve whatever greatness they want to pursue." One strategy O'Keefe holds onto may be the most simple: responsiveness. "It is such a simple competitive advantage. I can't tell you how many assignments we have picked up just because we are responsive."



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