



Expect More  
*from 2008*

# 53 Strategies for Success from Leading Experts in Personal and Professional Development

With Compliments From  
**Peter Gow**

My contribution is on page 37. I hope you find  
it valuable.



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## Start Before You're Ready – Gihan Perera

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I do have a (small!) claim to fame in the history of the Internet. In 1991, when I was a software designer for a small company in Perth, we won a contract to build software for an undersea cable system between Hong Kong and Taiwan.



At the time, the main purpose of the cable was for telephone calls. This was long before most people had heard of the Internet. And even though I was using the Internet myself, I had no idea how important it would become within a decade.

### **That seems like such a long time ago!**

Today, we take it for granted that we can go to a Web site, click a little blue link on a page, and instantly jump to another Web site on the other side of the world.

In 1991 – when we were working with much more primitive technology – that was totally unheard of. It was a major achievement for us to just get a single dial-up telephone connection between the monitoring station in Hong Kong and our office in Perth!

And although I didn't know it at the time, our team of software developers was laying the foundations for the Internet technology we take for granted today.

### **So what's the point?**

I remember talking to the Hong Kong technicians at the time, and they were telling me about the next cable they would be installing in a few years' time. It would be faster, cheaper, more reliable – you name it. So ... even at the time they were laying that undersea cable, the technology was already superseded.

So why did we bother with our slower, more expensive, less reliable system? Because if we had waited for the perfect time, with the perfect technology, we would never have started. And if everybody in the industry had taken that attitude, we wouldn't have any Internet at all!

And *that's* the point.

### **This happens OFTEN (and not just with technology).**

Have you ever held back from doing something, waiting for the perfect moment? Sometimes it's prudent, but more often it's foolish. There's never a more perfect moment than NOW. Even if you don't get the results you expect, you get the experience.

So, *start before you're ready*. The future is theirs who take the first step when the path is new, the journey long and the horizon far from home.

You'll thank yourself later – whatever the outcome.

Gihan Perera is the author of *"The Seven Fatal Mistakes That Most Web Site Owners Make – And How To Avoid Them"* and *"Spin: Turn One Idea Into Hundreds of Information Products"*. Visit [GihanPerera.com](http://GihanPerera.com) and get your complimentary copies now.

# Significant Conversations – Kathleen Franklyn

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How many times have you walked away from an important conversation and thought “That didn’t go well?” where you (and the other person) were left unfulfilled or frustrated. And what about the times that you’ve thought that you would handle a conversation differently if you had your time again? Well, you can have impactful, meaningful conversations ... it just takes a little thought and planning.



## So what’s the point?

Some of the most difficult conversations that I’ve had with people have taken a lot of time and effort to plan. However, when the conversation and potential impact for each person have been considered, the outcome has always been more positive for all! For example, I once had a staff member comment after a “performance recovery” discussion, that it was one of the most positive experiences that she had ever had. She felt valued, understood, and more capable of experiencing success in her job than she had anticipated. Furthermore, she wanted to stay with the company, rather than resign!

This doesn’t mean that all significant conversations end in a positive result – sometimes the result is a “parting of the ways”. The important thing is to have a respectful, impactful and meaningful conversation, with as much understanding on all sides, to come to an agreed result or outcome. So how do we have significant conversations? Especially the personal or highly emotional ones? You need to keep three steps in mind ...

## 1. Ownership

Own the significant conversation! Once you identify that something is important, don’t avoid the conversation – decide to do something about it. This is often the hardest step to take. Consider the consequences if you don’t have the conversation.

## 2. Outcome

What do you want to be the result of the conversation? What do you think the other person will want to be the result of the conversation? Plan the order of the conversation – is the person aware that there is something significant to discuss? What are the issues? Describe examples. Remove blaming language wherever possible. Write a script or specific questions down and refer to them if necessary during the conversation.

## 3. Other possibilities

Plan for other possibilities. Think of yourself observing the significant conversation from a balcony above, or being an invisible third person. What might you notice? How will the other person feel? Why might they respond in a particular way? If they respond in a particular way, what would your response be? What language or words could you use to defuse an emotional response? Plan potential responses. For example, a simple de-fuser could be as simple as saying “help me understand ...”

**So, don’t hesitate. Have your “significant conversation”. You might be surprised by the success of the result.**

Dr Kathleen Franklyn is a strategic business coach, who is passionate about significant conversations. She has worked in corporate Australia for the last 10 years - in sales, sales management and marketing. You can email her at [kathleen@kathleenfranklyn.com](mailto:kathleen@kathleenfranklyn.com).

## Holidays by Design, not default – Belinda Merry

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Last year, one of my clients wrote to me saying ‘**I am impressed about the amount of time you manage to have “off”!**’ Only last month she mentioned it again, and this started me thinking. How do I manage to take so much time off? My coach pointed out to me that nature (in the form of seasons); elite sportspeople; and equipment, all have downtime - that is, time to recharge, renew, rest and recreate. **Why then, don’t we?**



Firstly, let’s be clear, it has taken many years to be able to design my holidays, it didn’t just happen overnight!

Secondly, **it takes physical planning and scheduling.**

My aim is to have 12 weeks off per year. For the last two years I have managed roughly nine weeks off, which is a long way from 4, being the employee allowance. At the beginning of every calendar year, I schedule in my holidays. This year I scheduled 10 weeks, the first year I did this, I scheduled 5. When scheduling, I link my downtime to existing public holidays. An example of this here in Melbourne is the first Tuesday of November which is a public holiday for the running of the Melbourne Cup horse race. It makes sense to take the preceding Monday off, making a 4-day weekend. I also do this with the Easter break, and my birthday (of course I take my birthday off!). Before I know it, I’ve already scheduled 3 weeks linked to public holidays. Then I plan my other times off to fit in with my friends, family, work, school holidays and business trips.

Thirdly, **letting go of the ‘guilt’** and ‘What will others think?’ is huge. This may be even more of an obstacle than the actual planning. This is about self-belief - I’m worth it. ‘My goodness, what will clients think?’ I’ve since learned that I’m actually a role model. As a WorkStyle Warrior I have to practice what I preach. Many of my clients struggle to take their accumulated flexidays or RDOs (rostered days off), and we spend time delving into this. Nine out of ten times, it comes back to, ‘What will others think?’ or, ‘How will the work get done without me?’

Fourthly, I have to manage my **budget**. How do these breaks affect my financials? Both current and forecast? Both personally and professionally? Being efficient (doing things right) and effective (doing the right things) is a key.

Lastly, I needed to know **that things would be handled** while I was taking time off. The thought of letting someone else run my systems was scary to me, yet I knew the systems worked. In early 2006 I finally hired a Virtual Administrator, having someone 1,000km away running my business systems was a stretch. Boy, am I glad I stretched. The freedom my VA gives me is wonderful. She not only handles my bookkeeping, but also manages my junk email, hard mail and product fulfillment. It was about me trusting, not about her ability!

Society, especially business, now expects us to be available 24 hours, 7 days a week. And we have the technology to support this! It is up to us to **put in boundaries and take charge**. Whether you have 4 weeks, 1 week, 10 weeks or 10 days, be sure to have your **Holidays by Design, not default**.

Belinda Merry is a Master Certified Coach inspiring you to have increased sustainable energy. She is a WorkStyle Warrior. work + life = WorkStyle®  
Visit [www.merrymentality.com.au](http://www.merrymentality.com.au) to download your free WorkStyle Guides now.

## No Job and Two Properties – Chris Gray

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After interviewing over 1,000 well paid professionals, I realised I didn't actually want a JOB. Why? Well the common theme was that they all:

- Work 50-60 hours a week
- Spend more than they earn
- Don't get to see their families

Sound like you and want something different? If so, read on ...



### Do you really enjoy your JOB?

The majority of people tend to go to work because they have to. They need money to pay the bills and a JOB (Just Over Broke) is what everyone else seems to be doing. Whilst a lot of people do enjoy their jobs, if money was of no concern, they would either work less hours or do something slightly different. It's a mixture of fear, unsure of change or not knowing what to do that stops most people from being any different.

What I learnt from all those interviews was the more you earn, the more you spend, and the more you spend, the harder you have to work. And the more you work, the less time you have to enjoy life. That vicious circle keeps going round until your retire.

### It's not what you earn; it's what you do with it that counts?

The biggest asset you are likely to own on retirement is your main residence. It's likely to grow faster than anything else you own because it's leveraged – you put 5-10% down, the bank lends you the rest and you get 100% of the growth. It will grow much quicker than anything you can save from your job, so why stick with one? Why not have more?

A simple concept but it works. Assets make you wealthy because they are leveraged and they grow. Sure there's a few concepts that you need to understand such as how to afford negatively geared properties and how to find the right one but all the issues (or excuses) you can think up are solvable, you just need to know how.

### Leverage is the key to success

You cannot do it alone, it's too hard and it takes too long. If you leverage your time and delegate to others, you can get a weeks work done in a few hours. If you leverage your money, you can get a lifetime's growth in a few years.

**The result?** – you get more time and money to have a healthier, happier life. And you only get one of those!

**Chris Gray** gave up having a JOB at 31. In his spare time he builds Property Portfolios for others. He is the '**property expert**' on **Channel 9's MyHome TV** (Sun 11am). If you want to turn your weekdays into weekends, get Chapters 1 – 3 of his book for **FREE** at [www.goforyourlife.com.au](http://www.goforyourlife.com.au)

## Getting Engaged – Kerrie Mullins-Gunst

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Somewhere along the way, over the last 20 years or so, we seem to have lost our way as leaders and organizations.

From being places that workers devoted their all to, that nurtured and invested in employees, stimulated and supported them and earned their long-time loyalty, organizations have become disengaged from the experience of the people who are their very essence. They have become mere workplaces, seeking to acquire and discard employees as readily as outdated equipment.



Instead of empowering leaders and managers to be individuals who inspire and motivate their team's commitment to achieving a higher purpose and greater good, organizations have herded leaders into a common mold, into becoming task supervisors, report generators, change drivers and implementers of some standardized system.

### **And it doesn't work!**

A new generation is rejecting the disengaged workplace and looking for something more in their life and in their work. An older generation is asking what it was all for...

The disengaged workplace might enlist hands or head in the short-term for a specific task, but it doesn't secure commitment, insight or true value from its employees. It can't reach the heart, which offers loyalty, dedication, care, contribution and fulfillment.

### **But it doesn't have to be that way!**

Systems, processes and procedures, no matter how well written, can't inspire people or organizations to achieve greatness. It's leaders who do that - leaders who understand the power of engagement. If you are engaged as a leader you can encourage employee engagement and generate a new and more effective way of working together. Workers want to contribute to a purpose they value, and have their contributions valued in return.

Now more than ever before, your people want to follow a leader who creates meaning for them in a world which is often barren of meaning. They yearn to follow an individual they respect, not just a process, procedure or system, and to make a contribution they can be proud of.

### **So, how can you get engaged as a leader?**

Being an engaged leader means being three things: prepared, present and purposeful.

Being prepared is about your own personal commitment to being your best. It means continuing to get better as a leader over time, to improving your leadership skills and learning from experience through reflection and coaching. Being present is about being there for your people. While being purposeful is about understanding and explaining why and how everyday tasks and actions contribute to the wider picture and the grand vision.

These three dimensions of engagement are not hard, but they hold within them the power to reshape your workplace and your organization.

**Kerrie Mullins-Gunst** specializes in helping leaders and managers develop all the skills they need to mentor, manage and lead. For your **free Top Leadership Tips Workbook**, copies of **Leading Well** and other leadership resources visit <http://LeadershipSkillCenter.com> today.

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## Make Love a Priority in 2008 – Chris Walker

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Today, love without expectation. Appreciate someone you dislike, appreciate someone you fear, love someone you left behind. Appreciate people knowing tomorrow may never come, and that the deepest regret any human being can have is to hold back their love, even for a second.



Today, appreciate all those people that you love or have loved. Drink a glass of fresh water to their beauty, their gifts and their ways. Hope and wish that today and everyday, they are happy and healthy wish them long life. What else could love be, but the wish for someone else's happiness?

### **Global change begins with personal change**

Love is cumulative. Make every day of your life a Valentine's Day. Act like today is the most important day of your relationship. Turn up on time. Do something kind. Prioritize your lover over your work. All compromises in a relationship add to its demise. Your relationship is the most important thing in your life. Stay humble. Be thankful, you'll never lose what you appreciate.

### **A loving home is one of the most important keys to happiness**

Try taking time to sit quietly in nature daily and imagine how much you appreciate life. Learn to admire people rather than wanting to change them. Find contentment within yourself, appreciating yourself by appreciating others. Remind yourself everyday that there is absolutely nothing to change in your partner, only something to love.

Build each day on a foundation of pleasant thoughts by always looking for the two sides. There are two sides to everything and everyone, so know the balance then simply focus on the positive. People become as you treat them. So acknowledge their gifts. Let the negatives take care of themselves. Remind yourself that through the power of thought, you can make the world a better place.

### **More love at home – a brighter future for the world**

A magnificent key to creating a harmonious, lasting and sacred relationship is to understand that a loving person treats both those they like, and those they dislike, with respect. This is the spiritual aspect of it all. The true test comes when we are asked to love those who hurt us, those who are unkind to us. To be in love we can't pretend to be loving and open hearted to one person, and judgmental and protective to one another. Love is a way of living, an attitude from which we choose a relationship and our way of making the world a better place, one heart at a time.

Never again clutter your days or nights with so much "business" and unimportant things that you have no time to be in love. If you can be in tune with your own mind and the rhythms of nature, then one moment standing with your partner in the midst of nature with an open heart is like a lifetime of fulfillment.

All of life is a miracle. The order of nature, the revolution of a hundred million words around a million of suns, the activity of light, the life of animals, all are grand and perpetual miracles. Voltaire

Chris Walker was an international business consultant up until he saw how relationships were suffering because of business and how much we needed to redefine our priorities around work and life. Chris has written over 30 books including Sacred Love. Visit [SacredLovethebook.com](http://SacredLovethebook.com) and get your copies now.

## Don't be Afraid of Your Past – Sharonne Phillips

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Many of us struggle with our pasts. We have worked in jobs we would prefer to forget, and we had have done things we are not only not proud of, but would be horrified if our current network even got a hint of.

I have been hiding from my past as a physiotherapist and ergonomist for quite some time as I move into my real talent for productivity and simplifying the complex. Now, I am not ashamed of my past work experience – I thoroughly enjoyed the opportunities presented and it was a real honour to work closely with so many people. In fact, my past allowed me to hone my skills and fine tune my expertise.



### But does it fit with me now?

I am not sure. People who know me know of my struggles to cast off the old and embrace the new. But my past has allowed me to develop The Systems Model® and have the satisfaction of working with people and organizations to simplify their processes.

So although I didn't realize it or want to accept it, my past is as much a part my present as anything could be. Without it, I wouldn't be in the position I am in to assist others.

### So what's the point?

We often try to change our past experiences to help create the present and future we envisage. In doing this, we can only partly commit ourselves to our true skills, knowledge, actions and potential. We lose out, and so do our clients.

So why do we do this? There are many reasons, and each of us would have our own top ten lists. But I believe it all comes down to much of the same thing. We have an image of how we should be perceived and how we want others to relate to us.

But as we cannot control what others do – we can only guide and educate them and perhaps hope that they will follow our suggestions, we are stacking the odds against ourselves. Who we are, what we do, and how we do it is based on ALL of our experiences. We can't deny our past to ourselves and still be complete.

And *that's* the point.

### So what is holding you back?

What dreams have you not pursued? Have you ever not spoken up or tried to do something because of the fear of others might think of you? Have you ever procrastinated because you wanted to see whether what you were planning was appropriate or acceptable?

Everybody has a past – get over yours and embrace your whole self. And if they challenge you about your past – remember, it is your PAST and you acted to the best of your abilities at the time.

Sharonne Phillips is the author of "Top 7 Problems of Organisations and Systems" and her Two Part "Systems Diagnostic Tools". Visit [www.SharonnePhillips.com](http://www.SharonnePhillips.com) and get your complimentary copies now.

## Get Your Edge – Nikki Vescovi

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When I moved to Sydney from Los Angeles two years ago, I knew I was taking a huge risk. After all, I knew no one in Australia either personally or professionally. In just three months I found myself on stage presenting to a room full of national speakers following one of the top speakers in the world!

Being willing to take huge risks can be important in advancing our business and personal life, but is not the only critical factor. If we are not able to clearly and creatively connect with others to let them know what we can do for them, we may never have the opportunity.



### Creating Your Own EDGE

There is a simple four-step process that you can use to let others know what you can do for them. The beauty of this simple introduction is that it allows you to appeal to both logic and emotion, and over 99% of our decisions are actually driven by our emotions.

The 4-steps are easy to remember:

E – What is your EXCLUSIVE positioning? (What do you do that is special?)

D – How DO you do this? (What process, tools, or techniques do you use?)

G – What have other customers GAINED? (Specific customer examples)

E – What can this customer EXPECT? (Paint a picture of what it could mean for them)

Putting all the pieces together might sound like this:

Our unique process helps people achieve their goals even more quickly and easily. We do this through a simple, proven coaching system that gets results. By using this proven system one of our clients saw a 600% increase in his income! Imagine increasing the productivity of your business so that you can spend more time with your family. You'd like that, wouldn't you?

As outlined above, one of the keys to making this introduction so effective is to keep it short, simple and to the point. Additionally, when explaining what others have gained from working with you, the most powerful examples have specific, tangible results. Finally, paint your picture and finish with a question to advance the conversation.

The key to the above is practicing this brief, powerful introduction as often as possible. It can be used in marketing pieces, at networking events, or to engage someone when presenting your products or services. One of our clients sold an \$85,000 marketing project just through using this simple process in a letter to a client. Perhaps you can see the same benefits in 2008 as you create your own EDGE!

Nikki Vescovi is an expert in creating connections that get results. Through using her *Power of Connection* tools you can dramatically impact your results so you work less, make more money, and have more fun. Get her free report, "**The Connection Factor: Your Secret to Success**" which shows 5 simple tips so you can connect with anyone, any time, anywhere, at [www.NikkiVescovi.com](http://www.NikkiVescovi.com).

## **Sales & Technology – The Vital Connection – Frank Furness**

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What are you doing today that is better and different to your competitors? How do you find and attract new clients? If you are not doing anything that differentiates you from the competition, you could be losing out on a huge amount of potential business.

One of the easiest methods to differentiate your practice/organization is to embrace technology. It is easy and can save you time, money and headaches. Let's take a look at technology and what it can do for you:



**Digital Recorders** – are now tiny and can store up to 44 hours of professional recording. I have used the digital recorder to record client testimonials and put these on my website, record interviews with business leaders on leadership and entrepreneurship and shared these with my existing clients and recorded my new book for transcription.

**Card scanners** –The latest Card scanners are tiny and can scan with 100% accuracy and then export to outlook or whatever database you use.

**Ezines** – Develop a 10 touch plan for all your existing clients. The most effect way is to have in interesting and informative newsletter.

**Marketing with Articles** – The easiest and most inexpensive method to get, expose and build your brand is by marketing with articles, both on the internet and in print.

**Video mail** – How would you like it if you have a meeting with an important client and can send them an immediate email with a small video thanking him for the meeting or highlighting what was covered? Once again, with no technology experience anyone can do this in minutes. I use the Logitech Fusion Quickcam with its free software.

**Video and Audio on the web** – there is so much software that allows almost anyone to add audio and video to websites. My favorite software is Camtasia and Visual Communicator.

Just think of all the applications that can help your productivity with clients:

Explaining how to complete a difficult form or paperwork

Demonstrating your latest products or services

A live PowerPoint recording with voice (at least you can hit the stop button if this is too boring)

Having a Frequently Asked Questions section of your website where clients can watch videos of complicated questions....and plenty more

**Teleseminars and webinars** – How about having a teleseminars or webinars for your clients once a quarter. Neither of you have to travel nor you can add value to their business.

**Free International Telephoning** - SKYPE allows you to make free internet calls anywhere in the world and even run mini-conference calls.

**Free Resources** – <http://www.frankfurnessresources.com>

**Free EBooks and software** – <http://www.frankfurnessresources.com/freebies>

**Download 39 Power Sales Closing Scripts at**

<http://www.frankfurness.com/closingscripts.cfm>

Frank Furness CSP CFP is a professional speaker and trainer specializing in sales and technology. He is the author of 'Walking with Tigers – Success Secrets of the World's Top Business Leaders'. [www.frankfurness.com](http://www.frankfurness.com)

## To get fit, set a goal and go for it! – David Beard

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Apart from 'lose weight', "I'm going to get fit" must be the most common of all New Year resolutions. Unfortunately, it's also one of the least likely to be achieved because most people don't get results quick enough to stick at it. We all want fast results or at least to see some progress quickly otherwise we think our effort isn't worth it and give up.



Here's a quick, sure fire way to improve your fitness and get fitter fast, but there is a catch. You have to be prepared to do the work. You see, you can't get fit without doing the work. No-one else can do it for you no matter how much you pay them or how committed they are to your success. You have to do it.

**1. Set yourself a goal.** Your goal needs to be an activity you want to achieve or complete. It could be to compete in an event, climb a mountain or ride to visit a friend (who lives a long way away!). The more challenging the goal, the fitter you will get in the process of achieving it. Your goal also needs to have two timeframes. How long to complete the actual task you have chosen and when you want to achieve it by. For example, it might be to run 10 km in less than an hour. The more challenging the goal, the more time you will need to prepare for it.

**2. Break your selected activity/event into chunks.** Rather than focus on the overall goal, break it into smaller chunks. Using the above example, 10 kilometres in an hour means you need to complete each kilometre in 6 minutes. This gives you the basis for getting fit for your activity. Rather than focus on trying to run 10 kilometres in an hour, work at doing one kilometre in six minutes. Break it into even smaller chunks if this is realistic.

**3. Exercise at a pace faster than you need to complete your goal.** When you are training, you need to work in short but intense bursts. This means going faster than you have to in the event or activity. It is easier to push yourself for short bursts than it is for a long period and your body responds to the more intense activity by getting fitter and stronger. Over time you build up the intensity and length of the 'chunks' of effort so it's closer to the actual activity you are training for.

**4. Include some strength building.** One of the quickest ways to improve your fitness and performance, and often one of the most neglected areas of fitness, is strength. Work out which major muscles are used for your chosen activity and do some strength training of those muscles. Focus on big muscles and the smaller ones will get trained in the process. Always include some abdominal exercises as these protect your back.

### Work hard while training to make achieving your goal fun

Develop the attitude that if you work hard while training completing your goal will be fun. You don't want the achievement of your goal to be a struggle, so be prepared to do the hard work in training so you can enjoy accomplishing your goal. Trained athletes make playing the game look effortless. It's only that way because they did the hard work at training. A few hours a week of effort to get fit will make the rest of your life easier and more fun. Go for it.

David Beard is an Exercise Physiologist who specializes in fitness and aging. With over 20 years experience in the Health, Fitness and Aged Care industries he helps people of all ages get fit for the rest of their life. To get his regular email newsletter or to contact him directly visit [www.lifelongfitness.info](http://www.lifelongfitness.info).

## Confidence is a SKILL You Can Learn – Rachel Green

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High self-esteem and confidence can go hand in hand with success. If you think positively of yourself, and you think you are worthy of respect, of having a well-paid career, of winning an award, then you are far more likely to achieve these things. The good news is that confidence is a skill that you can learn.



### **GET THE SKILLS and the confidence will follow.**

Confidence occurs much more easily when you are skilled. Therefore, if you want to be more confident get the skills you need first. Don't wait to be confident before you get the skills.

Instead of saying, "I'm not confident enough to go networking, I don't know what to say", gain the networking and conversation skills you need so you can be confident at networking. Then you'll be successful.

Rather than saying, "I'm not confident in having long term relationships", gain the skills and information you need on relationships, so you can be happy together.

Instead of thinking, "I'm not confident enough to market my products", gain the marketing skills you need so you can be confident marketing and have a successful business.

### **PRACTISE being confident.**

Many of us get nervous in front of an audience. Why? Because most of us waste our time practising being nervous. We tell ourselves that it will be dreadful, that we'll go blank, or that the audience will be bored or hostile. What does this do? It helps us be nervous.

Instead, practise being confident. Deliberately cultivate a mind-store of happy, confident memories, images and scenes. Whenever you think about public speaking draw these memories to mind and rehearse them. Relive them while you prepare your speech. Then when you speak you'll have a far better chance of being confident. It's easy, really!

### **CHANGE your thinking.**

Self-doubt and negative thinking kill confidence. What do I mean by self-doubt? I mean all those negative things we say to ourselves that tell us we are not good enough, that we are going to fail or which suggest we don't deserve any better.

If you want to be more confident learn to manage your mind. Watch out for negative thoughts and dissolve them as soon as they arrive. The worst thing you can do is to believe them. Practise thinking positively about yourself and others. As soon as you hear a negative judgment or comment creep into your head change it for something positive.

This can take a lot of concentration at first as many of us don't even realise what we are thinking, but over time positive thinking can be a habit. Then your confidence can soar.

Rachel Green is the author of three CD sets on *CONFIDENCE FOR WOMEN* - in social situations, at work, and when speaking in public. Visit [CONFIDENCE4U.biz](http://CONFIDENCE4U.biz) to get your copies and to receive her FREE E-magazine to boost your confidence and communication skills.

# Find engaging and inspiring answers to 7 big questions – Ian Berry

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In both our personal and business lives there are 7 big questions we must find answers for that engage and inspire both ourselves and others.



1. Where am I going?
2. Why am I going there?
3. What do I stand for?
4. Who am I that I'm glad I am?
5. How am I different from everybody else?
6. Who do I serve and what do they demand, desire, and feel they deserve?
7. What legacy will I leave that my money could never buy?

## The first three questions are foundational

They are about vision, mission, and values, or as I prefer to call them possibility, purpose, and principles. What would be possible in 2008 if you really, really went for it? Why would you want to achieve that? As the great philosophers have taught us, when we understand the why, the how is easy! What we stand for or our values or principles are the rudder that guides us. These things are more than words; they are about how we behave, and how true we are to what we say.

## Questions 4 and 5 help us to appreciate our difference

Our differences are the special things we bring to our relationships both personal and business. Knowing how we are different and being comfortable in our own skin is a key to appreciating and valuing difference in others which in turn is a key to relationships of high value and mutual reward.

## Help other people achieve what is important to them

Inspiring and engaging answers to the first five questions enable us to find those we can serve and to discover what they demand, desire, and feel they deserve, which after all is the business we are all in regardless of our product / s or service / s.

Zig Ziglar got it right when he said "help other people get what they want and you will get what you want." So often we live life the other way around, which is why a year goes by and we haven't achieved what we expected we would.

## Inspiring and engaging answers to question 7 keeps us grounded

Knowing the legacy we will leave that our money could never buy should be our ultimate focus. Then we don't get carried away with what we do rather delight in what others can do as a result of their lives interacting with ours.

Ian Berry is an Insightpreneur™ one who discovers and presents insight people and planet profit from. He is the author of two books and a contributing author to two more. Visit [www.ianberry.au.com/resources.html](http://www.ianberry.au.com/resources.html) for some great free resources.

## Get the “One Percenters” Right – Clive Murphy

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In 2008 you will be setting yourself some goals: some may be BIG and others may be small. How can you ensure you achieve your goals?

In sporting terms, many successful coaches talk about getting the “one percenters” right. While they have a BIG goal, they do the little things well and consolidate a new skill or a new move each week. This ensures they constantly improve and should peak when the finals arrive or that major game occurs.

Let us examine how you can use this to your advantage.

Think of the areas of your life that are vitally important to you. They may be your relationship with your partner and/or your children, your health, work or maybe your relationship with yourself. Make a list.

What can you do to improve each of these?

For example, how can you improve your relationship with your partner? What skills do you need to learn to take it to the next level?

A good business owner not only sets goals, he/she knows what it takes to achieve them. They invest in new equipment, do courses in work related areas and keep up to speed with new technology. Much time is spent on planning and monitoring that business's progress.

How much time do you spend working on and improving how you perform? Do you monitor how the important things in your life are progressing?

While most people spend much time at work, they spend little to no time monitoring and improving those things that are important to them.

**Make an agreement with yourself to improve your life in some way every day or every week.**

Make the decision to do something better this week than you did last week, something better next week than you did this week, and so forth. It may be to tell someone you love them, or better still, to show them how much you love them. It may be to value the people you work with, or to value the person you are. It may be to overcome an insecurity (like a fear of failure) or to improve your communication skills.

Once you identify the specific you would like to improve, now decide how you are going to do that. Do you need to read a book, listen to a cd, attend a seminar or consult with a professional? Can you access the information from the web? Once you have the relevant information, implement it into your life by practicing it.

**If you improve your life by 1% every day or week**, imagine where you will be or how you will feel in 12 months time. Imagine being at least 50% better than you are now!

Make 2008 the best year ever!

Clive Murphy helps program you for success. He is a best selling author who specialises in helping you achieve high self esteem and confidence. His method is new, simple, easy to implement and is regarded by many as one of the best available. To learn about the power of your mind and help realise your potential, go to [www.clivemurphy.com](http://www.clivemurphy.com)



# Crack The Whip Over Your Wealth – Matt Hern

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The first year after I changed career into Financial Advising was spent kicking myself in the shins at how foolish I had previously been with my precious graduate engineer's salary. A financial fitness assessment showed I was out of shape, and I had no idea.



If your finances are a bit flabby then make 2008 the year to crack the whip over your wealth!

## Get your financial house in order

Having an organised financial house is absolutely fundamental to creating wealth. It also shows you where your finances are most out of shape and where you could get the greatest reward for the least effort. The first step is to get a bird's eye view by creating a balance sheet and a cashflow statement for yourself.

## Bust that flab: Generate profits not junkets

Next, take an eagle eye view on your cashflow statement and you may be shocked by what you really spend each year. If you estimated a surplus income, do you have any wealth to show for the past year's surplus? If not, you may in fact be generating junkets rather than profits by spending much more on lifestyle than perhaps you need to.

To position yourself for peak financial health bust the financial flab in your spending.

## Build your strength: Get your lazy cashflow and equity moving

Physical health is more than just aerobic fitness, it includes muscle development as well as internal health. The same applies to your finances. Now that you're financially fit and generating a surplus make sure that it is working hard for you rather than accumulating in a low interest, every day bank account. Consider a regular investment plan into high quality investments or perhaps salary sacrifice to superannuation.

Similarly, an eagle's eye view of your balance sheet may identify lazy unused equity in assets you own. Flex your financial muscles by using that equity to buy additional profit generating assets.

## Nurture yourself and your wealth

Just like your body your wealth is not set and forget; it needs to be nurtured. Ensure that your wealth is well maintained and performing at its peak by benchmarking each investment against other comparable investment options. If the asset is underperforming then it's time to shape up or ship out.

Some ways you can crack the whip over your underperforming assets include actively choosing a better portfolio within your superannuation and charging market rate rent for your investment property.

Crack the whip over your wealth and make today the poorest day of the rest of your life!

For your complimentary online comprehensive financial health checkup visit [FinancialDreams.com.au/expectmore08](http://FinancialDreams.com.au/expectmore08). Matt Hern is a Certified Financial Planner and member of the Financial Planning Masterclass, 2004 and 2007.

(The above article is general information only. Matt Hern is an authorised representative of Sentry Financial Services Pty Ltd, AFSL 286786.

# Power Your Performance– Brain, Breath and Body – Ruth Bonetti

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If public performance gives you some jitters, you're NORMAL! Here are tips I learned in my first career as a professional musician. Let's start at the top...

## **BRAIN: How to think clearly on your feet**

*Clear Head:* To speak clearly and access information to handle curly questions with poise, engage your whole-brain with "cross-crawl" movements. That nervous pacing will do fine! Better, go to a park and breathe fresh air. Walking circulates blood to fire up your brain.

*Combat Self-sabotage:* You know those inner finger-pointing voices before and during presentations: "ya gunna..." "ya shoulda," "ya idiot" (or worse.) We all meet them sometimes. Rather than block them with "positive affirmations" which seem fake, acknowledge such realities, then turn them to strength and freedom.

Speak your truth, framed by these simple but liberating words:

"*Even though I ...stutter, stuff up, shake, make a fool of myself...!?!\*#!...etc blah blah!*" ... Sweep those inhibiting fears away by adding: "*I love and appreciate and respect myself.*" (Challenging, hmm?)

"Emotional Freedom Technique" reinforces affirmations by tapping on meridian points. Read how my workshop participants found "miracle" release with a simple, free tool: **EFT WOW results**. And see my animation: **View tapping points** (it's a bit slow to load). This simple, accessible and powerful tool can free us to perform to our ability.

## **BREATH – for Inspired Presentation**

During stressful times, excess adrenaline easily impairs breathing. I've taught breathing techniques for decades at university level. But I know that when pressured, adrenaline is so powerful an instinct that all my head knowledge may lapse into shallow breathing.

- *Breath diffuses the jitters, stutters and brain fog of excess adrenaline*
- *Breath strengthens our voice*

After a breath, our voice will project stronger, more resonant – and confident.

- *Breath Calms and Clarifies, gives thought-time, curbs "um" and "ah" fillers*

## **BODY – Energy Building Food**

What can we eat pre-presentation to access optimum energy?

My husband, a conductor, eats a simple bowl of rice before concerts. When playing clarinet, I need more ballast – a rumbling tummy inhibits breathing! Choose complex carbohydrates; bread, potato, rice, whole grains, pasta maintain steady, optimum blood sugar levels and sustained release energy. Lighter proteins like fish, chicken or eggs are more easily digested than steak. Avoid mucus producing dairy products and oily or fatty food. Maintain water intake to improve concentration, clarity communication.

You're now primed from the top of your head to your feet.

**Enjoy your opportunity in the spotlight – and shine!**

Ruth Bonetti empowers people to be fantastic on their feet in public presentations, both via words and music. Her workshops, books and coaching develop holistic, practical and proven techniques for confident performance. Read her free e-Book *52 Tips for Performance Power* at [www.RuthBonetti.com](http://www.RuthBonetti.com)



## **Some ‘Down Time’ To Keep You Up! – Gwenda Jayawardhana**

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### **Stop, I want to get off!**

Sometimes it can feel like you're on life's merry-go-round and everyday you just keep going through the motions trying to keep up with all of life's commitments (whether they be for work or play). Sooner or later it's time to jump off and take a stock of your business and personal goals to make sure you're still on track.

“Does my work still give me job satisfaction?”

“Is my health as good as it can be?”

“Do I feel good about myself?”



### **They can't do without me!**

We know we've got that four weeks annual leave up our sleeve but we just keep putting off using it because we have too many work commitments, or we think that the office just won't function properly unless we're there. Not to mention the worrying prospect of returning back from holidays only to find out that no one did our work whilst we were away!

### **Like a house of cards?**

Well, I've got news for you! The world (and the office) won't just fall apart because you're not there. We humans are resourceful creatures and those left behind in the office will find a way of coping without you. They may even find better ways of doing your job whilst you're away which will make your life easier upon your return!

### **Make the Time**

The greatest benefit of taking some 'down time' is that your stress levels will decrease, and you'll feel so much better in yourself. Plus, it's a great opportunity to strengthen your family bond. We all know the slogan, 'a family that plays together, stays together.' Well, it's true! Plus you'll end up being more productive at work because you've allowed your body and mind to rest and recover on a regular basis.

### **Schedule It – Make It Happen!**

So if you want to do your health a favour (and everyone else in the office) get out your diary NOW and schedule in that four weeks annual leave for 2008. Why not even submit your annual leave forms to make doubly sure you don't squirm out of your commitment to yourself! After all, no one ever said on their deathbed, "I wish I'd spent more time at the office!"

Gwenda Jayawardhana is the financial brains behind Acclique – the Best Accounting Software for Homebased Business. This award winning package will have your financial accounts and BAS done with a click of a button! Make your life hassle-free today by visiting [www.acclique.com](http://www.acclique.com).

## Know thyself – Michael Grose

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“Know thyself” is a powerful principle that leaders, managers and effective people intuitively know.

Most of us have a dominant birth order personality that matches our birth position. Your birth order personality relates both to your working style (i.e. how you work and what motivates you) and also your relational style (i.e how you relate to people).

For instance, I am in the youngest in my family by seven years, which means I am like a functional first born. So I work like a first-born (achievement-oriented, ambitious and like to be in control) but I relate like a youngest (very good at outsourcing to others and a poor decision-maker). It sounds complicated but it is not.



Birth order theory outlines four types of personalities- first borns, second borns, only's and youngests. If you were 3rd of six children then circumstances would have meant that you either functioned predominantly like one of the 'big four'.

Here are the 'big four' birth order types and some of their characteristics:

**First borns** are leaders, drivers and responsible types. These people like to manage others but first they need to manage themselves. Their tendency toward perfectionism can mean they can be low risk-takers but they can be the rock around which organisations are built. Approval of authority is important for this group so don't expect them to rock the boat too much. First borns, above all else, want to forge ahead.

**Second borns** are 'people' people, compromisers and flexible operators. They are likely to be motivated by a cause and will enjoy working in teams. They will often choose tasks or even jobs that will give them a feeling of belonging. Relationships are important to this group so make sure they are included in all activities.

**Only's** are quiet achievers and finishers. They expect nothing less than the best. This group will raise the bar for everyone around them as nothing but the best will do. Recognition is important to this group. Only's aim to please.

**Youngests** are initiators, ideas people and challengers. This group are the creative, live-for-the moment types who like to put some fun into activities. This group will do anything to be noticed. Youngests, above all else, want to be noticed so make sure you pay attention to their efforts.

**So what is the point?** Know thyself and know the circumstances you are working in. There are times when your birth order personality should take over but there are times when you may need to operate or work like someone in another position.

Michael Grose is the author of *Why first borns rule the world and last borns want to change it*. Visit [www.parentingideas.com.au](http://www.parentingideas.com.au) to get your copy of this fascinating book and find out what makes you, your family & colleagues tick.

## How to succeed offshore – David Thomas

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I would like to share my four secrets to offshore success, having closely observed the successes and failures of Australian and other companies in their attempts to engage with new emerging markets, particularly in Asia.



### **1. Be a Leader not a Follower**

It is surprising that this even needs to be said, but I find it astonishing that many companies think that they can simply start distributing their products, services and expertise in a new foreign market without giving much thought to how they can stand out from the local crowd. As a new entrant, you have no choice but to offer something new, creative, innovative and exciting rather than a "me too" offering which will appear as though you haven't done your research properly. Take the time to work out how you can enter the market with an offer that enables you to shine!

### **2. Give it time to get off the ground**

The most common remark I hear about foreign companies in Asian countries is "they came to see us, we liked what they had to offer, but we never heard from them again"! There could be many reasons for this lack of follow-through but I suspect the main one is that they often enter a new market without the capital, resources, capacity and shareholder support to ensure that they can make it through the inevitably tough early years. After a while, the losses, distraction and strain on cash flow becomes so painful that they withdraw until a better time. Unfortunately, damage can be done from trying to re-enter a market from which you have previously withdrawn, so it would be better to start with more realistic expectations. To use a well worn expression: "Double your budget and halve your expectations!"

### **3. Build a sustainable business**

A business depends on a complex and highly developed root system which has been carefully built since inception - distribution channels, supply chains, back office fulfillment, pricing models, human resources, suppliers etc. etc. It is not realistic to expect this intricate, well honed and self-sustainable operating model to be easily transportable to a new country. When considering a move offshore, consider the full impact, stresses and implications for every stage of your value chain, and consider how you can replicate your success in a foreign country. It can all be done, and you know how to do it. It just requires some time, thought and planning

### **4. Send in the A team!**

It is inconceivable that the Australian Cricket Team will tackle the next Ashes series in England whilst leaving their best players behind to compete in a domestic series. Yet this happens all the time with Australian business! Whilst we might not like to admit it, Australia is a small country in global terms so, when you start your offshore journey, start with success in mind and accept from the start that your offshore business will end up becoming larger, more profitable and more valuable than your onshore business. So, when you think about selecting your team to run your offshore business, start with your very best people. Don't fall into the trap of convincing yourself that these people are too valuable to the success of your local business. How else can you be confident of success?

David Thomas is the Principal of Think Global Consulting. Visit [www.thinkglobal.com.au](http://www.thinkglobal.com.au) to receive *Insights*, a regular update on global trends and business hotspots around the world.

## How to Get More Done in 2008 – Lorraine Pirihi

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Accelerate your success in the coming year by working smarter, not harder. Everyone says they are 'busy', but busy doing what?

Don't waste your most precious resource...time. Get organized now and get more done in 2008 with these top tips.



- 1 Write down what matters most to you;** what you consider to be most important (your values) i.e. health, family, wealth etc. Then fill in a **weekly planner** (or make up your own version). Enter what you're doing each hour for the next 2 weeks. Then review it and cut out the activities that take you away from what you consider to be most important to you.
- 2 Write down your goals both business and personal.** Choose the top 3-5 and focus your time, energy and resources on them.
- 3 Learn to say 'No'.** You can't take time for your life and what you want to achieve without learning to say 'no' to others.
- 4 Seize Control of Technology and Telephones** Turn the phone and email off so you can focus on what counts. Have technology and telecommunication free periods throughout the day.
- 5 Delegate or Outsource** Get assistance in areas outside of your core expertise. Don't waste time on '\$10' an hour tasks. Your time could be worth \$100 or more an hour so don't waste it fiddling around on activities which fill your day and don't provide you with a good return on your time.
- 6 Spend Money to Save Time** Shop on-line and pay for the extra freight or postage. Use a courier. Find someone else to do the 'running around'.
- 7 Clean Out the Clutter** Excess clutter costs you time searching for things, cost you money because it takes up valuable space and you buy more of what you already have but can't find, and it distracts you. Get rid of things...now!
- 8 Become the King or Queen of Checklists** Write checklists for tasks or activities which are repetitive i.e. invoicing, client and team meetings, assessments etc.
- 9 Diarise Yourself First** Take time out for your own health and well-being each day. Allocate time in your diary for yourself first.
- 10 Plan Daily** Plan in your diary what you want to achieve each day. With a plan you will have a clear focus, without it you could end up anywhere.
- 11 Get Coached** Every top performer gets coached. You cannot be on top of your game just on your ability alone.

### THE FINAL WORD

Consistently take action on these tips each day and you will be happier, healthier and wealthier.

Lorraine Pirihi is Australia's No. 1 Productivity Coaching. She specializes in working with small business owners and entrepreneurs showing them how to dramatically increase their productivity so their business is profitable and they also have time to enjoy a life. Visit [LorrainePirihi.com](http://LorrainePirihi.com) now for powerful productivity tips to save you time and make you money or contact 1300 857 756.

## The Rise of The New Millenials – Paul Archer

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Are you ready for the onslaught of the New Millenials in 2008?

This year, millions of new consumers will be entering the market, taking up job positions and beginning to spend voraciously. They have a “I want it now” attitude to buying things.

They are the New Millenials – people born since 1980 – and they are soooo different. If you’re a salesperson or you sell anything – ideas, workloads, services, then you will benefit from these four tips to handle them.



### Here're four tips to help you with the New Millenials in 2008

1. New Millenials have been weaned on technology whereas many of us were introduce to it at some point in our lives. OK, we're all pretty good at it, but they were fed on it from day one. So use new technology to reach this audience. Get into Second Life and create a place where virtual people can visit you, occupy Myspace, Facebook, sell your products on eBay, put out videos on YouTube. Ask them how to stay in contact and don't force your preferred way on them. If it's tex messaging they want, then learn how to tex!
2. New Millenials have been overly protected by parents since birth. They've grown up with danger, atrocities, terrorism. Coupled with parents who wanted to give them more time than they had as children, the New Millenials have been totally smothered since birth. Helicopter Parenting. They are not skilled decision makers, they've never had to be as their parents have done it all for them. With the sales close, you need to relieve the stress and hold their hands through the decision process. Gain agreement through test and trial closes and ensure you signpost every part of your sales process.
3. More than any other generation they strive for individuality yet look for peer approval and value their friends and spare time more than anything else. So when selling, make sure you don't take up too much of their time. Also individualise your product for them, provide customisation, make them feel individual and special. They distrust the big corporations so ensure salespeople show a personal touch, a face, for them to build a relationship with.
4. New Millenials have grown up in an instant world where everything they need is available now. Physical shops are open 24/7, the internet allows instant downloads of news, information and products. Let your product be immediate. Instant gratification. Offer them instant solutions. Empower your staff to make more decisions, give them on the spot mortgage agreements, digitise your products so they can download them. Make everything you do...now.

So the next 20 something you meet, try a few of these ideas out. You'll be pleasantly surprised that you'll hit the mark with them and steal an advantage over your competition. Good luck in 2008.

Paul Archer is an international speaker, trainer, author based in the UK. He works with companies across the globe to help them increase their sales results. Get your free Sales Excellence Ebook Chapter and MP3 download at [www.rapportselling.com](http://www.rapportselling.com) and visit [www.paularcher.com](http://www.paularcher.com) for more free sales ideas.

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## What will you stand FOR in 2008? – Ann Villiers

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At the time of writing (October 2007) we have been exhorted to fight and act against various causes – fight against a proposed mill in Tasmania, fight against poverty, walk against warming. All laudable causes.

Yet there are two flaws in this approach. First, the warlike language that sets up opposition, debate, antagonism.

Second, being 'against' something means energies are directed to stopping, condemning, fighting what you don't want, rather than working **for** constructive action, defining a desirable future, and putting in place what **is** wanted.



### Surviving the 21<sup>st</sup> century

James Martin points out in his book *The Meaning of the 21<sup>st</sup> Century* that humans face the possibility of being wiped out. His key message is that sustainability alone is not enough. We need to be concerned with survivability. He says, metaphorically: "We have vast numbers of experts on how to make the train work better and faster, but almost nobody is concerned with where the train is headed or whether we'll like its destination."

### Using your expertise to build survivability

As speakers, trainers, authors and coaches you have the opportunity to influence many people. Not just by your words, but by your actions, the views you express, the rights and freedoms you uphold, your symbolic gestures, your philanthropic contributions. Are you using warlike language (like 'boot camps', 'guerrilla marketing', 'troops') that subtly invites opposition as well as them-and-us thinking? Are you defining a desirable future that builds survivability and then showing people how to achieve this?

### What will you stand FOR in 2008?

Humankind is on a nonsustainable course. Time to change course is running out. Expect more from 2008 by contributing to how the planet is intelligently managed. What will you stand FOR in your business, in your advice, in your presentations? Will your audiences hear a message FOR surviving the 21<sup>st</sup> century? When planning 2008 consider these questions:

- What ideas that encourage survivability will you be FOR in 2008?
- Who will you be a voice FOR in 2008?
- What organisation/s will you join/support in 2008?
- What individuals will you support in 2008?
- What will you express in 2008 that will help shift us onto a planet-saving course?

Dr Ann Villiers is Australia's only *Mental Nutritionist*®, guiding people to think more flexibly and speak more confidently so they can connect, influence, build understanding and promote their abilities. Please visit [www.mentalnutrition.com](http://www.mentalnutrition.com) and [www.selectioncriteria.com.au](http://www.selectioncriteria.com.au).

## Stress Control – It's All in Your Mind – Anne Riches

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What stresses you out? Dealing with angry customers? Having to do battle with your boss, your staff? Poor customer service? Getting your kids (or your partner!) to do what you ask them to?

### Watch those Almonds!

Imagine you're in a strategy meeting at work. Without warning and in front of your team, your manager questions whether you've thought through the implications of your recommendations.

Without stopping to think, you snarl: "I've spent the last three weeks not having a life, focusing 100% on these issues. Do you seriously think I wouldn't have thought about what I'm recommending?"

The other people in the meeting squirm, and nanoseconds later, you regret your outburst. You've been working flat out, you're tired, and now you've been embarrassed in front of your team. Still, you wish you'd just paused, drawn breath and taken the time to respond calmly. Instead you've just experienced and reacted to The Almond Effect®.

This is when we allow ourselves to act as if our physical survival is at stake, but it's not. In this scenario, your amygdalae (almonds) "heard" the words from your manager, interpreted them as a threat to your capability (and so possibly your job), and sent you straight into survival mode, which this time was to 'fight'.

### Teach yourself to STOP and THINK first, then ACT

In any situation like this when you feel provoked, the key is to catch yourself getting agitated. You learn this best from reflecting on your past experiences – what does your body do when it gets ready to 'fight or flight'? Does your heart race? Do you shake? Perspire? Blush? Feel sick? Clench your teeth?

Then, when you do recognise the warning signals your brain is sending you via your body, learn to do something to put your reaction on hold for long enough to let your logical brain override the emotional impulse to do something you might regret.

For example, take a deep breath and step "outside yourself" and observe what's going on. What would you advise 'you' to do next? Do you need to get it in perspective? And check your facial expression and body language - overwhelmingly the impact we have is not in what we say but how we say it and the way we look as we do.

### Control your brain – don't let it control you

Your brain will always act to protect you thankfully – but sometimes in the heat of the moment, at work, at home, with customers – it misinterprets what's really going on. If you don't train yourself to think fast in these situations, chances are you'll do something you don't want to – then stress about it and make yourself sick. So take the time to learn to control your mind – it's the best stress control you'll ever have.

Anne Riches' unique blend of serious, leading edge neuroscientific understanding, extensive corporate and academic experience and her open, fun and heartfelt style means that audiences embrace The Almond Effect® tools that improve organizational performance and employee engagement. Visit [AnneRiches.com](http://AnneRiches.com) for more tips, resources and information.



## Spotting a Problem is a No-Brainer...Solving it requires Leadership! – Rosie Pekar

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Leadership is often confused with management; power *over* people is not power *with* the people. *Many people feel a disconnection between their meaning and purpose in life* however failure in the pursuit of a worthy cause is the temporary price leaders pay for ultimate success. **Leaders will fail more than others – Why?** Because they try what's not been done, they take more risks. They know that solving problems as opposed to just identifying them requires the contributions of many, bit by bit, trial and error until a satisfactory result is arrived at. **They know that problem solving is not usually one grand answer, nor a successful life just one grand achievement, it is a continual process- I fondly call the 'oops evolution' for success.** In our business and corporate sector we often look to management to lead and then wonder why we are stuck going around in the same old circles, doing the same tiring dance with the same problems! *Many of our leaders are not to be found with a title,* and are often unrecognized within the official hierarchy of an organization however all the members working within the ranks will know who it is that they will turn to for help.

In life and business we become leaders by default and are sought for advice and guidance in all manner of topics. Leaving a personal inheritance for a lifetime that is dear to many of us, starts with a daily contribution. It's our everyday interactions with others that amass into a debit or credit account for our integrity balance.

### **Are your consistent actions in sync with your intentions?**

On revising your decisions and choices, upon close inspection are you in sync and harmony with your personal vision and integrity? We are all leaders, yet *great leaders are not evaluated on the length at which they speak but on their ability to impact with their message.* **Living an extraordinary life requires your own commitment of passion, earnest endeavor and pioneering spirit to dare to be more than you ever dreamed possible to be!**

A friend of mine works in a government role where he can be sent anywhere globally at a moments notice and is paid handsomely for this 'inconvenience'. This same friend has not held a long term relationship for the last 3 years nor has time to spend with his children or the opportunity to make new friends. No man is an island! We are made to connect with people for mental, emotional, physical and spiritual development and wellbeing. My friend assures me that at the conclusion of his contract he will have time for the 'rest of his life'. Does his story sound familiar?

As a policewoman for over 8 years, I delivered far too many death messages. All countered with the same shocked disbelief. *"It's not possible, he/she was just going to..."* All plans halted abruptly, life ceasing in an instant, the only constant remaining; memories of what 'was', **not whatever was going to be!**

Time to invest in your life! Are you willing to expend your life energy on the pursuit of cash only...If it is love, fun and friendships that ease the burden of loneliness that specific celebrated times of year can amplify...then put in the time now. Money and a thriving business is cold comfort when there are not others to share the joy.

Rosie Pekar is the author of *"Time to Kick But"* and is featured in *"Mission Possible"* in the U.S alongside Stephen Covey and Brian Tracey and recently here in Australia in *"Secrets of Inspiring Women Exposed."* Visit [www.kickbut.com.au](http://www.kickbut.com.au) . and discover how you can kickbut® now.

## Go forth and detach! – Penny Burke

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In my many years of working on a very broad range of marketing strategies and issues, I have seen time and again how important it is to maintain distance to ensure clear thinking and articulate direction. But it takes concentrated effort – so make 2008 your year of detachment!



### What do I mean by detachment?

Many clients become immersed in their products, their markets and the stakeholders – an aspect which at one level I applaud as a reflection of genuine passion for the product or service at hand. However, on another level this immersion can lead to a lack of distance, a lack of detachment, and a lack of ability to sift the important from the urgent. This is a critical skill in the development of a marketing strategy that is not only sound and viable, but one which will actually work! Fresh eyes make it easier to both generate and evaluate strategic options. Whilst you will likely remain highly focused on the outcome, you concurrently distance yourself from the *means to achieve that outcome*. This distance often ensures you make a more inspired, lateral, feasible and actionable strategic choice.

### So how do you maintain a sense of detachment?

Three tips to consider;

1. Imagine the issue you are involved with as a relationship with a long term life partner, rather than a fling with a brand new girl or boy friend! The flush of a new romance can lead you to look at things through rose coloured glasses, and this is definitely not what you want with a marketing strategy. Don't be blinded by the things you love most about your partner – know the faults as well as the good bits, and then you can work out how to make the marriage last.
2. Pinpoint exactly what the business problem is. There may be lots of problems – but use your detachment skills to imagine you have just started at the company and you are trying to determine what the ONE key business problem is. Once you know the problem, you can brainstorm solutions and detachment will help you focus on the key issue.
3. Remove all sense of your emotional self in the strategic development phase. Understand that everyone has good ideas and bad ideas – but that your inherent value is that you are you, and no-one can replace that! So feeling attached to an idea because it is yours – or feeling deflated because others do not like your approach is a natural enemy of detachment. All ideas are equal (and you remain as valuable as ever) in the process.

Practice detachment as a permanent way of thinking, and reap the rewards that fresh eyes and relevant perspective can truly deliver. Good luck!

Penny Burke is a marketing consultant who makes marketing simple. She can show you how to translate complexity into simplicity, confusion into clarity, distraction into focus and behaviour into results so you have a usable, actionable marketing strategy that will really work. Penny has just completed her first book on Forced Focus thinking that helps companies navigate the stormy waters of employee engagement and employer branding. To learn more about how the book can help you shape your workplace brand, visit [www.essencecomms.com.au](http://www.essencecomms.com.au)

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## Developing Intelligent Behaviours – Karen Boyes

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Successful people use *Intelligent Behaviours*. These behaviours, 16 in all, as identified by Dr Art Costa, are best described as 'knowing what you do when the answers are not immediately apparent.' Here are four behaviours worth developing in 2008:



### **Persistence**

To be successful in any field of endeavour you must develop persistence. This is your ability to keep going when faced with a challenge, using a multitude of problem solving strategies to overcome the dilemma. People who are persistent are able to analyse a problem and then develop a system, structure or strategy to solve the challenging situation. As Margaret Carty said "Be like a postage stamp. Stick to one thing until you get there."

### **Managing Impulsivity**

Effective problem solvers are deliberate. They think before they act and intentionally form a vision of the project, plan or goal before starting the task. These people are great at considering the alternatives and consequences of several actions before they start a task. These successful individuals can delay gratification and know if they work hard now, the rewards will come later. "Thought precedes action, action does not always precede thought." *Doug Horton*.

### **Striving For Accuracy**

People who obtain exceptional results in their lives embody this intelligent behaviour. They have a desire for craftsmanship, mastery and attaining the highest standards possible. These people take pride in their work and have a desire to check and recheck for accuracy. Mario Cuomo, a great speechwriter and politician, once said that his speeches were never done – it was only a deadline that made him stop working on them. Ray Kroc, founder of McDonalds, said, "The quality of an individual is reflected in the standards they set themselves."

### **Responsible Risk Taking**

Flexible people seem to have an almost uncontrollable urge to go beyond established limits. Their risks are educated, however, they do not behave impulsively. They draw on past knowledge, are thoughtful about consequences and have a well-trained sense of what is appropriate. They also know that not all risks are worth taking. Stepping outside your comfort zone and accepting confusion, uncertainty and a higher risk of failing are pre-requisites to acquiring this intelligent behaviour. "Only those who will risk going too far can possibly find out how far one can go." *TS Elliot*.

Design your 2008 filled with Intelligent Behaviours!

Karen Boyes is an expert in Effective Teaching, Learning & Living. She is the Queen of Practicality, turning research into easy and simple to use techniques that create success. Described as 'Mrs Education' of Australasia, Karen is the link to inspired teachers, students and parents. Subscribe to Karen's free newsletters and tips at [www.spectrumeducation.com](http://www.spectrumeducation.com)

## Hire Right the First Time – Ross Clennett

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Successful people need effective interviewing skills if they want to be anything more than a solo player, either as an employee or as an owner-operator. Hiring great staff assists you greatly in leveraging yourself to give you time to look for new opportunities.

A recent research report about interviewing revealed the following;

- 40% of respondents had **declined an offer** because of a poor interview experience
- 69% had experienced no response or feedback **after a full interview**
- 42% had experienced **discrimination** in an interview
- 30% had experienced **rudeness** in an interview, and
- 22% had been asked **inappropriate questions**, with respect to such things as their marital status, weight, dating habits (?) and sexual preferences



The report further reveals that of those people who experienced a bad interview, **81% of them told up to 10 people about that bad experience!**

Interviewing is similar to coaching in that what appears to be 'just a conversation' is in fact a structured, purposeful dialogue with a clear outcome in mind. If you want to increase your interviewing skills here are my top 7 tips;

- 1) Before an interview commences understand what you need to know from the candidate to assess their appropriateness for the job and the **questions** you will ask to most effectively discover that information. Questions that address issues irrelevant to job performance (eg age, marital status etc) are not only useless questions but they annoy and deter good candidates,
- 2) Build **high rapport**. High rapport gains you high quality information from the candidate. Low rapport gains you low quality information.
- 3) Use a **structured, behavioural** interview format. By doing so you increase your chances of identifying the **most** suitable candidate for the job from 20% to 80%
- 4) All good candidates have choices so never assume the candidate wants the job you have on offer. Have a couple of powerful selling points that clearly demonstrate the benefits of your opportunity,
- 5) Understanding the **context** (ie degree of difficulty) of a candidate's past job performance is critical in ranking competing candidates and making an effective job match,
- 6) **Evidence based** answers drawn from **past performance** are the **only** effective way to assess competencies. Theoretical knowledge or speculative answers ('would do', 'could do', 'should do') have a low correlation to actual competencies and performance,
- 7) Understand both the **core competencies** and the **primary motivators** of the candidate to ensure that they can both **do** the job and they **want to** do the job,

Effective interviewing skills ensure you dramatically increase your chances of identifying the most suitable person for the job, **the first time**.

Ross Clennett is a recruitment expert and the author of *"Succeed Quickly or Fail Slowly: A High Performance Framework for Recruiters"*. For a free copy of Ross's book or to read any of Ross's articles on recruitment please visit [www.rossclennett.com](http://www.rossclennett.com)

# **Excuses Change Nothing Exercise Will! – Stephen Flanagan**

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The top 5 excuses we use not to exercise

## **5. “It’s too cold/hot ...”**

TOO COLD - Usually used for winter. Only to be used if it is blowing a blizzard outside. And what about inside exercise?

TOO HOT – Usually used for summer. An excuse that’s only to be used in a heat wave, where there’s no air conditioning or places for swimming to be found.

## **4. “It’s too dark ...”**

Used by women who exercise alone, or by people living in high crime areas.

Again, there are so many activities you can do inside that this is really no excuse. Try joining an exercise group, or devoting an earlier time slot to working out.

## **3. “I’ll start next week/next month/next year ...”**

Almost everyone is guilty of using this one at some time or another, but it’s another excuse for never starting. New Year’s resolutions (usually with a beer/champagne/wine in hand) are a classic version of this – at most parties you’ll hear at least one person say “I am going to get fit and healthy next year” ... but it never happens.

## **2. “I have no energy to exercise!”**

Did you know exercise gives you energy to work and play? In addition, your diet may be causing your lethargy. Skipping breakfast is a warning sign that your diet isn’t where it should be. By skipping breakfast, you may think you’re cutting back on your food, but you’re really just making yourself more likely to snack on unhealthy things or overeat later in the day.

**And the most pathetic, fat building, energy sapping, health harming and mind blowing excuse people use to explain why they don’t exercise?**

## **1. “But I haven’t got any time to exercise!”**

Time; it rules our day. We get caught up in it, trying to fit in as many ‘important’ tasks as we can. We feel that there just isn’t enough time in the day to do everything.

How important do you rate your health?

**Without it, you’re quite simply out of time.**

What could be more important than your health?

**OUR HEALTH ALWAYS SEEMS MUCH MORE VALUABLE AFTER WE LOSE IT.**

Stephen FLANAGAN is the author of *"The Wake Up Call- Excuses Change Nothing Exercise Will! –CD Audio Program, Fit Tips, E-Book, The Energizer newsletter, self help health and fitness products"*. Visit [www.fitaustralia.com](http://www.fitaustralia.com) and get your health back NOW! Before it’s too late.

## Manage Your Emotions for Success – Steve Wells

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Managing your emotions and being able to control how you feel may be the most important skill for success. Why? Because everything we do is determined almost entirely by how we want to feel. As Freud said long ago, we seek pleasure and avoid pain. The reason people take drugs, drink coffee (also a drug), drink alcohol (also a drug!), binge eat, or engage in any number of other self-destructive behaviours is primarily because they want to change the way they feel. In fact, the reason people are doing anything they are doing - the reason why you are reading this book right now - is because of how it makes you feel – or how you think *the result* of doing it will make you feel.



I once asked a member of our state touch rugby team to tell me one of his goals. His response: "I want a 1100 cc motorbike". I then asked him, "If you have that motorbike, what will that give you?" "Power", was his reply. This gentleman thinks that having a large motorbike will give him a feeling of power and make him a more powerful person. What he really wants is to feel powerful, and he thinks the motorbike will give him that feeling. He's no different from you or I except perhaps in the content of his choice (the bike as opposed to say that flat screen TV) and the particular feeling(s) he links to it. We all likewise tend to link feelings to things.

### **But the feelings are not in the things we want!**

Feelings are ultimately something we experience – and create – inside ourselves. And there is nothing more powerful than realizing that you have the power to control your own feelings. When you have the power to control your feelings, then you can take control of your actions. And action – the actions you take – is the crucial determinant of success in any venture.

There are many ways to change your feelings. You can change your thoughts, by focusing on things you want, and filling your mind with positive self-talk. You can change the way you move, moving your body in uplifting, expansive ways – In fact, this is one of the quickest of the conventional ways to change how you feel. But if you've been using those techniques like most people with limited success, I encourage you to take a look at a new set of techniques coming from the new and exciting field of Energy Psychology.

### **Here's something you can try right now:**

**Simple Energy Techniques (SET)**, as the name implies, is a very simple process of stimulating various energy points on the body for emotional and physical relief. Although it looks – and is – very simple, it often produces dramatic results in reducing stress, and giving relief from even very severe emotional challenges such as anxiety, worry, irritation, anger, frustration, sadness, fears, phobias, and even past trauma.

You can get started right now by focusing on an emotional challenge in your own life, and then tapping lightly on the following points: Eyebrow (start of), side of the eye, under the eye, under the nose, under the mouth, under the head of the collarbone, under the arm... There are some other points however many people find just briefly tapping on these points can bring significant relief and produce a profound relaxation effect in your body. Go on, try it right now – you have nothing to lose, except your stressed out feelings!

Steve Wells is an internationally recognized psychologist, peak performance expert, and co-creator of Simple Energy Techniques (SET). To claim your free special report, which will show you how to use this fantastic new technique to manage your emotions for success, visit: [www.eftdownunder.com](http://www.eftdownunder.com)

## Be Yourself by being S.A.F.E. – Brad Cork

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It is easy to let other people control your life, your happiness and your emotions. But why do we do this? It is almost never a fulfilling way to live.

The great news is that you can take back control of your life with four steps to being confident with who you are and S.A.F.E. in your ability to live your life the way that you choose.



### Separate

Although we know that we are separate from other people, we don't live our lives like that. If someone around you is angry, how do you feel? Yes, most of us will either be angry or uncomfortable. The reality is we don't need to allow the other person's expression of emotion to change our emotional state.

Being **SEPARATE** is about realising that no-one else can make you do anything and that no-one else can make you feel anything! Get rid of the language such as "He made me angry" and take responsibility for choosing your own emotions. You will be amazed at how liberating it is to be in charge of your own emotions.

### Anxiety

How much time do you spend worrying about things that never happen? Yes, most things that we worry about never happen, and even if they do happen, generally the worry didn't help the outcome anyway.

Anxiety is a common emotion in today's world and yet it is almost never helpful. Being aware of when you are anxious and why is the first step to overcoming anxiety. Consider writing down the things you are anxious about in a journal and see if you can find a more constructive way to deal with the situation.

### Fear & Doubt Based Thinking

Think about every decision you make for a day and ask yourself why you made that decision. You will be amazed at how many of them are based on fear and doubt based thinking. An example would be "I won't do .... because what would they think of me?".

Again write down some of the fear and doubt based thinking you regularly use and then come up with a better thought process that you can use.

### Encourage

Finally, encourage other people and you will be amazed at how encouraged you become. One of the best things you can do for someone who is depressed is get them to help another person. Life wasn't designed for us to be focused on ourselves. It works so much better if we focus on others!

So have a S.A.F.E. 2008 and be amazed at how much more in control you feel.

Brad Cork is the author of *"Self-Managed Teams: How to do more with less!"* and the people expert. Visit [improvingpeople.com.au](http://improvingpeople.com.au) for more information and free reports to help you maximise team performance and profit.

## Be an Original – Shelley Dunstone

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Do you sometimes feel that each year is a repetition of the last? As adults we don't always get the same sense of progress that we did as children. At the start of a new school year, everything was fresh and new – new classes, new subjects, new teachers, new classmates, new books and stationery. You went up a level and took on new challenges – in sports, activities or leadership roles.

At work we don't necessarily get this feeling of a fresh start in January. When we come back from holidays, the same work is waiting for us, left over from last year. And chances are, we're using only a fraction of our potential.



### **Are you using your Superpowers?**

In the animated film *The Incredibles*, a family of superheroes must adapt to changed circumstances when superheroes are outlawed. They must work at ordinary jobs and keep a low profile. Their son, who is a super-fast runner, is not allowed to compete in school sports because his speed would give the game away. They all work hard on being “normal”, but become bored and disillusioned with life. When villains threaten to take over the world, and the Government asks them to help, they find that their powers are rusty from lack of use.

### **Beware of imitations!**

At work there is a lot of emphasis on “fitting in”. We look around and notice how things are done and do things that way. We see who is successful and emulate them. But we might select the wrong thing to copy, and as a result, we allow our own strengths to wither.

When we imitate others, we lose ourselves. This is a shame when the planet offers such diversity. Everyone's unique DNA gives them their own particular personality and talent. In the game of life, your secret weapon is your own individuality and ingenuity.

### **Make this a different year.**

This year, pick a skill to develop. Choose something that you could be really good at, and that you will enjoy – not just something that the company wants you to do. Take courses, read books, look for opportunities to exercise this skill at work or at a club that you belong to. Or take up a new interest, join a club. Take on a new challenge. It's amazing what an improvement you can achieve in just a year when you focus on it. Discover what you can do, and do it your way.

When you stimulate your mind in this way, it will produce new ideas. Offer these ideas – don't keep them to yourself.

Human ingenuity is an unlimited resource. Make sure the world gets yours.

Shelley Dunstone helps businesses to innovate for competitive advantage by tapping into human ingenuity. She does this through facilitation of strategic discussions, leadership coaching and keynote speaking. Shelley publishes a free fortnightly ezine called *The Cauldron of Innovation*. You can email her at [shelley@shelleydunstone.com](mailto:shelley@shelleydunstone.com) or phone her on +61 8 8407 3532.

## 3 Lessons from My Mum Regarding Email – Donna Hanson

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I can barely remember back to the time when the only way we communicated was via the phone and snail mail – yes I am older than I look! Then came the fax....then EMAIL.

In the early 90's when we were introduced to this fast, cost effective means of communication it was revolutionary. We could send a message anywhere in the world, literally for FREE and the recipient got it in a matter of minutes or seconds!

Some sort of training on the "how" to use the features of email was provided to many people, but little was said about the when and how email should be used. What do I mean by that? For example, when should you cc or bcc?



As a computer productivity specialist, I am privy to the inner workings of a number of national and international companies. Many of them have systems and processes in place for doing their day to day business but nothing to assist their staff with the silent business killer – EMAIL.

To make it easy, here are 3 Lessons From My Mum Regarding Email.

### 1. Switch off Your Email Notification Message

Why? Like Mum said, "if Johnny told you to jump off a cliff, would you do it?" The same applies to email. I might be accountable to my clients or colleagues, but I am a responsible adult who knows what I need to be doing each day. By switching off my email notification message (the one that pops up when you are part way through something else and entices you to read it!) *I determine* when I deal with email and don't let "Johnny" influence me.

### 2. Set Aside Designated time to Read and Respond

Mum always said "there is a time and place for everything". By setting aside some designated time to deal with your email, you know they will be done at a time that suits you. If I am out all day on a client site or traveling, I want to focus on what I am doing, not checking my email. At the end of the day, they will still be there and they will keep coming tomorrow.

### 3. Create Your Own Personal Email Protocol.

"Just because Johnny does it, doesn't mean it's right". Mum's words apply to email too. We often just click the REPLY button by habit. A simple way to do is create your own personal email protocol. What does this mean? Every time you receive an email and are tempted to hit REPLY, ask yourself if email is the best way to respond? Would a quick phone call achieve the outcome you require more effectively? Decide WHEN and HOW you are going to use email – are you going to send confidential information? When will you use cc or bcc? Do you expect those people to take any action?

As Mum always said, lead by example. Show others how you use email and you will be surprised what happens. Make the choice **NOW** to change the way you respond to email. Not only will you be less stressed but you will be well on your way to RECLAIMing Your Inbox!

Donna Hanson is the author of *RECLAIM Your Inbox – 99 Ways to Save 5 Hours a Week on email*. Visit [primesolutions.com.au](http://primesolutions.com.au) to sign up for her complimentary monthly computer productivity pointers.

## Spring Clean Your Conversation – Hugh Gyton

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As we bring the New Year in it is always a great time to reflect on what we have been doing and how we can improve. We typically review our exercise, look at our diet, and maybe even where we are living and where our career is going? Rarely, if ever, do we stop and review our conversations. Yet they are fundamental to our success in building strong productive relationships both in and out of work. It is all too easy over the years to have developed bad conversational habits that may set your conversations up to fail. So there is no time like the present to spring clean your conversations and shine in 2008.



### Get rid of the clutter

Those habitual whinges, go on you know what they are; the noisy neighbours, the terrible congestion, the dreary television, or your troublesome teenagers. STOP IT! It is boring and you are not boring. Commit to de-cluttering the whinges for 2008.

### Add sparkle

Conversations that sparkle have energy and life in them. Delivered with warmth and sincerity, they are a joy to listen to. It's easy to add sparkle to your conversations:

- Be focused on the conversation you are having. Avoid being distracted
- Draw on the positive. Be seen as having an optimistic approach to life and people will be attracted to your conversation.
- Find ways to compliment others daily. Be specific; the more specific the more believable and the more appreciated, everyone loves a compliment.
- Smile. A smile lights up your face and welcomes others in to the conversation.

### Unpack those boxes

OK we all do it, we categorise people and “put them in boxes” figuratively speaking. We may well have some people in our lives that we have labeled and boxed as being difficult to talk to. It could be one of your neighbours, a work colleague or even your boss. Who ever they are, with a difficult label attached to them you won't be surprised when your conversation goes downhill. So start off 2008 the way you mean to go on. Take that person out of the box marked “difficult.” Reframe how you view them. See them as someone you are looking forward to getting to know. Be open and willing to have good conversations with them. Find common ground to talk about. Listen fully to what they say, talk at their pace and start building a relationship with them.

### Rearrange things

Consider whose conversation and company you really enjoyed last year? Are you seeing enough of them? If not, avoid making the same mistake this year. Lock them in your diary now and schedule several times to catch up early in 2008. It could be meeting for dinner or weekends away. Whatever suits you make sure you are investing your time wisely for 2008 in the company of people you really enjoy.

Hugh Gyton, author of “The Art of Conversation” and founder of Just a conversation™, is in the business of changing peoples attitudes and behaviours to the conversations they have in order to improve performance.... in sales, leadership, and relationships. For more information on Selling is Just a conversation or coaching for success visit his website at [www.justaconversation.com](http://www.justaconversation.com)

## Value: what matters most – Terry Power

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In a world of break-neck speed, instant coffee and nano-technology it is important to sometimes just sit and reflect on the things that are really important in your life. What better time than the beginning of a New Year? Most people know that investing time on the important things is valuable at the intellectual level; few, for instance would deny the importance of exercise. However, when it comes to how people actually spend their days, we often see a different picture.



Clearly then, we need to have some semblance of a plan that we not only write but adhere to. What follows is a simple formula for putting your plan into action.

### Take a moment to think about what is really important

When you boil it down there are really only a few things that are really important; those things worth fighting over. Broadly speaking there is a fair chance they would come in only three categories; your health, your relationships (family, friends, lovers) and your purpose (the reason you get up in the morning). All of these are massive areas and as with many daunting things we run the risk of ignoring them altogether. That is very dangerous.

With a little forethought it is possible to get the whole thing in perspective in such a way that you actually do take action.

### Stay simple

Begin by focusing on one simple thing in each of these three areas. Perhaps begin by parking further away than you would normally, or insisting on at least one very healthy meal a day. This would take care of your health. In terms of relationships, think of one simple selfless thing you can do for someone you care about. Something you wouldn't ordinarily do; write and post them a letter (even though they share your address), spend a day doing exactly what *they* want. Now your purpose; that really does take more thought. Spend some time alone reflecting on why you are here. I know it's a big question with no easy answers, the most rewarding things seldom are easy, but it could be the best investment of your time.

### Life is too short

There are many clichés about the brevity of life and for good reason; life IS short. How we spend our days really does amount to how we would have spent our lives. There is always time for the important things. Knowing and realizing this comes in two parts. First we must know what it is that is really important and secondly we must live our lives in way congruent with that knowledge. This way we are always being true to our values; that is after all, what matters most.

Terry Power is the author of *"Focusing on the Invisible: Creating Cultures of Service Excellence"* and *"Goal Getting: the Science of Achieving Your Goals"*. Visit [www.terrypower.com.au](http://www.terrypower.com.au) and claim your complimentary special reports on these topics and more, now.

# The Power of CSQ and how to improve your own life – Maggie Dent

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As a resilience specialist I meet people all the time who have burned out, become chronically ill or had an accident because they ignored their own warning signs that they were skating on thin ice. I also notice people who pay large amounts of money to so called “experts to help them make better decisions in their lives.” So I am offering you the best possible solution to get more out of 2008 for free. Learn CSQ.



## **Calmness is not just a word**

Many people tell me that the only time they feel any sense of calmness in their lives is when they are on holidays and it's usually only after 10 days. That is a worry. Calmness is not an emotion – it is a physical state like hunger, tiredness or contentment. The very nature of the modern world with its “instant” mentality, its need for speed and its chaotic over stimulation has meant that we seldom seek the state of calmness. My first step to improving your life is simply this... seek calmness. Breathe deeply and pause every hour or so and seek the delight of calmness. When you find it – link it to a favourite taste, a beautiful smell, a colour, a sound and a sensation of relaxation in your body. This 5 sense connection will make it easier and easier to re-connect to this delightful state more often.

## **Simplicity is the secret to contentment**

One of the most fascinating paradoxes I have discovered is that modern living has the illusion of being full of labour saving devices and technology to make our lives easier and it has actually made it more complicated and stressful. Multi-tasking is a popular phrase that sounds like it must deliver more productivity. Brain researchers can clearly show that multi-tasking reduces the brain's effectiveness dramatically. Focus and relaxed alertness is the best way to achieve better results in all areas of your life. So what is just one way you could simplify your life? Try doing emails only every morning, and then leave them off the rest of the day! Try doing one task at a time until it is completed!

## **The Magic of Quiet**

Our best ideas, instincts and inspirational solutions can only come from the depths of quiet. Create more quiet gaps in your life – turn off the TV, the radio and tune into your inner resource. All the answers lie within and they are more like a whisper than a voice. Creating more quiet spaces will improve your life more than you could believe Try it.

Maggie Dent is an author, resilience and parenting specialist with a passion to improve people's personal and professional resilience so that they can achieve their own unique potential.

For a free copy of her insightful look at life “Black Duck Wisdom” go to

[www.maggiedent.com/BlackDuckWisdom](http://www.maggiedent.com/BlackDuckWisdom)

# Is Communication Always A Good Thing? – Candy Tymson

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Have you had a problem lately with communication? Do you find that you seem to be issuing more and more information, and yet people just aren't 'getting it'?

I've recently been running a series of round-table forums for the franchising industry where the number one issue always seemed to be: "How do we get people to read and respond to our communications? We send out lots of information but people still claim they are not being informed."

Do you think that the increase in the number of ways we can communicate (sms, email, voicemail, instant messaging etc) may actually be diminishing the quality of our communication? Communication is often seen as a panacea: "If only we could communicate more, then things would be better." In fact, I would argue that if only communication were better, then we would communicate more!

## Less or More

US Marketing Strategist, Al Ries, expressed it well: "Today communication itself is the problem. We have become the world's first over-communicated society. Each year we send more and receive less." Perhaps we have reached a stage in business where less really is more when it comes to communicating with each other. For every situation that would be improved by more communication, there is a situation that would be improved by less. Think about it.

## So What To Do?

Consider the following ways to improve communication:

- Meet face-to-face more often.
- Use the telephone more often.
- Ask, "How would you prefer me to communicate with you?" (Especially Gen X and Y).
- Use technology to simplify your communication, not overload it.
- Provide training in effective communication skills.

Communication Checklist:

**CLARITY** – Be clear on the outcome you wish to achieve from your message. Do you want to create awareness? Build understanding? Establish commitment? Change an attitude? Or simply get something off your chest!

**METHOD** – Identify which method or methods are best to reach your target audience. Email, sms, face-to-face, print, video conferencing each have their pros and cons.

**MESSAGE** – Check that your message is crafted to achieve your outcome. For example, it should be compelling and have impact if it is to create awareness; be informative and empathetic if it is to build understanding; or persuasive to establish a commitment.

**OUTCOME** – There are a number of methods that can be used to confirm that your message has been received and understood. Are you using them?

For a simple Communication Checklist Template that sets out how to create your core message and 3 key points, email me at [candy@tymson.com.au](mailto:candy@tymson.com.au) and I will be delighted to send it to you.

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Candy Tymson CSP is an expert in communication & gender differences with a Master's Degree in Human Resource Management & Coaching. Based in Sydney, she is a professional speaker, facilitator & author of *Gender Games: Doing Business with the Opposite Sex*. Info - W: [www.tymson.com.au](http://www.tymson.com.au), E: [candy@tymson.com.au](mailto:candy@tymson.com.au) P: 02 9976 6777.

## Grow or Get Left Behind – Peter Gow

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*Do you feel like your business is getting left behind? Are your competitors pursuing new business opportunities that are likely to impact your business?*



### Growth Presents Opportunities

There are many changes and influences affecting our marketplace today. Some are caused by the incessant pace of innovation and new technology development; some are caused by the increasing mobility of the workforce or the aging of the population, others are caused overseas like the increasing dominance of China in global markets.

*These are just a few of the changes and we will see them continue in 2008.*

### Capitalise on Growth!

*Are you ready to capitalize on growth opportunities?*

Most of the CEO's I know are heavily focused on managing the day to day business operations and maintaining profitability. Little time seems to be available to assess and pursue new strategic opportunities.

Here are a few points to consider when assessing new opportunities:

- **Core Business.** Is the opportunity strongly related to your core business? If it is, can you leverage your existing capabilities and customer relationships to seek out early profits?
- **Profit Margins.** Is the opportunity a way to maintain or boost profit margins? The really successful companies reinvest more of their profits into new products and services than the less successful ones.
- **Growth.** Is the opportunity likely to grow the valuation of your business? Growth can drive revenues, profits as well as the valuation of your business (important if you want to sell your business later).

Your pace of growth is closely related to your resources and funding availability. Align your growth with your funding needs. Funding also needs to be sourced from the right places; talk to the right investors.

### Get Serious about Growth

So for 2008, get serious about pursuing new growth opportunities. Build value in your business and don't sit back and watch opportunities pass you by. Your competitors aren't! Take time out regularly to assess new opportunities and plan your fund raising to support these new initiatives.

You'll be building value and that's important when it comes time to sell.

Peter Gow is the author of *"The Seven Critical Mistakes That Almost Every Business Owner Makes When Raising Capital – And How To Avoid Them"* and a contributing author of *"The Secrets of Small Business Owners Exposed"*. Visit [creativecapital.com.au](http://creativecapital.com.au) and find out how Peter can assist you with your growth plans.

## Inspire in 2008! – Alicia Curtis

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Do you remember the movie *Dead Poets Society* where Robin Williams, who plays the teacher, takes his students in their first English Literature class out into the hallway in front a collage of photos of past students? In essence, he says to his students that there is no time to wait to make the most of life because in the end we will all pass away, like the people in the photos in front of them. He says "Seize the day, make your lives extraordinary".

In our world of climate change crisis, inter-country conflicts and poverty, what is needed more than anything in the 21<sup>st</sup> century is *Inspiring Leaders*.



### Be Inspiring!

Gandhi said '*Be the change you want to see in the world*' and I say be the leader you want to have in the workplace! Being an inspiring leader comes down to 3 main ideas:

1. Strive for Extraordinary Leadership: Be a role model leader in your organization, one who envisions an exciting future that makes a difference in other's lives.
2. Be Action Oriented: Inspiring leaders take on responsibility, make decisions and take the appropriate action.
3. Create Dream Teams: As an inspiring leader, it is your task to create a inclusive and energizing teams. If you are not enthusiastic and focused, how can you expect the people around you to be?

### Be Inspired!

Create an environment around you that inspires yourself to achieve extraordinary leadership. Here are some quick tips:

- Surround your senses with inspiration, including pictures, people and music.
- Be involved in mentoring groups that inspire you to be your best.
- Volunteer for a community organization that inspires you.

### Inspiring Generation Y

Inspiring younger generation employees is simple if you just add a little **MAGIC** to your workplace. The **M** stands for **Motivated** by technology, for example, adding new technology to your communication mix. The **A** stands for young employees demanding **Authentic** leaders. The **G** stands for **Getting** them involved in decisions, teams and leadership. The **I** stands for making work **Interesting** through recognition and meaningful challenges. The **C** stands for giving **Clear** expectations and goals.

Alicia is an expert in Inspiring Leadership. She assists schools and businesses harness the leadership potential of their young people. Alicia provides a free newsletter on providing Inspiring Leadership, visit [www.aliciacurtis.com](http://www.aliciacurtis.com) to sign up. Young employees can receive a free e-booklet, *The Young Leader Challenge*, by clicking on the Young Professionals link on the front web of the website too.

## Live a Diamond Life! – Helen Macdonald

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Have you ever been distracted by the sight of a small rainbow, out of the corner of your eye, flitting across a wall nearby? The process of refraction through a prism of glass turns an invisible beam of light into a brilliant spectrum of multiple colours. It's fantastic!

Do you allow yourself to use all of the facets of your life, so that the brilliance can really shine? Accessing all areas of your potential creates results that can take you to the next level – in business; in your hobbies; in relationships; in every aspect.



### Start with Glass

Many people operate their lives at what I call "glass-class". A standard glass window lets the light through and with some regular clean-ups and occasional maintenance, will continue to do so.

Taking this approach often means that we segment areas, limiting the connection. Work is kept separate from "life"; hobbies from family. Each is enjoyed separately but without the benefit of cross-fertilisation, the results are minimal.

### Prism Level

The second way of life is "prism-class". A beam of light sent through a glass pyramid will create refraction, resulting in a single full-spectrum rainbow. The size and clarity of the rainbow can be improved by polishing the glass or by careful positioning of the prism.

In this life-style, aspects are allowed to connect in a limited way. We may socialize with selected workmates; get creative about our hobbies to include family or other friends. It's all done carefully and, with sufficient effort, can boost results significantly.

### Dazzling Diamond

Hanging in the window of my study is a multi-faceted crystal. When the sun hits it at just the right angle, the crystal scatters small rainbows all around the room. If I reach up and spin the crystal, the room is filled with sparks of light. The same effect occurs with a diamond. The well-cut facets refract the light into multiple bursts of colour.

To create the ultimate "juiced up" life, we need to bring all aspects of ourselves to everything we do. This means taking our hearts, minds and souls to work and tapping into all of our potential there. It includes opening ourselves up to new experiences and having friendships that allow us to be all we can be. It's about diversity and discovery.

A shining diamond has the maximum possible number of opportunities to reflect light. With an increasing number of facets, the chance of creating a full-spectrum reaction is greatest, which is why they are so highly prized. It's the same in life! What could you do, in the next 12 months, to 'polish the diamond' and get better results in your world? What could you learn? Who could you talk to? What could you change? Create your "diamond life" this year and watch the juice start to flow!

Helen Mac believes that "Life is too short to be miserable at work" and is passionate about creating energized, aligned lives & workplaces where people can do their very best. She is the author of the e-books *"52 Drops for a Juiced Up Life"* & *"Get Juiced Up!"*. Visit [www.HelenMac.com](http://www.HelenMac.com) and get your complimentary copy now. To discover how to apply the "Diamond Class" principles in business, go to [www.helenmac.com/diamond.htm](http://www.helenmac.com/diamond.htm)

## Systemise to Leverage your Time & Knowledge – Sharon Moore

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Do you feel frustrated at the rollercoaster of being so busy that you don't have time to market yourself, only to find the next month you have to scramble to refill your pipeline? Managing the flow is just one issue facing business people today.

The second issue is one of capacity. You may have a steady stream of business but find yourself stressed and exhausted by having to fit necessary administrative tasks into your schedule.

There's a saying, *"It's better to light a candle than curse the darkness"*. The good news is that there are strategies to leverage your time and knowledge to get more done in less time, attract an ongoing flow of clients and serve them with less effort:



1. **Assign Low Pay-Off Activities:** Be ruthless with your time and delegate required but low pay-off activities to other people. For example, whilst your BAS and Tax must be done, they are not revenue producing. Ask yourself, 'Is this the highest pay-off activity I could be doing at this time?' Assign work to an assistant and outsource to bookkeepers, copywriters, programmers and designers.
2. **Create Procedures:** Document the specific way you do things and begin to standardise your processes. Creating 'How-To' guides for your core activities will make it easier for you to tweak them over time and hand them over to someone else. Plus, by using your processes, you can start to repeat your successes time after time.
3. **Bunch and Block:** It takes energy to switch gears. Not to mention losing focus and time. To optimise your results, bunch similar activities together and block out dedicated time in your calendar to complete them. If you have client calls to make, set aside a regular time each week in your diary, then commit and follow through, without getting distracted by any other activity.
4. **Automate Actions:** Creating 'set and forget' systems will save you buckets of time. Assess each activity to determine how you could put it on autopilot. For example, when people sign up to your online newsletter, you can automate the thank you message they receive. You could set up a series of autoresponder messages to provide clients with information at pre-determined intervals. Or create a FAQ page on your website to direct people to, rather than repeating yourself.

'Light the candle' in your business by systemising your activities to help you free up the time to focus on high pay-off activities that build your business.

**Here's the 'How-to':** To get you going, list your daily activities for a week to determine how much of your time is spent on 'Busy work' and how much is spent on Business Building activities. Next, create a list of activities that you're not getting around to because you don't have time. Then schedule time in your calendar to develop strategies to assign low pay-off activities, document your processes, do what needs to be done or automate your activities.

Sharon Moore is a People Skills and Leadership Development expert. Get your complimentary report, *"Creating Charisma – Mastering the Art of Personal Magnetism"* by visiting [imageandmoore.com](http://imageandmoore.com) now. Phone Sharon on 0411 690 838 for a chat on how she can help you develop your people.

## Decide .. Commit ..Act in 2008 – Luca Ricciardiello

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**How can I make 2008 extraordinary?** It's such a simple concept.. all it takes is just three little steps: 1. Decide 2. Commit 3. Act. I'm sure there is nothing surprising or new above, I bet you've heard it all before, it almost seems too simple. My question to you is not do you know it, but do you do it? If you can follow the above formula in every part of your life, whether it be related to your mindset, health, finances or your relationships, you will be truly amazed at your results.



### DECIDE TODAY

Decide what? Well that is your first challenge. I'm sure most of us start the year with a "new year's resolution" in a specific part of our life, be it your career, finances, health or relationships. I believe if you make 2008 the year to invest in yourself and "create an empowered mindset" you will be well on your way to success in all areas of your life. With an empowered mindset you can achieve anything you set your mind to in any area, IF... you decide, commit and act.

### COMMIT TO CREATE

Commit today to creating a truly amazing life in 2008 and beyond. Aren't you worth it?

### ACT NOW

I believe our results are driven by the quality of the questions we ask and by the subsequent actions we take. Ok, so why is it that we seem to have no problem with the deciding (I will become financially independent; I will lose 10 kilos) or even the committing (I will buy my first investment property; I will join the gym), but when it comes to taking action, consistent action, it all seems such a struggle.

Non action, often displaying itself as procrastination, is usually an indication that you are working on a value that is quite low on your life values list. It may also be related to a past decision and any number of limiting beliefs that you may have inherited or adopted throughout your life's experiences. These hidden values, beliefs and decisions are not easily identified without specific skills or training so I suggest you invest in yourself and find a great NLP life coach, who with only a few sessions can help you get on track.

### IN CONCLUSION

Life is not a dress rehearsal. Decide Today, the area that will make the most difference, that will give you the most bang for your buck. What will get you on track to make 2008 and the rest of your life extraordinary. Commit with your mind, body and soul, to doing whatever it takes to be successful. Finally, Act Now, no ifs, buts or maybes. Life is short, there is no room for reasons or excuses. Invest in yourself, start by empowering your mindset which will enrich and drive success through to all areas of your life.

Luca Ricciardiello is the founder and Director of Property Empowerment, a business designed specifically to empower women through property investing. Luca coaches women (and the odd man) into their first investment property which can be a time consuming and daunting task when left to navigate alone. She has created a simple six step program to empower a successful mindset and educate women in the basics of property, finance and structure. She then coaches you through every step until you purchase your first investment property. Find out more about Luca and her six (6) step Property Empowerment program at: [www.PropertyEmpowerment.com.au](http://www.PropertyEmpowerment.com.au)

## Write Your Way To Success – Garth Roberts

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Do you have a book roaming around in your head? Maybe that report at work is taking way too much time. Or, e-mails and memos are sapping you of the strength you need to make it through a day. Don't despair, you can write your way to success.

We have all written, all of our lives. Some have written with great flare and enthusiasm, others with modest commitment, and others, shyly and with great trepidation. Yet, we all write – everyday.

### Writing Without The Paper

None of us put the bulk of our writing on paper and, as a result, don't even realize that we're continually writing. Now, if you're lost with this train of thought, let me state—to me writing is just talking on paper. Since I decided that's all my writing really is, I've become a much more comfortable writer.

I can also see that I've become a much more efficient communicator as a writer. When I "see" my audience in front of me, I can get the ideas down much better. It doesn't matter whether I'm writing an e-mail, a memo, a report, a film script, or that item I avoid most, a letter, I write more clearly and succinctly when I just talk to my audience and record my talk.

### Your Early History

Remember school?

"I want a three page report on Christopher Columbus. It must cover all his trips to the New World, how he died and why he made the trips. Your introduction should excite me about the topic and your conclusion must be supported with the appropriate historical information."

Substitute Christopher Columbus for almost any topic. Remember? Now shudder.

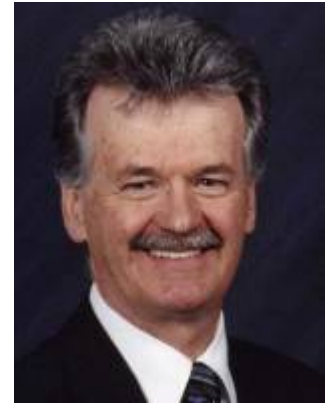
Bless our teachers for they were just doing what they had been taught and what they had been assured was good for us. Somewhere I'm sure we all heard the admonition that "we'd thank them some day."

### Writing Today

It took me a long time and several enlightened instructors before I realized that writing needs to be a lot more free flow. It's a process called *freewriting*. Just sit down and write. Don't even start with the research. Find out what's in your head about your topic, and then go do the research to fill in the blanks.

Today I start all my projects ... well, 90+ percent ... by freewriting. I pound away at the keys and don't worry about where I'm going. No spell check. No grammar check ... at this stage. I visualize one reader and write for that person. It's like having them across the desk from you. Just talk to them, on paper. It works! I have dozens of seminar graduates who use the process and know it works, so give it a try.

Garth Roberts is the author of *"Writing Inspiration from Ordinary Places"* and a contributing author to *"Getting Things Done: Successful Men Speak"*. Visit [GarthRoberts.com](http://GarthRoberts.com) and get a complimentary chapter of *"Writing Inspiration"* now.



# Creating the Business of Your Dreams – Keith Abraham

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Most people never start out to create a nightmare but that is what they end up with when they start their own business, rather than creating the business of their dreams. What I hear from lots of people in business is ... I have to work nights, I am not making enough money, I am not being paid what I am worth, I am not dealing with the right type of clients, I don't get referrals, I work 60 to 70 hours a week and I am bored with my business.

Rather than empathise, I questioned further. So who is the blame? If you have not got the business of your dreams there is only one person to blame, it is you!

## ***The 12 Questions You Need to Ask Yourself!***

In today's fast pace world where the years pass by at the speed of light it is so easy to get off track and to lose your focus. The following questions are about helping you to clarify the direction you want to take your business or career in the future.

### **Income / Profits**

How much income and profit does the business of your dreams generate each year?

### **The Roles You Play**

What roles do you want to be doing in the business of your dreams?

### **Number of Clients**

How many clients do you need in the business of your dreams?

### **Number of Staff & Offices**

How many staff do you have working for you and in how many locations in the business of your dreams?

### **Number of Holiday Weeks**

How many weeks of holidays does the business of your dreams allow you have yearly?

### **Number of Working Hours Per Week**

How many hours do you work each week in the business of your dreams?

### **Average Sale – Fee - Commission**

What is the average sale, fee, commission or product order do you receive from your clients in the business of your dreams?

### **Point of Difference**

What point of difference have you created in the business of your dreams that sets you apart from the rest of the market?

### **Your Feelings**

How do you feel each day about your business? What is your attitude like each day?

What type of lifestyle has the business of your dreams provided to you and your family?

### **Business Culture and Character**

What type of culture have you created or how would you describe the character of the business of your dreams?

### **Product or Service Offering**

What is the product or service offering you provide in the business of your dreams and how strong is the demand for your product and service offering?

### **Market Space**

What niche markets or market space do you play in with the business of your dreams?

## ***The Next 30 – 60 – 90 Days***

What action steps do you need to take in order to start creating the business of your dreams in your future? If you are going to be in business, then determine what the business of your dreams could be and go out and create it for yourself. You deserve it!!!

Keith Abraham, Certified Speaking Professional who speaks to corporations on Living Your Passion, Creating Loyal Profitable Customers, Speak to Keith on 07 5593 0949 or visit [www.keithabraham.com.au](http://www.keithabraham.com.au) to join his Weekly Inspirational Quotes.

## Accentuate the Positive – Thorough Minded Optimism – Glenn Capelli

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It seems some folk have the Hanrahan gene born into them and can always be found focusing on the dark side of life. 'We'll all be ruined' said Hanrahan, no matter what the situation. These are the folk who see the glass half empty.

Other folk see the glass half full. They respond to situations with a 'we can work it out' mentality and whenever things are bad and can really make you sad they always look on the bright side of life. They believe that life is too short for fussing and fighting my friend.

Personally I am B negative by blood group and B positive by effort and disposition. I normally come from a base of optimism. My hero as a teen was Anne Frank. In her diary she wrote 'despite all that has happened' – meaning the horrors of World War 2, the eradication of Jewish people and multitudes of others – 'I still believe that people are good at heart'. Like Anne Frank my optimism is not a Pollyanna one that thinks that everything will be sweet and beautiful. It is more a thorough minded one.

In fact, years ago I read *The Power of Optimism* by Alan Loy McGinnis and it inspired a little song with a not so original tune –

I'm a thorough minded optimist Yes I am  
I'm a thorough minded optimist Yes I am  
I'm a thorough minded optimist  
I'm a thorough minded optimist  
I'm a thorough minded optimist Yes I am

- I am seldom surprised by trouble in my life
- I look for partial solutions all the time
- I like to share the good news not the bad
- I am cheerful even when I'm feeling sad
- I interrupt any negative trains of thought
- I accept that some things in me are sometimes fraught
- I accept what it is that cannot be changed
- Yet I know that sharing love can change my brain
- I imagine and rehearse success from the start
- I refresh my spirit and I exercise my heart

Whatever accent we have, we need to be aware of negatives, know that some things are murky in-betweens but as best as possible learn to accentuate the positives and live with a daily sense of appreciation.

Let the good times roll.

Glenn Capelli is the writer and presenter of the Dynamic Leadership Thinking course and is a Keynote speaker who presents with humour and depth. Much awarded speaker, author, radio presenter and song-writer: learn more at [www.glenncapelli.com](http://www.glenncapelli.com) or email [glenn@glenncapelli.com](mailto:glenn@glenncapelli.com)

## Stepping Up and Stepping Out – Rowdy McLean

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Great leaders never stop growing. To be the best leader you can possibly be you need to be prepared to learn on an ongoing basis. Continually reflect, review and re-evaluate and stay at the leading edge.

We are all leaders in some shape or form whether we believe it or not. We are leaders as parents, in the sporting and business teams that we belong to and we are also leaders in our own lives.

As leaders we must look for ways to continue to grow and develop. However, before you start to grow you must discover your own unique leadership style. Know where your strengths and weaknesses are.



This becomes your foundation for growth. Knowing exactly what your development needs are allows you to focus on your development in a way that makes you a better leader.

There are ten steps to follow in this process which I call *'Stepping up and Stepping Out'*:

- 1. Know your Style, Strength and Weakness.** It is important that you understand what you do well and what you may do better. Online profiling assessments and 360 degree feedback exercises will give you some excellent information on your preferred style of leadership, strengths and weaknesses.
- 2. Review your Success and Failures.** Make a list of every success and failure you have had in life, from the earliest memory you have. This is important as the definition of insanity is repeating the same behaviours and expecting different results!
- 3. Study Others.** Write a list of leaders that you admire. Define the reasons you admire them and then define their style, skills and abilities. Look at their background and development? What can you learn from them?
- 4. Develop an 'I Can, I Am, I Will' Attitude.** Great things never get done without some degree of attitude. Henry Ford said, "Whether you think you can or whether you think you can't. You are right". Don't be beaten by your attitude before you begin.
- 5. Create Awareness.** Blindly stumbling in one direction or another is not a strategy for success. You need to plan and strategise. Set a direction and have a purpose. Knowledge and information are the key to success.
- 6. Take Action.** Continuous improvement is far better than delayed perfection. Take action and begin. Most people just don't start, just by beginning you are setting yourself apart from most people.
- 7. Dismiss the 'Dream stealers'** Dream stealers are those that tell you 'That wont work' and 'You cant'. Don't let them stop you from being your best.
- 8. Know that 'Luck is not a Strategy'.** Nothing worth having takes no effort. You need to get off your backside and have a go! No one is going to do it for you.
- 9. Be Balanced.** Creating balance in your life makes you a better leader, a little less stressed and cool under pressure.
- 10. Hire Smart People.** Great leaders understand that hiring smart people supports their weaknesses and helps them to grow

**Stepping Up and Stepping Out** is about being bold and being brave. Follow these steps to Fire up (attitude), Set up (awareness), Step up (Action) and you will Finish up at the top.

Rowdy (Ron) McLean runs on-going leadership seminars called **Flame:: Business Leaders™** to find out more go to [flamebusinessleaders.com](http://flamebusinessleaders.com) where you can also download, as a special gift to you, a complimentary copy of his full e-book 'Stepping Up and Stepping Out' (value \$29.95).

## **Do You Have A Networking Blind Spot? – Robyn Henderson**

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Are you disappointed with your Return on Attendance at the last few business networks you attended? Are your staff members attending costly conferences, but not bringing back business? Are you considering not renewing your membership for your industry association or business network, because you can't justify the \$\$? Maybe its not the association that is letting you down, maybe its your networking blind spots!



### **YOUR ORGANISATIONAL NETWORKING BLIND SPOTS MAY INCLUDE:**

**NOT WALKING YOUR TALK** - Everyone knows that more than 75% of business in the marketplace comes from networking. Yet, when master networker John takes off from the office for yet another networking lunch, or arrives "late" to work after attending an industry breakfast panel, is he encouraged or frowned upon? Is your organization mouthing networking is a must, yet making it extremely difficult for staff members to attend events where they could meet multiple prospects and ultimately turn business cards into business.

**TIP:** Networking needs to be encouraged from the top down. In sales meetings, talk about the monthly networking events that are available in your area, and match like-minded people with their specific interests. It's much better to have Bill the duty manager "golf nut" attend the Golf Day and cross network with other "golf nuts" than send the general manager who has never touched a golf club and probably would not be much fun to play with either.

**NOT FOLLOWING UP EVERY TIME** - One of the biggest challenges in business development is that we are often in overload, time poor and chasing our tail. So who has time to follow up? I barely had time to attend the networking event in the first place!

In conversation with a potential supplier/stranger at a recent networking event, I mentioned a book I had read, called The World Is Flat by Robert Friedman, as the distribution chain model in the book was relevant to our conversation. Within 48 hours the potential supplier had followed up with me, thanked me for my time, acknowledged our connecting at the specific event, included a service quote PLUS a link to a pod-cast of that author speaking about his book – I was impressed! Did he get the contract? Not yet. My need and my decision is still a couple of months away- however, he is certainly the person who comes to mind as a potential supplier. Why? Because his follow up was timely, relevant and personalized for ME!

Did his boss question his follow up strategy and the length of time he spent finding the pod-cast for me? If he did at the time, then maybe when the supplier gets the order, he will realize it is all the little things that get you across the line today – not just a great website and splashy brochure.

### **THE HUMAN FACTOR IS THE ONLY ONE THAT MATTERS**

#### **Why not shine a light on your networking blind spots in 2008?**

Global Networking Specialist, Robyn Henderson is an author and contributor to more than 25 books on networking, self promotion and self worth. She has spoken in 12 countries and never advertises – all her work comes from networking, referrals and her website: [www.networkingtowin.com.au](http://www.networkingtowin.com.au)

## Stop Selling! Help People to Buy – Rikki Arundel

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One of life's great paradoxes is that we hate being sold to, but love buying. OK so I now work mostly with women in business, and this may be a paradox that tends to apply mostly to women - but with 80% of buying decisions being made by women it is really important for all businesses to understand address this issue.



### Why do so many people hate selling?

I believe many people hate selling because we dislike the way salespeople we meet try to persuade us to buy things we don't want, or pressure us to make decision when we are not ready - and we don't want to employ those techniques ourselves. Of course any successful salesperson will immediately observe that this is not what selling is all about.

The problem is that we often don't notice good salespeople because **they don't "sell" - they help us to "buy"**. The people who "sell" are poor salespeople who employ an armory of slick tricks to get us to buy whether we need the product or not.

When I was first taught to sell I had to learn dozens of clever techniques for overcoming objections and closing sales. The problem is that whilst these techniques may work some of the time they seldom result in long term clients, which is why there is often such a huge turnover of new sale people - they are forever having to find new customers.

This is my definition of selling

### **Selling is Solving People Problems at a Profit**

Concentrate on understanding a customer's problem and providing them with a good solution and there really is no need to sell, **we are simply helping people to buy**.

I went speed networking recently and was horrified by the process - If you have not experienced this you spend an hour giving and receiving a 60 second business pitch. It's all about selling, not networking. A 60 second business pitch like this is all about you and your products, not about your customers and their needs and problems.

A good way to get into the habit of helping people to buy is to change the way you respond to the question "What do you do?" Most people in my experience answer with either a job title like, "I'm an accountant, lawyer, lecturer, run a beauty salon" etc, or a business pitch. With both often that's the end of that conversation.

Instead, try telling them **how you help people**. I change my response depending on who I am speaking to – "**I help small business owners to attract more customers**" or "**I help women in business to become outstanding public speakers**".

By shifting your focus away from you and your products, to your customer and their needs you focus on **helping them to buy** - and **make more sales** as a result.

**Rikki Arundel** is an International Motivational Speaker, Trainer and Writer and an expert in sales and marketing communications. She helps small business owners, especially women in business, to develop on-line and off-line marketing strategies that cost little but deliver results. Get her free ebook **How to Get Customers Queuing Up to Buy** at [www.SpeakingandMarketingTips.com](http://www.SpeakingandMarketingTips.com).

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## Experience More Of Your Infinite Potential – Justus Lewis

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it is often said that the most important investment you can make is in yourself. And the proliferation of health clubs, fitness centres, personal growth programs, new modalities and therapies attests to a widespread yearning to find better ways to invest in ourselves so that we can lead more successful and fulfilling lives.

For centuries traditional wisdom has taught that the answers are within. We instinctively know that this is true. Yet when we come to knowing how to unlock these answers, we often find that the traditional methods don't work.

### **New times call for new answers**

Today, with the concepts of Quantum Physics and the release of videos like 'The Secret', we are beginning to understand more about what it means to experience our world as a vast intention-driven system of interconnected multi-dimensional energy systems and our own human existence as an energy system within this whole.

Google 'energy medicine' or 'energy healing' and you will find a vast array of products and services that address this new understanding of our human electro-magnetic nature as the basis of who we are and the power of intention to change our world. This is the new frontier of human development.

### **Where do we go from here?**

We now have a better understanding of the human electro-magnetic system, of how to harness the energy of electro-magnetic fields and how to use the power of intention to access our inner wisdom and rebalance our energy fields. What this means in practice is that we *all* can experience more of our infinite potential as human beings.

Here is a simple exercise, which if practiced every day will assist you to gain greater mastery of your own infinite potential.

### **Practice mastery!**

Sit or lie down with a straight back in a place where you won't be disturbed for the next few minutes. Breathe deeply and relax.

Feel, sense, imagine or think about a powerful energy centre about two feet below your feet. This energy centre connects you to earth and all of the earth's strong energies.

Next, feel, sense, imagine or think about a powerful energy centre about two feet above your head. This is your connection to higher frequency evolutionary energy.

Now allow yourself to become aware of the energy flowing through your body between these two centres. Gradually bring your focus to the region of your heart and thymus and bring to mind an area of your life where you deeply desire to make changes. Ask your inner wisdom to balance your energy field and show you the next step.

Justus Lewis, PhD is an Accredited EMF Balancing Technique® Teacher and Practitioner who coaches people to invite more happiness into their lives. Visit [emfworldwide.com](http://emfworldwide.com) for more information about the EMF Balancing Technique®; and [emfmelb.com](http://emfmelb.com) for dates of upcoming Personal Growth & Accredited Practitioner programs.

## **Belief, Doubt, and Learning – Tom Murrell**

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For more than 25 years US-based motivational speaker and success coach Anthony Robbins has been passionately pursuing the answers to questions such as “What shapes human behavior? And how can we create lasting change within ourselves and others?”

He has spoken in front of more than 3 million people around the world and sold around 35 million books and audio coaching products.

After attending his 4-day 'Unleash The Power Within' seminar recently in Kuala Lumpur I learnt many strategies to perform at your best. I even took part in his famous barefoot walk over hot coals. This powerful physical metaphor shows how anyone can overcome their deepest and greatest fears with focus, passion and desire.



Part rock concert, part learning experience, part aerobic workout, the seminar was attended by more than 4,000 people in a giant indoor sporting stadium that was built for the Commonwealth Games.

Here are the Top 3 Secrets of Success I learnt from spending 4 days with Tony Robbins.

### **1. YOUR POTENTIAL IS DETERMINED (OR LIMITED) BY YOUR SELF-BELIEF.**

As the promotional material says the event was 'about creating breakthroughs, moving beyond fears and limiting beliefs, accomplishing goals and realizing true desires, turning dreams into reality, creating fulfilling relationships, and modeling the strategies of peak performers to produce a quantum difference in your life.'

If you cut out the hype, the simple message is if you believe in yourself enough you can achieve anything.

A memorable one-liner was "the only thing that's keeping you from getting what you want is the story you keep telling yourself".

### **2. MOST PEOPLE HAVE SELF-DOUBT AROUND UNIVERSAL THEMES.**

Ask anyone and most people will admit they lack confidence in some areas of their life. The interesting thing I learnt from this seminar is that this self-doubt is around universal themes. These themes cross age, gender, religious, cultural and language barriers.

Common doubts include 'I am not good enough', 'I am lazy' and 'No-one loves me'.

### **3. YOU CAN LEARN MECHANISMS TO ELIMINATE SELF-DOUBT.**

Robbins calls it 'immersion' where you break old patterns and build new ones by repetition. He uses a lot of Neuro-Linguistic Programming techniques to achieve this with his audiences.

He says "progress is not automatic".

Thomas Murrell MBA, CSP is an expert in how to build, brand and sustain reputation capital. Get his free eBook "How To Turn Your Big Marketing Idea Into A Competitive Advantage", which shows you how to attract, win and retain even more profitable customers, at [www.8mmedia.com](http://www.8mmedia.com)

# The Power of Positioning! – Matt Church

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**Work harder on being memorable!**

**A great positioning statement and self introduction needs to be well-designed and delivered with impact.**



We are not what we do – but we do need to be able to answer the question, ‘What Do You Do?’ in a way that makes us better known and creates more business.

As I started to explore the way people introduced themselves, I noticed patterns emerging. The first pattern that became clear was the focus of the introduction. The three options for focus are: to focus on YOU, to focus on IT, or to focus on THEM.

- YOU is obviously all about you, who you are, what you have done, and what you are into.
- IT is all about the activity, examples of how it has worked for someone, what it is like and maybe a few good stories about what it is that you do.
- THEM is all about the outcomes that your customers and clients achieve. You may ask questions, identify the key challenges they face or even get into solutions.

## When to use which?

While there are no hard and fast rules, I find that the more intimate the situation the more appropriate it is to answer the question with a focus on YOU. When you’re unsure of whether you are in front of a prospect or not, you may focus on the activity that you perform, the IT. If the person you are speaking to is a clear prospect, then you would focus on the outcome, the THEM.

Here are some examples of how you might change the focus, based on the environment.

<b>Situation</b>	<b>Focus</b>	
Dinner Party	Personal	YOU
Networking Event	Activity	IT
Prospect’s Boardroom	Outcomes	THEM

There are basically three critical reasons why you would bother to tell someone what you do. To be Remembered. To be Understood. To be Recommended. So in the competitive world of today, work hard on being memorable so that in every situation – you effectively communicate the value of what you do and who you are.

Matt Church is an expert on personal leadership. He has published articles and books covering a range of topics from health to motivation, lifestyle and communication. Matt has now become known as Australia’s first choice in conference speakers for the energy he brings to an event. The Meetings Industry recognise him as one of Australia’s top 10 conference speakers. Audience members describe him as clear, practical, energetic and a true thought leader. His sessions will change your life!

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## Who Loves Ya Baby? – Rob Salisbury

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Lollipops and one-liners are rarely the components of great television, yet, one of New York's earliest CSI agents earned his reputation as an intelligent yet controversial tough guy in the top cop show of the 1970's.

Fighting for truth, justice and the right to conduct business his way, legendary Hollywood Greek Telly Savalis is best remembered as **Kojak**.

Combining his infamous one liner '*who loves ya baby*' with a red lollipop in mouth, bald headed Kojak stood out as the number one detective of his time.



### Trust as a key component

Kojak knew that to obtain incriminating evidence from his suspects meant he had to quickly earn their trust. Telly's ability to build trust with his unique image and character won countless new viewers each episode, ensuring millions of dollars in advertising revenue to the producers and investors in the show.

There are lessons to learn from the simple things unique professionals like Kojak did to build relationships into long-term success.

### Ensuring Customers Feel Great

Today's customers are very informed as shoppers. It reflects in their demand for a wider range of products including no nonsense top rated service experiences leaving gaps most vendors rarely fulfill.

For example, in the late 50's McDonalds found an unbeatable success formula by providing average cheap food, simple menu choices, an enthusiastic service culture, clean bathrooms, good operating hours and free parking.

Qantas, Emirates, Cathay and Singapore Airlines rarely if ever discount first class seats with bookings confirmed weeks ahead on most international routes.

First class clients pay for tickets expecting full benefits in advance. Top rated airlines make it easy to fall in love with this experience with superior focus on processes and attention to customer details.

### Relationships Count

Trust built up over time is often the result of listening to customer's true needs and then exceeding their expectations and your promises.

When clients know that they count first, you won't have to ask '*who loves ya baby*', because you will already know.

In 2008, get back to the basics about personal and high-end business relationships.

Rob Salisbury, B. Com., CSP is a corporate trainer, conference speaker and highly rated industry MC. He has been involved with over 1700 events across 400 SE Asia, Australian and New Zealand firms. SRI Singapore + **65 6842 6085** or SRI mobile +**61 412 414 835** - [www.strategicresources.com.au](http://www.strategicresources.com.au)

## Believe it Before you See It! – Erica Bagshaw

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Do you put off starting toward a goal because you can't see how you will manage it? It is easy to do, I know. Read on and be inspired to have a go anyway.



I love to goal set and I had just spent the weekend in Adelaide visiting friends, relaxing and reviewing some of my goals. The priority goal for me was a health and fitness goal. I wrote it up using my 6 step goal alignment process™ and some of the action steps were: to be training 3-4 times a week and to find an exercise buddy. As I was writing it, I could hear some of my internal chatter coming up about the impracticality of finding an exercise buddy. All of my close friends live a long way from me and I know that due to my work commitments I need to start my routine at 6am. It would have been easy for me to minimise my goal to something more “achievable” but I have learned not to do that. So I wrote down the actions, not really knowing how they were all going to be fulfilled.

I came back to Sydney fresh and inspired and began my routine straight away. On Wednesday morning I was up, dressed in my exercise gear and stepping out of my door at 6am. Gosh it was dark!! As I entered the hallway, the door of the flat opposite me opened and there was my new neighbour standing in her gorgeous pink and grey exercise gear. We had briefly met some months ago but hadn't seen each other since. We greeted each other in surprise, and Sue asked me if I was headed to Centennial Park to exercise, which I was. She offered me a ride and off we went together. As we were driving there Sue remarked that she had just done a goal and a vision board for health & fitness that weekend and was keen to get back into a routine. I looked at her in amazement and told her about my goal that I wrote at the weekend and the fact that I was looking for an exercise buddy. She immediately jumped at the opportunity to buddy with me and so now we meet in the hallway at 6am, 3 mornings a week to go and exercise. What a manifestation! I am now training 3-4 times a week and I have an exercise buddy. All in the space of a week!

**Would you like to start getting fast results in your life too? Here are 5 key steps to get you going.**

**Step 1:** Write a list of the most important areas of your life i.e. health, career, family

**Step 2:** Decide how satisfied you are in each area on a scale of 1-10.

**Step 3:** If any of these areas rate 6 or below, decide what you would like different.

**Step 4:** Take each of the items from Step 3 and write them up as a statement in the positive. For example if you want to “stop drinking so much coffee” your statement could become, “To drink x coffee's a day and to substitute fruit juice or herbal tea for the other times.” The positive statement gives you a tangible picture that you want and that you can plan for.

**Step 5:** Identify the specific steps you need to put in place to support yourself in making it happen and do them.

**Erica Bagshaw** is an expert in alignment. Through NLP Coaching she helps you to align your purpose, thoughts and actions personally and in business. When you are aligned, your life can flow powerfully and effortlessly. Get your free e-book **NRG at Work**. Great ideas to keep your energy firing. [www.thealignmentgroup.com](http://www.thealignmentgroup.com) or phone 02 9923 1852.

## Name your adjective! – Michael Henderson

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If you have been doing what you're good at for some time now the motivation passion and edge you used to have for your work can begin to slip. You may not notice it yourself because as they say the devil is in the details. It might be the little things. Your tone of voice begins to take on a 'here i go again quality'. Perhaps you inadvertently have begun to show tiny traces of boredom or even disdain at being the same question yet again by a completely innocent first time client. There again maybe you don't have this problem in which case stop reading this and move onto the next page in this excellent e-book. If however you can relate to what I am saying then how do we stay fresh, invigorated, and dynamic in our working roles?



### A simple and powerful technique.

A simple technique I suggest to my clients is to think about their work title or role. For example it might be National sales manager, or Head of customer service or Managing Director. I then ask them to choose an inspiring adjective to place in front of their title. In other words place a word that describes to yourself and others how you wish to be experienced in that role. Using the examples just mentioned the roles with added adjectives become the Motivational National sales manager. The Listening Head of customer service, and the Inspirational Managing Director. This simple addition of a carefully chosen adjective is more than just playing a word game.

### So what's the point?

I have used this technique for over ten years with amazing results. I have found people when they embrace this new identify for themselves in their role begin to embody with no real effort an revitalized energy for their work. I have heard feedback describing how their behavior language and even stress levels shifted. I have also had feed back that people seemed to become more productive achieve better results and seemed to be more appealing to be around for other people. I even had a team of sales people break all the companies' sales records of the last forty years after asking them to choose an adjective. In short it works. Especially if you want it to work.

### Why does the adjective make a difference?

I have discovered that most of the time people turn up to work in a habitual; mindset. Even if that habit is being in a positive mindset its still habitual. To freshen ourselves up and lift ourselves to a new level, the mind and even our ego, enjoys the prospect of revitalizing itself and stretching itself. The innate capabilities language posture and choices will quickly align with the adjective because it is inspiring. Our job titles so often are not.

Have fun in your choice of adjectives and enjoy the results..

Michael Henderson is a key note speaker and founder of the Ferocious Mentoring process. A personal values based process of reclaiming your life with clarity purpose energy and voice! Michael is the author of a number of books including the award winning Finding True North published by arperCollins. Visit [michaelhenderson.info](http://michaelhenderson.info) to register for Michaels free ezine.

## What To Wear When You Speak? – David Price

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You have an important presentation to make and you just don't know what to wear. It's a question that is as important for men as it is for women.

In his book "You are the message", Roger Ailes, titles the first chapter "The First Seven Seconds" and you can guess what it says – first impressions are more important than anything. The famous persuasion speaker Joel Bauer calls it "wrapping your package".

Most people think that you should wear what the audience is wearing. This can be a fatal mistake. The question to ask yourself is "What is the audience **expecting** you to look like?". If you dress according to the audience expectations, then you are more likely to connect with the audience more effectively. For instance, if you are a city stockbroker going to speak to a group of farmers in a remote town, they would think you were patronizing them if you wore moleskins. They may not expect a tie and jacket in the bush, but they will expect "appropriate business attire".



### What works and what doesn't?

Clothing needs to be appropriate for your audience and for the topic you are presenting but there are some "golden rules". For men, the two most significant things that women in your audience will notice and about 20% of the men, is whether your shoes are clean, and, if your trousers have belt loops, whether you are wearing a belt. They'll also notice if your clothes are not well pressed. If, in the first seven seconds you have anyone in your audience having a conversation with themselves about your unpolished shoes or your creased shirt, you've lost them at exactly the time you *don't* want to lose them!

For women, the obvious (but sometimes overlooked) factors are short skirt and low cut top. These will have the men **and** the women having a conversation with themselves you **do not** want them to be having. The next highest risk factor for women is distractions from jewelry. Dangly ear-rings and any other large or obtrusive jewelry will work *against* you - not *for* you, as will lots of rings on your fingers.

### Skirt or Trousers? – The question men never have to ask? (Thankfully)

Research has shown that in a selling or persuasion situation, women in skirts (which are around knee length), outsell women in trousers many times over regardless of the gender of the buyer.

So what do you wear? I always believe it is better to be safe especially if the presentation is important. So, men – you cannot go wrong with a good fitting suit with a white or light coloured shirt with clean shoes and a tasteful tie. For women, surprise, surprise – the same. A well tailored suit, with a pastel coloured blouse, small jewelry and you can't go wrong.

### Don't shoot me – I'm only the messenger!

Is this my opinion? Absolutely not! It's all based on research but by the way, my own experience in the field for over 25 years supports it. So don't shoot me – I'm only the messenger!

David Julian Price is the "Master of Speaking". He coaches entrepreneurs, business leaders, managers and executives to engineer their message and speak with influence and persuasion. Contact David at [david@davidprice.com](mailto:david@davidprice.com)

## Now Go Beyond Belief! – Catherine Palin-Brinkworth

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Or don't waste your time.

Do you really want another year of the same? With the same challenges, or the same opportunities for doing different that you don't actually take up?

So get ready. You have to be very brave and bodaciously bold to be brilliant.

This is a 1 year, numerologically, providing you with a huge year of new beginnings. The year of potential breakthrough. Here's how to make the most of 2008:

- Look at where you are STUCK. Make a list of everything you currently believe about your business and your life. Everything. Even the obvious. Now, beside each statement, decide if it is a fact or an opinion. Be ruthless and honest.
- Now STOP. Notice your attachment to the way things are. You want to defend your opinions. That's OK - they got you to where you are - and that's good! But you know the deal - opinions can be changed. And it's what you currently believe that is keeping you where you are, trapped in habits, fears, expectations - and limitations.
- Next STEP is just that - design some steps around your newly discovered flexibility, that are right for you to expand some - only some - of those opinions. Don't plan too much - do a bit differently and everything else will fall into place.
- Watch the STICKY fingers. We do like to hang on to stuff. Little addictions to the way things are, or the way we think they should be. Question everything!
- Find the STILL POINT. Move to your Quiet Zone frequently, that's where the answers are. Here you can find alignment with your values, with your heart's drive, with the real energy that lives in you, that wants you to bring your magnificence to full manifestation.
- Get excited, and start STEAMING! Seek professional advice, follow it with your own discretion and discernment, and get going! One change a week is a good idea. And keep reviewing, challenging, questioning.

You might need some STAMINA, STRENGTH and STRICTNESS. Or you could choose to do it easy! Be willing to go Beyond Belief, and as you move through 2008 you will create miracles.

I can't wait to hear from you as your life and business evolve to the level you deserve. The whole world is hungry for the treasure which is yours alone to give!



Catherine Palin-Brinkworth is a legendary change agent, leadership strategist and business growth mentor. Go to [www.catherinpalinbrinkworth.com](http://www.catherinpalinbrinkworth.com) for current free downloads and to access her support for you through Enlighten and Power Points.

Thank you for reading this book.

We hope you enjoyed it.

But even more ... We hope you put these ideas into action.

Just one idea could change your business, your life or your world.

Feel free to pass this on to anybody else who could use it.

Remember: Expect more from 2008!