

Expect More from 2013



With Compliments From

Rob Salisbury

Strategies for Success from Leading Experts in Personal and Professional Development

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Five Social Media Myths Busted – by Gihan Perera



MYTH #1: It's all about the numbers

Stop obsessing about getting more followers, fans, friends and Likes! This is time-consuming and has a diminishing rate of return. It's not about reaching more people; it's about *connecting with the right people*.



MYTH #2: It's all about engaging customers

To be an influencer and leader, don't spend all your time engaging in back-and-forth social media conversations. Instead, use social media as another way to *share your key messages and ideas*.



MYTH #3: It's all about Facebook and Twitter

Focus on places where you can *share well-considered messages*, such as blogging, YouTube, podcasting, Slideshare, Amazon and iTunes. Then use Twitter and Facebook to distribute those messages further.



MYTH #4: You have to do it all yourself

You do have to be authentic, sincere and personal in creating your key content – in your blog, on video, and in audio recordings. But you can *outsource, delegate* and *automate* spreading the message further.



MYTH #5: It needs a lot of time and effort

Building an online reputation is a process, not an event. *Consistency* is more important than volume – so create a realistic schedule and keep at it!

Gihan Perera is a speaker, webinar presenter and Internet consultant who helps thought leaders and business leaders with their e-marketing and e-learning strategies. In June 2012, *Forbes* magazine rated him the #5 social media influencer worldwide in book publishing.

Visit GihanPerera.com for more about his speaking, consulting and mentoring services.



Vale Stephen Covey: One of the greatest leadership educators of our time by **Ross Clennett**

On Monday 16 July 2012, Dr. Stephen R. Covey passed away due to the residual effects of a bicycle accident he suffered three months earlier. He was 79.

Dr. Covey made teaching principle-centred leadership his life's work. His most famous work is the international 20 million-selling *The 7 Habits of Highly Effective People*. In 2002, *Forbes* named *The 7 Habits of Highly Effective People* one of the 10 most influential management books ever written. It's hard to overstate the massive influence that *The 7 Habits of Highly Effective People* has when it was published in 1989.

As Tom Butler-Bowdon says in **50 Self-Help Classics** (Nicholas Brealey Publishing, 2003):

'The emphasis on habits as the basic units of change has also been important in the book's success. Covey saw that real greatness was the result of the slow development of character over time; it is our daily habits of thinking and acting that are the ground on which that greatness is built.'

Here is a brief overview of Covey's famous 7 Habits:

Habit 1: Be Proactive: Proactive people use their resourcefulness and initiative to find solutions rather than just reporting problems and waiting for other people to solve them. Once we decide to be proactive, exactly where we decide to focus our efforts becomes important.

Habit 2: Begin With The End in Mind: Develop a personal mission statement or philosophy or creed. Focus on what you want to be (character) and do (contributions and achievements) while staying true to your values and principles.

Habit 3: Put First Things First: Put into action, daily, the things that will have you accomplish the outcome of Habit 2. Having the long-term picture in mind, we can plan our days and weeks for maximum effectiveness and enjoyment. We consciously and consistently spend our time with people who, and doing things that, genuinely matter.

Habit 4: Think Win/Win: Seek agreements and relationships that have benefit for both parties. Outcomes are not achieved at the expense of the success of another person. The pursuit of this habit is also never done at the expense of compromising our own principles.

Habit 5: Seek First to Understand, Then to be Understood: *'Next to physical survival, the greatest need of a human being is psychological survival - to be understood, to be affirmed, to be validated, to be appreciated. When you listen with empathy to another person, you give that person psychological air. And after that vital need is met, you can then focus on influencing and problem solving.'* (page 241)

Habit 6: Synergize: Through genuine communication, find ways to leverage individual differences where the whole is greater than the sum of its parts. Through mutual trust and understanding one can find a better solution in conjunction with another person, than could have been found individually.

Habit 7: Sharpen the Saw: We need to balance the physical, spiritual, mental and social dimensions of life. It's important to take time out to regularly renew ourselves in each of these areas.

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, to subscribe to Ross' free weekly newsletter or to read any of Ross's articles on recruitment please visit www.rossclennett.com

Ten Things To Do With A Mentor – Ann Rolfe



Regular conversations that are useful and productive help you maintain a mentoring relationship. Yet people may struggle to come up with something to talk about with their mentor, especially when they don't have a particular problem or goal or feel they don't need specific guidance. As a result, there's a danger mentoring may fizzle out.

Here are ten ways to keep mentoring vibrant and alive by injecting challenge and change.

1. **Book club** – both read a chapter of a relevant book each week/month and discuss how it applies in your situation and what you could action.
2. **Psychometrics** – use the results of an instrument such as Myers-Brigg Type Indicator, Life Styles Instrument, DISC or any sort of 360° feedback as a basis for development.
3. **My life as a movie** – pick (or imagine) a movie that represents your life. Which character are you? How do the events in the movie reflect your life/career?
4. **Glasshouse** – visit the mentor in their workplace. Have them explain their job/business and ask lots of questions.
5. **Shadow** – accompany the mentor to meetings or in their daily work as a silent observer. Then ask questions and discuss what you learned.
6. **Play journalist** – Prepare a list of questions about the mentor's career or experience and interview them.
7. **Research** and reflect – do some fact-finding about a relevant topic. Discuss what you discovered and how you might use it.
8. **Rehearse** – practice a conversation that you need to have with your manager or a colleague, or a job interview. Get feedback and coaching from your mentor to produce the outcomes you want.
9. **Artwork** - draw a picture/make a collage or vision board to graphically represent where you see yourself going or what's important to you.
10. **Write your obituary or eulogy** – this sounds a bit dark but if you've ever read an obituary or heard a good eulogy, you know it can be a celebration of all that was positive in one person's life. So make this about what you'd like to be remembered for. Perhaps you triumphed over adversity. Maybe you were accomplished in many areas. Use your imagination and make it as positive as possible.

Australia's most published author on mentoring, Ann Rolfe provides:

Consulting – to help you plan, implement and evaluate mentoring;

Training – workshops, elearning and webinars for mentors and mentorees

Resources – books, articles, tips, tools, templates and web-based solutions.

Visit: www.mentoring-works.com

8 Principles in Running a Sales-Led Business

by Paul Archer

Moving into 2013 we're all feeling confident for the future. If you're in a sales-led company, then you'll be engrossed with the opportunities. Here's a quick win to measure yourself against professional sales managers and see what you can do differently in 2013.

Research carried out this year (2012) with members of the UK's Sales Performance Association gave these as the top 8 principles in running a sales business. Let's see how your sales-led business compares.

The 8 principles of solid sales management

1. Recruit technical experts who can relate to the companies or clients they call upon, who understand how companies work and the report and accounts and who are intimate with their understanding of their industry. Or hire people and train them in these areas. Hey you don't need to train them; they have Google if they're driven enough.
2. Hold regular sales training and techniques workshops. Hire the best sales trainers your budget can afford and don't go for second best.
3. Do lots of 1 to 1 coaching with your team, at least 2 to 3 days on the road with them quarterly.
4. Follow a strict sales process or account management process, stick to it, train to it and coach it. It doesn't have to be long winded or stretch for years, unless you operate a very complex sale. But you must have one. Be aware that modern sales processes work alongside the customer's buying process because they're now in control. With your sales process overlaid against their buying process, we can see the engagement points i.e. where you add value to their buying decision. Thus is born your sales process.
5. Have a Sales Playbook. As a rugby coach for under 15's I know that every opportunity in the game of rugby goes into a playbook. It contains all the moves, drills, routines that will ensure success at any point in the game. It tells you what to do when you're in an offensive situation under their posts, or in defensive mode. The playbook is a constant companion to the rugby coach and players alike. It holds all the wisdom, ideas, innovations that means a successful game of rugby. Likewise you should have a playbook for each segment of your sales process, capturing the best practice that you should follow for every move.
6. Learn how procurement works in the companies you call upon because you will encounter them more than you think.
7. Meticulous use of Customer Relationship Management – CRM – an absolute must. Good salespeople run their business lives through the CRM system. It's like your Outlook calendar, contacts and tasks on steroids and it helps you to wrap your business day around the customers you're currently selling to. Essential.
8. Continual recruitment even if you have no vacancies. Never cease in this area otherwise it'll come back to bite you from behind.

This is what professional sales managers say about their sales businesses but what about you? Have you got some ideas to tighten up for 2013?



★★★★★★

Paul is a master in selling, sales coaching and customer engagement and has worked with hundreds of corporations across the world to help them increase their sales revenue.

He is an accomplished speaker, workshop leader and sales coach; continuously ahead of the curve, Paul ensures the latest tools are used in helping clients increase their sales revenue.

His latest book "*Rapportselling - successful selling strategies to engage customers*" was published in January 2012 and is available from Amazon.

He is the author of six eBooks and of over 80 sales articles.

Sign up to his weekly sales and coaching tips and get the Sales Tip's Annuals for the past three years with Paul's compliments.

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Enhance Your Gifts

by Ian Berry © All rights reserved worldwide.



To expect more from 2013 enhance your gifts.

Here are 3 actions to take:

1) Remember You're Special

You are a unique human being. There are no duplicates.

Watch this video at <http://youtu.be/4VKo9cshD1w>



and remember how special you are. Get on with being your best self. Don't waste a second.

2) Take the Doing Your Life's Work Pulse Check

As soon as you complete the pulse check at www.changingwhatsnormal.com/mentoring.html and press send you will be able to download the PDF version of my Changing What's Normal book. Sparkenation 6 in my book 'Discovering Your Life's Work' will help you a great deal because it contains lots for you to think about concerning the 16 statements of the pulse check.



Sparkenation:
a spark that ignites passion that leads to action that changes what's normal.

3) Engage with Mentors

Find people who can be this kind of a friend to you for a time:

"A friend is someone who knows the song in your heart
and can sing it back to you when you have forgotten the words."

Anon

Ian Berry is the creator of the **Enhancing Their Gifts System - a simple, painless, sustainable, time, energy and money saving track to lift employee performance, driven by them.**

FOCUS ON RELATIONSHIPS AND YOU'LL MAKE A REAL, POSITIVE DIFFERENCE!

By Shirley Taylor

Some people wake up feeling tired and they go through the motions at work with a frown on their faces; they just keep their heads down, do the job and then go home. This can't be a good way to exist.

I remember when friends used to visit my mum in the hospital shortly before she passed away, they were often amazed at her cheerfulness and her smile, even though she was very ill. My mum told me, "Well, I have to put on a smile, because people wouldn't come and see me if I was miserable!"

What about you? We all wake up every day with a clean slate. You can make the day anything you want it to be. Anything you choose it to be.

Great relationships make everything easier

Before I became a speaker, trainer and author, I was a secretary for nine years. What a great learning period that was. When I look back, I can see that even then I somehow knew about the importance of building relationships. For example:

- When my boss wanted a cheque urgently, I just had to call up the lady in Accounts and I got the cheque, and a smile, within minutes.
- When my boss wanted a cup of tea for guests and I was really busy, I just had to ask the tea lady for help, and the boss and his guests were refreshed.
- When my boss wanted me to go out and buy him a birthday present to give to his wife, I was happy to do it - as long as he gave me the keys to his Mercedes!

In any job or business, relationship building has to be the most important objective. The quality of the relationship will determine the quality of the service.

Focus on relationships, not transactions

For so many people today their interactions are purely *transactional* - they focus on the result, just getting the job done, often at the cost of relationships. More successful people choose *relational* interactions - they focus on how people are treated in the course of achieving results.

When you focus on **relationships**, you will really start making a positive difference.

When you focus on **relationships**, your job will become much more enjoyable.

When you focus on **relationships**, your colleagues and clients will become your friends.

When you focus on **relationships**, your work will become less toil and more pleasure.

When you focus on **relationships**, you'll start making a positive difference in the lives of everyone around you, and in your own life!

It takes less than a second to raise your standards, to put some passion into your job and your life, and to commit to turning the ordinary into extraordinary.



Shirley Taylor

Shirley Taylor helps people to improve their communication skills and build great relationships. Widely regarded as a leading authority in business writing, Shirley is author of *Model Business Letters, Emails and Other Business Documents seventh edition*. With her friendly, down-to-earth style, she has a unique way of engaging with the audience, and is passionate about helping people commit to change. For free resources, articles and video tips, visit www.shirleytaylor.com and www.sttstraining.com.



How to grow as a leader in 2013

In my experience, the most successful people are those who can lead and leaders are people who are good at asking a lot of questions. Questions that are thought provoking, questions that get people thinking, questions that cause people to grow.

I have come up with a list of 5 questions I think all leaders need to ask themselves on a regular basis. I challenge you to answer these questions in terms of what you intend to do in 2013. Rate yourself on a scale of 1 (poor) through to 5 (excellent) to see where you can find opportunities to grow this year. Hopefully in the process you will have a few ideas on how you can increase your ability to grow not only yourself but also the people around you.

1. How am I growing?

This question is designed to get you thinking about your growth in the two key areas of Professional development and Personal development. What seminars, workshops and conferences you have attended; what books or journals you have read; what coaching or mentoring you have received; what projects or committees you have been involved in; what experiences have you had. It is the first question because it is the foundation for the rest, the root system that allows you to grow further.

2. How am I helping my team to grow?

Perhaps some of your personal growth has occurred as a result of helping other people to grow. Remember the famous phrase “you don’t really know something until you have to teach it to someone else”. This could be via formal or informal mentoring, coaching or training. It could be by acting as a role model for others to follow or it could simply be putting in place the conditions, and removing the barriers, that allow your team to grow naturally.

3. How am I helping my organisation to grow?

You need to think beyond your immediate team because one highly engaged team within an otherwise disengaged organisation is not going to stay engaged for very long. What is your involvement in the various committees in your workplace? Are you someone who makes suggestions and looks for ways to innovate? Do you get actively involved in change programs? How are you assisting the organisation to attract and retain good people, even outside your area of specialty? What relationships do you have with suppliers, competitors and others that might assist your organisation to grow?

4. How am I helping my industry to grow?

If you are passionate about your industry then you will want to see it prosper. Remember that the more jobs there are available in your industry, the more career options you have so playing your part in maintaining a healthy industry is in your own best interests. A good place to start is by being actively involved in the relevant industry associations that represent you or as a media commentator in your field.

5. How am I helping my occupation to grow?

Even broader than industry involvement is the desire of an engaged leader to see their occupation grow and develop. This could mean getting involved in the relevant specialist professional association or a more general association such as the Australian Institute of Management. It could also mean offering to help young people entering the occupation via teaching at University or TAFE or by offering work experience to school students considering the occupation for their own career.



Karen Schmidt from Let's Grow! describes herself as a workplace gardener who helps organisations grow the next crop of engaging leaders. To learn more about her Budding Leaders program visit www.letsgrow.com.au. To book her to speak at your next event visit www.karenschmidt.com.au.



Sharing My Secret for Success – Mark Wayland

New Year's is a time for celebrating and this one also marks the 9th anniversary of starting my business.

I've never really celebrated its birthday, and while it's nice, I know it's not really in the same league as my family's birthdays or my wedding anniversary.

Its "real" significance, though, was pointed out by a friend, "That's fantastic. *Don't you know that 80% of small businesses fail in the first 5 years?*"

When did you realise you were going to make it, you know, be a success?"

We all seek success. So I'd like to share my secret of success with you.

When I started the business all those years ago my wife, Margaret, asked how long I was going to give it a go. "About a year or two" I replied.

The first anniversary came and went and I guess I was holding my own. I admit there were plenty of sales; I sold my car, my golf clubs, and any unwanted furniture (I mean who learns piano these days, anyway!) ☺. Thank goodness the minimalist style of home decoration was in-fashion.

I pushed on.

And a push it was; seemingly always uphill. The second and third anniversary came and went. And at each one Margaret asked "how much longer?"

About this time 4 years ago I was having a red wine therapy session with a friend who also asked "how much longer?" Then he said something that caught me off guard.

"How will you know success when you see it?"

That really played on my mind. After a few more hours of "therapy" I realised that I had some unwanted emotional baggage left over from my 28 years in the corporate world.

For years as a corporate animal I had applied for various jobs and hoped that "they'd choose me." Once chosen I sought more of this addiction; I hoped I'd get chosen to attend important meetings, be promoted, or given high profile projects. The ultimate hit was my yearly performance appraisal where I wondered what I would receive because "they" had decided if I was worthy or not.



This unfortunate perception of success (being as it was, defined by others) had carried over to my business. When at last I was able to shed that addiction I started looking at the business and the market, at my talents and abilities, and my values and beliefs far more objectively than before. And it's then that the business took off.

Success, therefore, didn't come how or as I expected it. Having got myself out of the way, I realised that there were no success milestones that I had craved in my corporate life.

I'd be successful as soon as I decided I was. It was about me doing my personal best.

All of us spend so much of our working and waking life waiting for someone or something to appear and validate our success. It's **so** not necessary. Just decide what it is for you; then reach out, reach down or reach up and grab it.

What will surprise you is how people be will attracted to you as a business owner, a technician, a manager and as a person of substance; simply because success is firstly about you being someone that you admire, that you feel comfortable with.

Success is not about what you're doing or getting; it's all about what you're "being."

My sincerest wish for you in 2013 is that your success is exactly as you want it to be.

Mark Wayland is an authority on sales coaching.

He helps sales managers and sales trainers translate coaching theory and rhetoric into practical implementation and representative engagement, with an ultimate goal of creating bragging rights for their achieved business and personal goals.

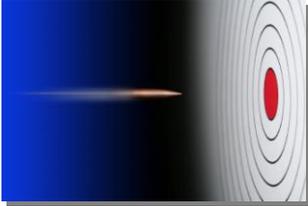
Contact Mark: mark@MarkWayland.com.au or visit www.MarkWayland.com.au

How to Attract More Clients in 2013

Think BIG and grow your business by attracting more clients in 2013 than you have ever done!

Here are 4 keys to becoming a client magnet:

1. Get in the Zone



Stop for a moment and think about those days when everything just “clicks” for you. Days when you find yourself in the right place at the right time, doing just the right thing. When everyone you encounter says “yes” to you, when you find yourself finishing jobs you’ve been avoiding and when you feel so good, the day just zooms by. You were in the Zone! Learn to get in the Zone and FEEL GOOD every day to effortlessly attract more clients in 2013.

2. Engage



When you meet potential clients at a networking event, at a friend’s BBQ, or on the plane, engage their interest by telling them something about what you do that elicits a “WOW! I didn’t know that!” response. Once their attention is engaged, they will be interested to find out more. Do not be tempted to spill all the beans – a networking/social event is not the place! After a short conversation, agree to meet later for a coffee to discuss further.

3. Connect



If you are hesitant or have reservations about making contact with a potential client because you feel uncomfortable about talking with them, it’s time to take off the perception lenses you are wearing. When you debunk your preconceptions about them and learn to communicate without barriers, you connect heart to heart. Imagine how many more clients you’d be able to attract and assist in 2013 if you were comfortable talking to anyone in your target market.

4. Influence



Instead of telling your potential client a series of cold, boring facts, communicate to influence by sharing Influential Stories (case studies of successful clients). This will change your potential client’s perspective by allowing them to vicariously experience your successful client’s story, in their mind. A well told story entertains and holds interest, educates and inspires as well as giving credibility and reducing cynicism. So, use Influential Stories to get your key selling points across and attract more clients in 2013.

Michelle Stanton is a Zone expert, a conference speaker, workshop facilitator and an executive coach. She is the author of “Selling in the Zone – Stress-free Success in Sales” and “The Timeless World – Debunk your Fears and Discover Heaven on Earth”. Michelle is also the creator of the “Hi-Zone – Making of Champions” program and the “A day in the Zone” toolbox. To access FREE Zone tools, tips and exercises, go to www.zonehigh.com. Contact Michelle: michelle@zonehigh.com; 0404 808 750; www.michellestanton.com



Draw a line in the sand..!

by Niall McShane

Sometimes you just have to draw a line in the sand.



This week seemed to be the week where I was encouraging my coaching clients to make a stand. Traditional coaching by default errs on the side of letting clients find their own way with the coach nudging the client along and being careful not to put too much of their opinion into the conversation.

But three sessions with separate clients this week has shown me that coaches have a responsibility to re-enforce themes and if it comes to it drive home a point that they believe is central to the client progressing.

One client this week had been wrestling with a HR issue for years and being new to his leadership role was reluctant to face up to the “problem” people in his team that were polluting the culture he was carefully trying to re-build.

I simply asked, can you see yourself achieving your vision with these people in the team..? after some umming and, maybes and me re-asking the same question three times he finally said no, it is not going to happen.

Following this admission his level of energy and conviction rose dramatically and a can-do attitude emerged that had previously not been present.

For me the lesson is that we need to bend and work with issues up to a point but there comes a point where enough is enough and for the good of all involved a line must be drawn and compromise must end.

In the age of “stakeholder management” I think we run the risk of trying to appease too many people in an attempt at avoiding conflict and holding people truly accountable to what they signed up for.

... that’s all, a simple, basic message, but one I re-learned this week.



If you want to start drawing some lines in the sand of your life contact Niall on 0409 004 587 or niall@quietcoaching.com.au or browse www.quietcoaching.com.au for online self-coaching courses.

Should I or could I?

Make your 2013 goals match your values at work and at home says Shivani Gupta.

After a financially challenging year, a number of people have spoken to me about cutting costs and learning from the lessons of this year.

I hear people say 'I should have seen it coming and should have better prepared for it financially' or 'I should have known that my staff weren't right for the change in the economy and let some of them go earlier'.

The word "should" keeps reappearing. "Should" is a very judgemental word that says if you didn't do what you think you should have, then you are not a good business person or a good person. "Should" puts us down.



Hands up if you didn't achieve one or more of your goals this year? Was your goal a "should" goal? "Should" is when we put expectations of others on to ourselves. If you have not been achieving something, then have a look at what you can do. Try replacing the word "should" with the word "could".

One area in which I was judging myself was using social media in my business. Doing it because others said I should or because others were doing it, was not a good enough reason to start. Rather than keep saying I "should" put myself on Facebook I resolved to say I "could" do this if it is a good business strategy for me. When I had worked through that I was able to start using social media in a sustainable and effective way.

As you plan your goals for 2013, ensure you are working in alignment with your highest values and not others people's projections of their values on to yourself. Try rewriting your goals in priority order, from the ones with the highest value to you and your business to the ones with the lowest value.

How do you determine your highest values? Ask yourself what is critical to your business and what you are self motivated to do. Then ask what you would like to get around to doing. The latter is your "should" list. These are the things that you don't get to very easily. They may be important to your business but they may be things that you or other people, including family, are imposing on you.

Make sure that you work on areas important to you without guilt. Let go or say I "could" work on the areas that are lower on your set of values.

So, if you haven't done so already, start next year with a review of your business plan and goals. When you do this task try and replace the word "should" with "could". You will take a whole lot of pressure off yourself so you can focus on your true business priorities and what you love to do.



Shivani Gupta is a leadership coach, author and keynote speaker. She is the founder and CEO of Passionate People Institute which is dedicated to unlocking people's passion in their career, leadership roles and relationships to help them to lead a more passionate life. Visit: passionatepeopleinstitute.com

How to Look Great on Camera

– by Sharon Kyrwood

In today's business world, it is so important to have a human face for a company, and YouTube allows us to do this. You don't need a professional studio, fancy lighting or makeup artist. For those a little apprehensive about getting in front of the camera, you don't need to worry. I have asked a few of my expert friends for their top tips for looking good on video.



Fashion Photographer Carlo Fernandes recommends – “Relax your mouth by stretching it wide and moving your jaw side to side”. This relaxes the muscles of not only the mouth but the cheeks, jaw and neck – giving you a kinder, more natural look.

Carlo also recommends taking deep breaths. You will look more relaxed in photos, and if you are talking on video it will prevent you gasping or running out of breath.

AIPP Photographer Hyrom Jones from Boutique Photography recommends – Skin is of tremendous importance, as "hot spots" that occur in any lighting can have a devastating effect on the outcome of the final image. When you are going to do a video or photo shoot, consider the condition of your skin. If you have been working all day, take time out to wash and dry your face. Now is not the time to use moisturiser as it will make the skin look oily. If you are wearing make-up, use a powder to prevent this oily appearance.

Hairdresser Claudia Schnuriger, owner of Hair it is, recommends – “Volume in hair”. Flat sleek hair may look good in the mirror but does not flatter when it comes to the screen, either on camera or video. A small amount of product in men's hair will give a lift, and a great product for women is Kevin Murphy's Powder Puff.

Claudia also recommends healthy shiny hair. If you are not blessed with this naturally then a serum can help. Be warned: less is more, so you don't look oily.

Finally, my own recommendation – Consider what you're wearing. Bright, patterned fabrics look distracting on camera, so stick to plain colours with clean lines. Eliminate excess jewellery and accessories.

It really does pay to take a couple of minutes to have a critical look at yourself in the mirror in lighting similar to what you are about to work in. You will find after the first couple of attempts at video or photos, you will become quite used to this process.

Happy Filming.

Sharon Kyrwood is a make-up artist, stylist and image consultant with 17 years' experience working with professional photographers, film and TV companies, and the public, helping men and women from all walks of life look and feel more professional, confident and yes, even glamorous!

Visit www.SharonKyrwood.com to read her blog and subscribe to her newsletter.

Making Change Easy using AI & SOAR

A strengths-based whole system approach to building strategic capacity...easily.

John Loty invites you to consider a new way of "making things happen". It is a new method of strategic planning and a philosophy that works in all manner of organisations. This approach is called **SOAR** which is also an acronym made from the words: **s**trengths, **o**pportunities, **a**spirations & **r**esults.



SOAR enables the stakeholders (whole system) to see where they are today and establish a vision and a plan of action to get to where they want to go

SOAR has evolved from [Appreciative Inquiry](#) and works because people feel good as they clearly identify & understand the positive core of the organisation, imagining new possibilities and opportunities for building strategic capacity and sustainable development.

Strategic Inquiry	S trengths What are our greatest assets	O pportunities What are the best possible opportunities
Appreciative Intent	A spirations Who do we want to be and what is our preferred future	R esults What are the measurable results we want to achieve

The **SOAR** approach starts with an inquiry into **S**trengths and **O**pportunities. (Appreciating 'what is'.) The participants then create (imagine) a shared vision of what might be...the joint **A**spiration. Designing the structure, systems and plans that will enable these strategic objectives (aspirations) to materialise is where innovation is brought into play... to achieve the desired **r**esults.

The SOAR method taps into or locates the energy needed to accomplish the desired changes.

This can be and usually is an exhilarating and fun time!

While we do not often talk about strategic business planning this way it is clear that strategic planning can be one of the most positive times in an organisation's life.

When people are enjoying themselves and feeling good they are more likely to create and innovate which spirals and inspires others in the organisation to **SOAR**.

This all adds up to transformational organisational change.

John Loty is a facilitator with extensive experience. He *provides assistance and coaching to individuals and organisations that are serious about improvement and building strategic capacity.*

Call John on 0411 809 404 to find out more.

Visit: www.appreciativeinquiry.net.au

Email: focus@appreciativeinquiry.net.au

What You Say Is What You Mean – by Clive Murphy

Of the following four words, which is the most important?

Hope
Think
Believe
Know



“Hope”, “Think”, and “Believe” are the most commonly used in thoughts and conversation. For example, “I believe I can make my budget”, “I think I am right” and “I hope I can do it”.

The words you use reveal much about what you think of yourself and what is happening in your life.

Let us examine these words closer. If I owed you money, which of the following would you prefer to hear?

I “hope” I can pay you back.
I “think” I can pay you back.
I “believe” I can pay you back.
I “know” I can pay you back.

Obviously, the last one. Going down the list produces more certainty.

When people use these words, they are informing you of how certain they are. This can help if you are in the business of selling as what your customer says indicates what they are thinking. If you are a coach or work with others and you ask them if they can do a certain task and they reply “I think so”, you know there is a lot of doubt in their thinking. To get these people to perform, you need to change their thinking to “I know I can”.

Also, monitor what you say to others. If you say “I think I can do it” or “I think you can do it”, you are sending them a message of uncertainty.

Let us take this a step further and identify how these words reflect your thoughts about you. How often have you heard something similar to the following:

“I hope I play well on Saturday”,
“I think I am a good person”, and
“I believe in myself”.

All three statements indicate degrees of uncertainty and show poor levels of confidence.

Identify where you use these three words and think about the message you are sending to yourself and others.

Replace Hope, Think and Believe with “Know”.

“I know I will play well on Saturday”,
“I know I am a good person”, and
“I know myself”.

These sentences now have a far greater impact as there is certainty.

The words you think determine what you say and play a large part in how you perform.

Clive Murphy is a best selling author and the creator of “Live Your Life Potential” Program. This is a 12 Module DVD/Video course covering how your mind works, how to stop others from affecting the way you feel, how to have confidence and feel happy, why you have good and bad thoughts and ways to resolve conflict in your life. For more information, go to:

www.clivemurphy.com

WHAT DO YOU WANT IN 2013

The beginning of a new year promises freshness, abundance and positivity. It also looks at the promises we make every year in the belief that we can achieve a state of healthy optimism and output.

Problem is many people achieve something in the middle ground because it's comfortable but not comforting. Generally, people aspire for more but accept less.

What do you want? What do your customers want? Ask us, ask your customers...

Majority of people don't know, don't ask and don't get.

It's up to you to find out. We did, and our extensive research indicated that organisations are looking for smart ways to address the following issues:



1. Achieving customer loyalty.
2. Managing supply chain risks and rising commodity costs.
3. Managing increasingly complex privacy and information security issues.
4. Managing regulatory change.
5. Attracting, retaining and developing top talent.
6. Improving business performance to enhance and sustain competitiveness.
7. Adjusting to changing geopolitical dynamics.
8. Capitalising on the pick-up in mergers and acquisitions and realising value.
9. Improving information for decision-making by focusing on data management and analytics.
10. Increasing the focus on enterprise risk management (ERM) as risk profiles change.

What about you?

What are you looking for?

Don't know?

Then ASK your customers, your staff, yourself - don't guess.

We are in the business of business – not guess work.

We need to be as good a futurist as we are historians to fulfil our promises, and take us to higher ground.



Ricky Nowak is a keynote speaker and facilitator helping business leaders and their teams realise their professional potential and achieve outstanding results. She works across diverse industries as an Executive Coach, Conference Presenter and Workshop Facilitator throughout Australia and Asia.

Subscribe to our blog for regular updates <http://rickyknowsleadership@blogspot.com>

Garth Roberts

INSTIGATING CHANGE - ONE MIND AT A TIME

Plan your meetings; Enjoy your success!

The word “meeting” has gotten a bum rap in current business culture. Think about it. Sometime in the last days or weeks you’ve probably gone to a meeting and wondered why you were there. The problem isn’t with the meeting; it’s with the rationale behind the meeting. They’re poorly planned. They don’t lead to results. In many cases you haven’t even attended a meeting. They’re brainstorming sessions, social gatherings, office chit chat sessions, or share the decision making to avoid the responsibility of doing your own job sessions.



A meeting is designed to present information, discuss a topic of common interest and come to a decision that moves a company or organization forward.

Plan Your Meeting

To plan, use the W5 and How process. Why are we meeting? What do we want to achieve? Who must to be at the meeting to help achieve results? Who doesn’t need to be there? What information do the participants need in advance? Where is the logical place to have the meeting? How will we know it’s been an effective meeting? And, any more W5 questions to make sure you know what needs to be accomplished before you invest the money and time in putting a meeting together.

Provide an Agenda

When was the last time you attended a meeting based on an agenda you received in advance? Without an agenda in advance, you’ve just been set up for failure! Oh, yes, invite the correct people and give them time to plan their participation.

Run the Meeting with Authority

The organizer doesn’t have to chair the meeting. If you can’t run a good meeting by keeping it on track, don’t be the chairperson. However, you still are responsible for the proper planning and follow-up. If I’ve been given an assignment at the meeting, your follow-up phone call can mean the difference between completion and failure.

As the leader your actions set the stage for success. Plan the meeting; let participants know what’s expected of them and follow-up so everyone sees results from time invested. Incidentally, the same rules go for participants. It’s your time and your meeting. Demand excellence in planning, conducting and follow-up.

Garth Roberts is a Thought Leader who works international, training Frontline Managers and Supervisors to be Inspired Leaders.

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Setting Goals for 2013 – To “Stop Doing” Is As Important As To “Start Doing” – Maree Harris

At the beginning of a new year most of us are inspired to set goals that will take us from where we are now to where we want to be on December 31st.

We are highly motivated to start doing all those things we procrastinated on last year. We want this new year to be more productive and successful than the last one. We believe that if we begin anew and re-commit to our goals, everything will be different.



We ignore that voice from left field that tells us it won't be any different this year than it has been for the past 10 years. We start doing what we set goals to do but about 6 weeks later life and work is in the way and we have given up until next year!

I want to motivate you to set a different goal this year – to stop doing those things that obstruct your productivity, limit your ability to excel and be successful and don't enhance your opportunities.

What You Are Going To Stop Doing This Year?

Start your reflection with questions like these.

What were the unimportant activities that you spent too much time on last year and then didn't have time for what was most important to you?

Who were the important people in your life – friends, family and colleagues – that you didn't spend time with as a result?

Who were the people with whom you spent too much time with last year, but who contributed nothing to you becoming a better person either personally or professionally?

What were the committees you sat on that produced little in the way of outcomes and wasted a great deal of your time?

What about all those networking events you went to that had questionable value for you?

Did the time you spent on Facebook, Twitter, LinkedIn or Google+ really prove valuable?

What could you have done or achieved with all the time you spent watching TV last year?

Did all the time you spent each day on email really bring you the success you deserve?

Now Write Down What You Need To Stop Doing.

Having done that focus yourself towards what you want to do with that extra time.

Set your new agenda. Steer your new year. Make it what you want it to be!

Maree Harris, PhD., is the Director of People Empowered. She empowers highly motivated professionals with the Soft Skills and Personal Leadership Skills they need to work at the cutting edge of their profession. She is an engaging facilitator of interactive workshops and an insightful coach and mentor. She is the author of “Soft Skills: The Hard Stuff of Success”. Visit www.peopleempowered.com.au to get complimentary chapters.

Make Time For Strategy – Shelley Dunstone



The purpose of Strategy is to build competitive advantage. It requires medium-to-long-term thinking and planning. But most people only think short-term, simply reacting to whatever is happening around them.

"Last year, plus a bit" isn't a strategy.

Competitive advantage evaporates over time. Suddenly, you find that a competitor has changed the game, or that customer demand has moved in a new direction.

An example is the recent sad demise of the Darrell Lea chocolate empire, after 75 years in business.

Reviewing your strategy regularly can give you an edge over your competitors.

Much of our time at work is spent reacting to things that shout for our attention, even if they are comparatively unimportant.

Strategy is never urgent until there is a crisis, and then suddenly it becomes a matter of survival.

There's an old story about a professor who fills a big jar, first with rocks, then with gravel, then with sand and finally with water. At each stage, he asks his students "Is the jar full?" At the end of the demonstration, he asks the students "What is the point of this illustration?" One student responds, "No matter how full your schedule is, if you try really hard, you can always fit some more things into it!" The professor said "No, the point is that if you don't put the big rocks in first, you'll never get them in at all."

Strategy is one of those "big rocks". It establishes criteria for all your business decisions.

Strategy doesn't shout for attention. If you don't make time for it, it doesn't happen.

To work on your strategy requires taking time out from "business as usual" to review your position in the market, even if all seems to be going smoothly. Reviewing your strategy means deciding to spend time on something that isn't currently causing a problem. Your willingness to do this could form the basis of your competitive advantage.

To make the most of 2013, set aside some time to review your Strategy.

Shelley Dunstone helps businesses to develop innovative strategies to achieve competitive advantage. She is an "escaped lawyer" who also has qualifications in Marketing. Visit her web site at www.shelleydunstone.com and subscribe to her free monthly e-zine "The Cauldron of Innovation."

Create a Picture Perfect Experience – Jurek Leon

Every point of contact your clients have with your organisation must be planned and systemised otherwise your frontline people are deciding minute by minute what the client's experience is going to be. This decision can be influenced by how the service provider is feeling, how the customer is behaving and even how the previous customer behaved.



When your customers come into contact with your organisation:

- 1) Do you have a clear picture of how you want the experience to be?
- 2) Do your team have the same picture as you?
- 3) Do your customers consistently get this picture perfect experience?

For example, when you get your car serviced you will react to the experience from making the booking through to picking up the vehicle afterwards, not just to what has been done to the car. Each of these 'touchpoints' must be designed and managed by the service providers to create a picture perfect experience for their customers otherwise it is being left up to chance.

A touchpoint in itself will not usually be the deciding factor on whether a customer has a positive or negative view of the organisation. It's when a number of experiences in the customer journey go wrong that the customer will come to view the organisation favourably or unfavourably.

Service providers tend to see the interaction with their customers as a series of discrete events that are not necessarily related to one another. This is not how the customer sees it. To the customer each event, each touchpoint, is part of the total experience of dealing with your organisation.

So, how do you discover all the touchpoints in your organisation?

Gather the members of your team together, get some chart paper, and brainstorm a list of the brief encounters your customers have with any aspect of your organisation. It's a great exercise in awareness-raising for your team and it will set you on the path to creating picture perfect experiences for your customers in 2013 and beyond.

If you need help to get this process underway do get in touch with us at Terrific Trading. Assisting organisations like yours to map, manage and influence the customer experience is what we do.

Jurek is a storyteller, trainer and consultant. To subscribe to Jurek's FREE monthly email newsletter go to www.terrifictrading.com and type in your name and email address. It's simple and easy. Alternatively, email Jurek at info@terrifictrading.com



by Linnet Hunter
Creative Communications Coach
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Doing what comes Naturally

We all want to be able to use our talents and skills to the best effect at work. Finding out exactly what our abilities are though, can be a hit and miss affair. Things like school reports, random comments from colleagues and jokey asides from family members can add to a somewhat foggy view of how you view your skill base.

Not really understanding your own strengths can lead to dissatisfaction at work. You might feel unappreciated and unfulfilled. Meaning and purpose are missing and tasks become blocks.

You have strengths

How might it feel to do what comes most easily and naturally to you and have it recognised by others? When you work in this way you will find yourself ready to learn new skills, be more able to collaborate and be excited about mundane tasks (every job has them!) because you are engaged in the bigger picture. You will also be able to talk about your own abilities more clearly on your CV or in an interview or pitch.



A few ways to find out

The world around you can work as a mirror, reflecting back to you your brilliant self. This approach works best if you have a method though, so here are some ideas on how to go about it.

Find mirrors

Ask three friends, colleagues or relatives to give you a list of your ten top strengths. Make it clear this is not an ego-boosting session but you are doing some genuine research to enable you to develop and learn. Try not to limit the kinds of things you are asking for either, because some of the characteristics they come up with may surprise you.

Listen to the world

We all receive spontaneous, unsolicited feedback on our behaviour and achievements from time to time. I used to disregard these and hear them as compliments, but conversation with an inspiring woman changed my listening and I realised that there was more to find out. If possible, ask the speaker to enlarge on a brief comment by asking- "How did I do that?" or "What happened that worked for you?" The more specific the response the more useful it will be.

Your element

Think about a time when you were in your element, when what you did came easily, everything worked, it felt natural and all was smooth sailing. It doesn't have to be work focused; it could be when you were taking part in a sport or chatting to friends. Analyse the event to find out what skills and abilities you were using. Note them down. You may find that they were transferable skills such as team building that could be of great value to an employer or client.

What's the etiquette when someone you don't know invites you to connect on LinkedIn?

You receive an invite from someone you don't know. What should you do?

Firstly, you need to decide whether you want to connect with those you don't know.

This will largely depend on your objectives for being on LinkedIn as well as any governing professional association's guidelines.

If it is permissible in your jurisdiction, there may be very good reasons why you would connect with people you have never met, such as influential journalists, prospects, prospective influencers and referrers, and those with whom you've had discussions within LinkedIn groups.

Secondly, take a look at the invitation. Have they made it clear why they want to connect with you or have they used the standard LinkedIn text?

While I advise against this, don't hold it against people as LinkedIn doesn't give you the option to tailor your invites if you try to connect through certain features.

Next, take a look at the person's profile. Are they someone with whom you want to connect?

You'll need to use your judgement here - For example, I'm happy to connect with those in my industry sector, as well as people who share valuable content or who've been involved in the same group discussions.

If you're unsure, **you might want to send the person a message asking why they want to connect with you.** If they respond to this you'll know they genuinely do have a reason, if not, it could be that they're just growing their connections.

To reply click on the small arrow next to the 'Accept' button.



If you think someone does want to connect just to grow their number of connections or if you don't want to connect to someone for another reason, select 'ignore' and you'll no longer see the invite. Save the 'report spam' button for true spammers.

Will people know you've ignored their invite?

No they won't. If they go into their 'Sent' box within the LinkedIn email system they will only see that you haven't responded. However, they won't know that you've selected 'ignore'. They may well try to connect with you again in future.



*Kirsten helps professional services firms to get more work from their existing clients and attract more of their ideal clients. Her book, *LinkedIn for Lawyers: connect, engage and grow your business* is available from LexisNexis in Australia - <http://bit.ly/SmimZf> and NZ - <http://bit.ly/OYRn3h>*



Survive and thrive in the *Reputation Economy*

Having a good reputation for your business has always been important, but now it's critical for survival.

Welcome to the Reputation Economy, where people instantly pass judgement based on what they've heard about your business, rather than on your products or services. And in these days of global communication, one public slip-up can spell disaster.

Safeguarding your reputation is much more than spin-doctoring or PR. It goes right to the very core of your business; what you stand for and how everyone in your organisation behaves. By focusing on some key areas, you can build *reputation capital* rather than stockpiling issues that, if unaddressed, could grow into major headaches. For example:

1. Do what you say you're going to do

Most negative issues arise because someone's expectation hasn't been met. Deliver on every promise. If for some reason you can't, don't just let things go. Explain the situation, address the issue and double your effort next time.

2. Know what's going on. Stay connected

If you're a business owner or manager, always know what's really going on at the coalface of your organisation. That comes from having open and trust-based communication with staff and knowing what your customers and other key people are saying about you.

3. Make it OK to admit mistakes

In many businesses, employees are afraid to own up if something goes wrong. A culture of cover-ups is a crisis waiting to happen. While poor decisions obviously shouldn't be encouraged, aim for a culture based on the belief that people come to work wanting to do the best job they can. If someone makes a boo-boo, address it, fix it and move on.

Don't risk your business's future in the Reputation Economy. Building reputation capital is the key to not only surviving, but thriving.

Neryl East MA PhD is a communication expert with a winning formula for organisations to build their reputation capital, rather than being crippled by major public issues. Find out more at www.neryleast.com

How to manage your nerves and anxiety!

On Monday nights I go to swimming training with Lynne. She's a triathlete who competes in events like the New York Marathon. I'm in awe!



This week Lynne was really upset when she arrived at training. She had competed in a triathlon over the weekend but came last in the swim stage because she had a panic attack in the water. She felt like she couldn't breathe and was going to drown.

These were crazy thoughts of course because Lynne is a competent swimmer. She trains regularly and the swim in this triathlon was in a pool not even in open water. So what was going on?

Nerves and anxiety can turn up both at expected and unexpected moments. It can be when we are about to conduct a performance review, present to a meeting, go out on a date, compete in a sporting event, i.e. anytime, and if it's when we least expect it - that can make it worse!

Two almond-shaped and sized parts of your brain called amygdala are responsible for setting off a flow of brain activities in perceived threat situations. They trigger the flight/fright response (i.e. fear/nerves). Amygdala are highly sensitive, mostly sparked by memories and past experiences (even ones you have long forgotten) and this creates anxiety resulting in a racing heart, breathlessness, shaking, etc.

And while this fear response is essential for our survival, sometimes our amygdala react irrationally, ie when there is no real physical threat. I call that The Almond Effect®.

In addition, a panic attack (an intense anxiety attack) can be triggered by a whole series of other factors that also do not include a real threat to your safety including stress, intense exercise, or too much caffeine.

So what to do about it? Take the following STAR steps to get back in control:

S Stop! Catch yourself getting anxious or panicky and take deep breaths immediately.

T Think! Ask yourself: what emotions am I feeling and what is causing it? Is the feeling justified? Are my fears real? What is the truth, the reality (eg I'm fully prepared for this)?

A Act! Do something to deal with the situation and/or 'walk away' from it either actually or in your mind. In Lynne's case, she could mindfully direct her focus to her breathing by counting as she moves through the water.

R Rewire! When the emotion of the situation has cooled down, take the time to work out what triggered the anxiety? Were there any EWS (Early Warnings Signs)? What can you do to prevent getting sucked in to negative emotional responses in the future?

Your brain can learn new ways to respond. We call that plasticity. So practice STAR and don't let irrational thoughts and fears get in the way of what you want and need to do.

PS please see a doctor if you are worried about your panic attacks and anxiety.

Anne gives leaders life-changing strategies and tools to achieve their own full potential and that of their people. Her special blend of extensive corporate experience, open, fun and heartfelt style and her deep research means audiences easily and quickly get value. Visit www.AnneRiches.com for more information, free resources and CLUES.

What is your retirement song? – Ann Villiers

'Don't get to your grave with your song unsung'. So said American speaker Cavett Robert. It's my favourite saying. Why? Because it challenges me to think about big questions such as: What do I want to do with my life?

We don't just have one song in life. We could be singing multiple songs at different stages of life. What I find though, is at some point people start thinking: Is this all there is? Of all the songs they've been singing, 'their song' has yet to be sung. Retirement provides an opportunity to sing it.

Retirement is a process

Retirement has traditionally been regarded as an event, marking a distinct phase of life, when full-time work stopped, and people moved into a life of leisure and relaxation. Retirement is now more a process than an event. Without some planning, the risk is that people retire from what they are doing, without having a clear idea of how they will retire and what they are retiring to.

How do you find your song?

Planning for retirement is just as complex and important a process as deciding what occupation or profession to embark on in the first place. Pre-retirees need to ask themselves, What do I want to do now? What is my song now and for the next couple of decades?

I suggest baby boomers become 'career activists'. These are people who take charge of their life, thinking through what retirement means, how they want to live it and creating their own path to find it.

There's much to think about for a pre-retiree career activist. The main task is to make sense of retirement in the context of your own life. Naturalist Diane Ackerman said: 'I don't want to get to the end of my life and find that I just lived the length of it. I want to have lived the width of it as well'. Part of the breadth and depth of life is singing your song. What will your song be?



Dr Ann Villiers is Australia's only *Mental Nutritionist*[®] and a sense-making specialist, focusing on mind and language practices that enable people to think flexibly, speak confidently and build quality connections. As a Professional Career Coach she guides career activists to discover their song. www.mentalnutrition.com

**Exercise is like
telling your body
"you're going to
hate me for this,
but you'll thank
me later.**

**There is no elevator
to success. You have
to take the stairs.**

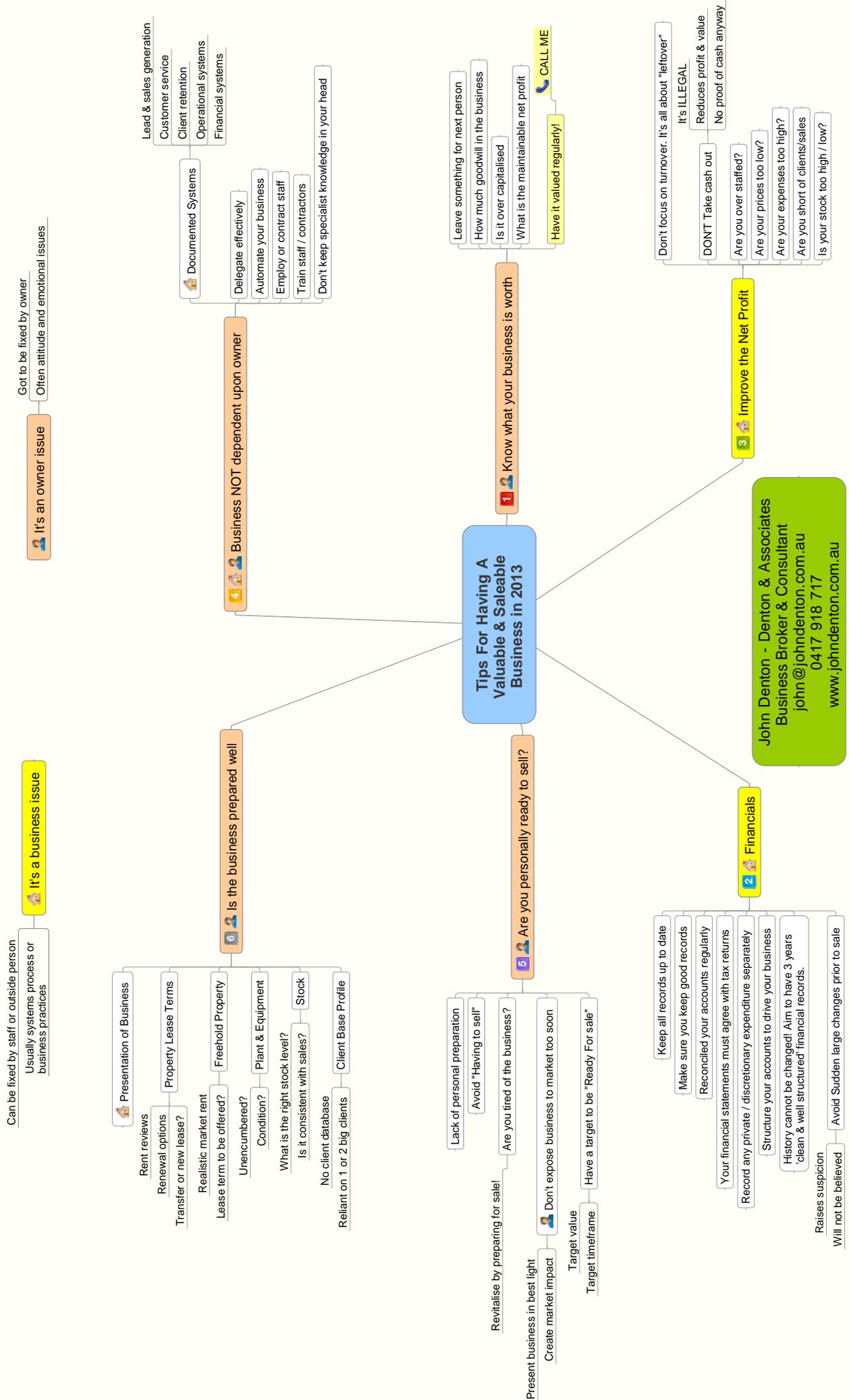
**At first
you'll feel
like dying,
and then
you'll feel
reborn**

BEING FIT

**The
voice
inside your
head that says
you can't is a liar.**

**Remember
that person
who gave up?
Neither does
anyone else.**

Expect More In 2013 - A Saleable Business Is Well Worth Keeping!



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Planning the stuff we hate to do, but really must do. A few questions.....

While working with many Family Businesses over the last 30 years I find that in many cases there is a lack of preparation for catastrophic events. One such event is the sudden death of the Leader of the Family and the Business. This article asks some very relevant questions about the future of your family and/or your business in the event of your death.

Many people who work through these questions find them to be both challenging and confronting. That unfortunately is the reality of planning for the unexpected death of the Leader in a family and/or business.

If you find the questions difficult to answer, let me assure you that your family will find them considerably more so; particularly should they be forced to deal with them without you there to guide them during what is likely to be a very emotional period.

For their sake, and for the sake of the future of your family and/or business, I hope you take the time to give these few questions the attention they deserve.

1. If you were hit by a bus today...

- i. Who, besides you, can access the money in your own or the company's bank accounts?
- ii. What checks and balances do you have in place to ensure those parties pay bills and suppliers (and not themselves)?
- iii. Does the bank have authorisation to allow them to access the account?
- iv. Is that authorisation in any way voided by your death (eg. dual signatures)?

2. If you were hit by a bus today...

- i. Who else but you knows the access codes and passwords to key functions like:
 - Internet banking
 - Key websites
 - Domains
 - Social media sites
 - Supplier passwords
- ii. Who knows where the key and/or spare keys are to:
 - Plant/equipment
 - Storage
 - Safes
 - Company cars

3. If you were hit by a bus today?

- i. Who is your
 - Executor?
 - Lawyer?
 - Accountant?
 - Banker – personal and business?
 - Financial Planner?



Where are the answers to these questions written down? And, who knows where that documentation is kept?

John Broons is an experienced executive coach, mentor and adviser to families in business. John has over 35 years' experience working with family businesses of all sizes and generational mixes, achieving positive outcomes for both individual family members and the businesses as a whole. You can find John at www.johnbroons.com

Stop! Are you paying attention?



Have you ever wondered, on those frenetically busy days just **how** you are going to get through all those "to-do's" on your list without going a little crazy, or self igniting into a little pile of smoking ash on the office floor? Well maybe **now** is the time to consider finding a new way, a better way, a way to ensure you get done what needs to be done, effectively, efficiently and leaving you with time left over to enjoy that sense of achievement from completion.

Now, doesn't that feel better?

Too often, having too much to do, in too short a time frame can lead to a sense of overwhelm, frustration and resentment. But there is a solution, one that has been sitting there quietly all along, just waiting to be noticed...

It's called your **attention**.

It's no secret, but your brain has the ability to pay attention so that you can learn, form memories and develop new skills and habits. But too often we use our attention like a skimming stone, brushing the surface but without providing the depth and time needed to **encode** the information.

Neuroscience has helped our understanding of attention: it is **complex and fragile** but the good news is, it is eminently **trainable**.

To build your attention skills you can:

- **Start to notice**, really notice, what is going on around you. Just having your eyes open means you miss so much. It's called your "**attentional blink**". Building your awareness allows you to see the complete picture.
- **Start to listen**, actively. Instead of jumping in to say your piece, pause to hear someone out - they will appreciate being listened to and you will gain the clarity of hearing what is actually being said.
- **Start to be more mindful**. Harnessing greater awareness and focussing on the present moment provides you the ability to stay engaged with what matters right now, rather than ruminating on what happened in the past, or might happen in the future.

Dr. Jenny Brockis works with business people who recognise that success, performance and efficiency doesn't come from being just physically fit: you need to be **brain fit** as well. Her mission is to become the Jaimie Oliver of brain fitness: so that everyone recognises and enjoy the benefits of brain fitness in the same way we all enjoy great nutrition.

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Seven Ways to Write More Effective Email

by **Steuart Snooks** | CEO | Solutions for Success

The challenge with any form of written communication is to ensure that the reader is able to clearly understand your message *as you have sent it!*

In an age of speed, people often launch into writing an email without thinking about the result they're after. Effective communication is NOT simply sending an email message. It is ensuring that the same message which was sent has been not only received, but also clearly understood (and where relevant, an appropriate action also taken).

Written communications are difficult at the best of times but communicating effectively via email is especially difficult due to the sense of interruption, distraction and urgency associated with this medium and the haste with which the reader will process your message.

The good news is that there are at least 7 ways to write more effective email;

1. Think first (what sort of messages and/or people should you NOT email?)
2. Communicating in the Age of Speed
3. What is Your Desired Outcome (psst . . . there are only 4)?
4. How to Write Better Subject Lines
5. Automate your Email Follow up
6. Why the Inverted Pyramid Structure is Best for Email
7. Why You Should Write an Email Backwards

Using one or more of these methods is one of the ways you can 'expect more' in 2013 – more timely responses, more results from your email messages, more time to spend on other important activities.

This page provides an overview on '**Communicating Effectively in an Age of Speed**' ([watch the 7 min video](#)) and you can read full details about all 7 ways to write more effective email at the [blog](#) page on www.emailtiger.com.au. You can also download the **7 Ways to Write More Effective Email Tip Sheets** from the [resources](#) page.



Steuart Snooks is an E-mail Strategist & Productivity Expert.

He specialises in working with busy professionals and organisations who are struggling to keep up with all their e-mail.

In response to those crying out for a practical and affordable solution to the complex challenge of managing email 'overload', Steuart has developed a series of presentations, workshops, coaching programs, webinars and other useful resources that teach highly practical and easily implemented Best Practice skills, techniques and strategies to better manage email.

Communicating Effectively in an 'Age of Speed'

- Do you get frustrated that your emails often don't get a response?
- Or the response is too slow?
- Or you get the wrong response?

Sending an email is often quicker than the time it takes to catch someone on the phone or to organise and conduct a face-to-face meeting with them. Even more so when it involves multiple people! So if high speed of communication equals high productivity, then email is easily a winner.

But email lacks richness of context and can be easily misunderstood, especially if the subject is complex, highly emotive or easily open to different interpretations. By contrast a richer communication medium such as a face-to-face meeting allows potential misunderstandings to be quickly identified and corrected. A simpler medium such as email (or text, SMS or social media) has little or no context or 'richness', can be more easily misinterpreted and take considerable time before that misunderstanding has been realised and corrected. See this graph showing the matrix of media richness vs speed vs potential for misunderstanding.

While email may be quick at the 'front end' of the communication process, it can often cost even more time at the 'back end' of the process to either follow up a message that hasn't been responded to or to correct a misunderstanding and any unintended outcomes.

So, before defaulting to email to communicate a message, consider

1. how easy is it for your message to be misunderstood
2. what are the potential consequences if this occurs
3. what time/cost will it take to retrieve the situation if your email is not acted upon or a misunderstanding occurs.

Think of the tortoise and the hare!

Tips & Tricks to Remain Calm under Pressure

By Julie Mac

Panic is unpleasant but not lethal



You can stop panic sensations in their tracks. **The trick** is your self-talk. Instead of thinking something awful is going to happen, say words such as: *"I'm OK, the feelings are passing"* plus some diaphragmatic breathing, slowly and calmly. The sensation will pass once you take back control through your self-talk and breathing.

Embarrassment is just a feeling



The signs of embarrassment are blushing, sweating and shaking. **The trick** is to divert YOUR attention away by being aware that others really don't care whether you have blotches on your face or not; they won't dislike you; they are usually more worried about themselves than you; lastly just **accept** that you will blush and in this acceptance you will find the signs will just diminish.

Laughter for Relief



A good rollicking belly laugh cools down your stress response. Laughter releases endorphins in the brain, which are the body's stress-reliever hormone, AND you can burn calories – in the exercising of your lungs. Apart from all of that, laughing just makes you feel so dam good - so practice feeling good morning noon and night with just laughing.

Practice feeling Unstoppable



Instantly increase your confidence and sense of being in control using **Power Poses**. Research suggests *Power Posing* before a stressful event will give you higher levels of the dominance hormone and lower levels of the stress hormone. Either stand or sit with an expansive posture for a few minutes prior to the event and if possible, during the event – e.g. like wonder woman: hands on hips, legs apart. Or at the desk – leaning back with hands on the head, and you will feel unstoppable!

Calm yourself in 15 seconds



If you are starting to feel anxiety or panic, apply the following technique to gain control (you may like to do this in private)

1. Slowly take in a deep breath from your diaphragm, counting for five and hold it for three seconds and slowly exhale counting backwards from five.
2. Breathe in again, and this time, tense up all your muscles in your whole body – including 'screwing' up your face and then slowly exhale.
3. Do this again.
4. Lastly, shake your body by jumping up and down.

Have a Sensual Experience



Use your five senses to relax yourself. **VISUALLY**: surround yourself with soothing and uplifting images e.g. a sunset, your family. **SOUNDS**: Play some music in the background e.g. Baroque or the sound of the forest/surf OR hum or sing a favourite tune. **SMELL & SCENTS**: Surround yourself with fragrances that are energizing or relaxing e.g. lavender or lemon myrtle or burn some incense or light a candle. **TOUCH**: Hold a comforting object, massage your neck or hands; wear clothing/shoes that feel comfy. **TASTE**: Eat mindfully, slowly; enjoy the texture, flavour and temperature. Feel the food in your mouth – make it a sensual experience.



Julie McDonald is a qualified Therapist, Speaker and Coach. Her passion is to help people Remain Calm under Pressure. She works with individuals and businesses in a direct and down to earth approach to help them achieve elite performance in all areas of their life.

Visit Julie at: www.thejuliemacpractice.com.au for FREE online Courses.

Are You Building a Lasting Legacy or Just Earning a Living?

The Rolling Stones recently celebrated their 50th Anniversary with a live concert at London's O2 Arena with 20,000 fans after a five year break from their last tour of 2007.

Fittingly, the Stones marked the occasion with over two hours of high octane blues infused rock and five decades after first playing at London's Oxford Street Marquee Club in July 1962.

Few people in 1962 could have foreseen what many have said is the greatest rock band of all time. Combining the stage presence and talents of lead singer Mick Jagger with guitarists Ronnie Wood, Keith Richards, Bill Wyman, Mick Taylor and steady percussionist Charlie Watt, this British mix achieved legendary status with induction to the Rock & Roll Hall of Fame in 1989.



Having built their legacy one song, album and performance at a time, they have survived recessions, wars, marriage breakups, member and concert fan death, band infighting and the 24 / 7 eyes and ears of the press.

What can you learn from the Stones long journey to help you build a lasting legacy? In spite of any critics or beyond your support fans, what can you do that lasts long past just earning a living?

Six Tips to Get More from 2013

1. Reflect and Renew: What did you achieve in 2012 that you were most proud of? Who inspired you as a role model or mentor to do better in business or to improve your life? How will you renew your spirit for a better 2013?

2. Manage change and learn to adapt: Psychologists suggest that change in one of the following areas can cause undue stress to a person. Three or more changes at the same time can create depression or anxiety issues if the pressure is not managed properly.

* Moving home or to a new city * Death of a family member, close friend, colleague or beloved pet * Job loss or career change * A serious health issue that involves a close relative, friend or yourself. * A personal relationship change like separation, divorce, death or the start of an intense new relationship or as newlyweds in marriage.

3. What professional skills have you built or accreditation or awards have been achieved?: An Australian colleague and his company recently gained national recognition and service awards for the incredible work and excellence provided to clients and his industry. This has brought in an abundance of new clients to the firm.

4. Limit the requests of your time by community, social clubs or churches: The constant yet limited resource at our discretion is time. Factually, if we take 24 hours in a day and multiply that by 365 days/nights, we have 8760 hours to invest. 1% of that is about 88 hours or two 40 hour work weeks for most people. Be wise in giving away or in using your most valuable asset because you can make more money but it is difficult to create more time.

5. Balance health, spouse, family, friends and work: Seriously consider outsourcing more 'things' on your To Do list to leverage the time you do have and find more joy with those that you are with when in their presence.

6. What do you want to celebrate and be proud of when 2013 (the Year of the Snake) concludes?

Rob Salisbury, B. Com, CSP is a corporate sales trainer, conference speaker, highly rated emcee, event host and facilitator. He has been hired by over 500 groups and booked for over 2000 engagements in the USA, Australia, New Zealand, SE Asia, Europe and the UAE. He can be reached at SRI Australia + 61 412 414 835 or SRI Singapore + 65 9017 1825 or visit www.strategicresources.com.au



HIGH PERFORMANCE HEALTH

Have you ever considered your day as a game and formulating a nutrition game plan to go with it? Game plans are always more successful if they are formulated in advance, with challenges identified and taken into consideration. The best days go the fastest. Keep up.

Be a CPFA

Be a CPFA (Certified Practising Food Accountant) – Are you choosing the right type and amount of fuel? Check out www.calorieking.com.au to get your own FREE personal daily blueprint to keep you on track all year. Measure yourself at the beginning of the year to keep yourself on track.

Eat Breakfast

Eat breakfast – it may seem obvious but eating breakfast will start your engine and fill up the petrol tank. You will actually be able to use your brain, get your metabolism charged up and burn some fat. So what should you choose? Pick a breakfast that is high in fibre and low in fat and above all, tasty.

Raise your blood sugar

Don't leave more than 4 hours between bites – your blood sugar will plummet, your stomach will demand attention and your brain will go all twisty twirly. Manage your energy, remember to eat at regular intervals and avoid looking for the jellybeans and chocolate to pick you up. They won't last.



Julie Meek

Go the carbs

Choose low to medium Glycemic Index carbohydrates – this will mean your blood sugar and energy levels become more stable and stops you overeating. Check out www.glycemicindex.com for an up to date rating for any carbohydrate food.

Antioxidants

Boost your antioxidants – these little goodies will boost your immune system and assist you in avoiding those energy and eating slumps. Aim for 2 fruit and 5 vegetables every day and just add a cup or two of coffee or tea, a swish of red wine and a couple of pieces of dark chocolate and your body will be happy.

Performance Specialist and Dietitian

Julie works with world class athletes, business leaders and their teams to enhance physical and mental performance through innovative health strategies.

Visit her website for

- Executive performance programs
- Employee performance programs
- Speaking and consulting

Newsletter and blog

For regular updates on all the latest and greatest in nutrition and performance go to www.juliemEEK.com.au

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Why It's Great to be an Imperfect Parent

Information and opinions about how to be a “good parent” have increased exponentially over the years. Once upon a time, parenting information came from an old Dr. Spock book and the local Child services nurse and that was it.

Now, we are inundated with parenting books, parenting courses, newspaper articles and blog posts about what to do, what not to do and how to “get it right”. Everyone has an opinion about how to be a good parent and what defines bad parenting. We accept this as normal but I’m pretty sure that our parents thought far less about the “right” way to parent – they just did it!

While all the parenting advice and discussion we have access to today is often (or even mostly) helpful, one down side to all this information is that it is easy to start to feel the pressure to be the “perfect” parent. We start to worry about whether we are really doing it right, whether we are good parents or not and what other people think about our parenting. I read recently that one third of parents lie about their child’s sleeping patterns because they worry about what others would think of them as parents.

It’s for this reason I like to remind my clients (and myself) of one of my favourite quotes: *“There is no way to be a perfect parent but a million ways to be a good one”* (Jill Churchill). In other words, there are many varied and different kinds of parenting styles, practices and approaches around the world which all have the potential to help grow a wonderfully healthy and balanced child. Some of these approaches are polar opposite from each other. So just because we don’t parent the same way as our friends, or do things like the “book” says – it doesn’t necessarily mean our parenting is wrong or harmful to our children.

Of course there are times when we stuff up as parents – and we know it. We intend to treat our children respectfully, kindly and gently but then life (and 8.00am Monday mornings) get in the way. But even making mistakes as a parent doesn’t have to hurt our children. In fact making mistakes can actually be helpful for our child for two reasons. First, they get to see that humans make mistakes in relationships. Second, we get the opportunity to apologise, change our mind, repair relationships and make amends. And we can do this in front of them. This teaches the child far more than if we had got it right the first time. They learn a lot from just watching us handle that situation as gracefully as we can (even if it takes us a while to regroup).

So parents, go ahead and make mistakes. Be okay with your imperfection. Don’t feel the pressure to be like everyone else, nor to follow all the parenting advice you get. Parenting is a marathon not a sprint, and as long as we are committed to keeping on learning and growing in the long term, our children will be okay.



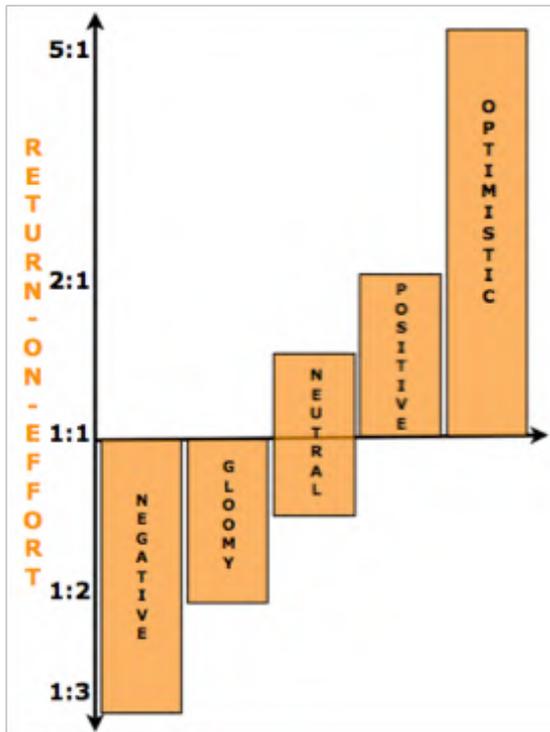
Kirrilie Smout is a clinical psychologist who specialises in helping kids and teens get through tough times. For ideas and advice in helping kids and teens with tricky stuff, go to www.developingminds.net.au





Optimise your Outcomes – Opt In for Better Results in 2013

What conscious choices have you made about how you're going to approach the coming year? The research suggests that this is the most important decision of all, in predicting your success in any endeavour. If you choose not to choose, you lose! Lose the opportunity to really maximise your outcomes; lose control over your direction & destiny and (perhaps most importantly) lose the right to complain if you don't like the result! The best choice you can make is to approach your year with Optimism!



In studies of Sales Results, measuring Optimism levels, the top 10% outsold the bottom 10% by 88% - that's a difference worth noting (and in Real Estate, the difference was 300%). In Customer Service, the top performing 50% of people were measurably more Optimistic than those who performed below par.

One key aspect of these performances is the large difference between "positive thinking" and an *optimistic* approach. Positive thinking creates a good "return on effort" but the lack of an action imperative means that it doesn't optimise the result. Optimism includes the search for the best possible outcome and a drive to take the action required to deliver on it.

If you are working in an environment that is less than positive (gloomy or, worst case, negative), it's very difficult to create an optimum result, as the return on investment is skewed in the wrong direction!

It's critical that we optimise the opportunities in our business and if we are leaders, in our teams, by processing events and situations in the most effective way. This includes four key elements:

- 1. Response to Good Events:** Having an expectation that good things will happen regularly and, when they do, attributing this to personal efforts.
- 2. Response to Challenging Events:** When facing challenges, actively seeking answers & taking action, being able to lift & perform under pressure.
- 3. Processing of the World:** Knowing how we see the world, from an internal vs external reference, is critical to maximising our efforts in finding solutions.
- 4. Level of Attention to Detail:** Being able to identify which approach will generate the best outcome & applying appropriate solutions each time.

The exciting news is that these elements can now be measured and therefore improvement mechanisms can be put in place to drive the best possible outcomes from every opportunity - to truly OPTIMISE your year!

Helen Mac BA(Psych) CSP is Australia's Corporate Optimist. She specialises in maximising the opportunities of organisations and individuals. By taking people 'beyond positive thinking', she creates optimised leaders and teams. With more than 2 decades of experience, Helen is a sought-after speaker & facilitator around the Asia-Pacific rim. You can get a free Opportunity Optimiser analysis tool and action planner at www.HelenMac.com
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Getting Referrals – Elaine Pavlos

People often ask me “How come you get so many referrals?’ So here’s my four-point plan:

1. Tell people you’re a referral business
2. Be generous with your own referrals
3. Have a referral framework
4. Keep a data base of your activity

1. Tell people that yours is a referral business

Firstly it’s really important for you to be very clear about who your A List Clients are, what their problems are and how you can help solve them. When you do have an A List Client it’s good to get to know them really well. It’s OK to let people know that most of your work is generated by referrals. Of course people are only going to refer to you if you’re good, in fact very good, because, of course, their reputation is on the line as well. Giving referrals is a huge investment of trust in you.

2. Be generous with your own referrals

It’s human nature that being generous opens your heart and carries the urge to give back – to do something good in return. If someone genuinely offers you business through referrals, you are much more likely to do the same for them. Be careful though, gratitude often has an evil twin: obligation, which isn’t such a pleasant feeling.

3. Have a referral framework

Systems work! So have one. Make it easy for clients to recommend you. Let it be part of your business process. Get the timing right – wait until you’ve proven yourself, and then ask the question “Do you know any of your colleagues who would benefit from working with me?” Set the expectations by being specific about your A List Clients for example working with executives of community service organisations, or directors from executive recruitment firms etc.. Ask your client if they would broker the introduction. Preferably face to face, but this can be through email or social media. Remember to be generous and follow-up and thank your client for the referral and business.

4. Keep a database of your activity

We all get very busy and sometimes ‘promise’ to do things for others, but life just gets in the way. Never take a lead from a client and ‘forget’ to follow it up. Try to keep a record of who your referrals are. Play it right, be referrable – make yourself excellent, give massive value and always have your clients’ best interests at heart.

Elaine Pavlos is a Health Care Industry Consultant who works with Senior Executives to grow their business and their people. For over 20 years Elaine has worked in the health care sector in both profit and not-for-profit organisations. Her special interests are clinical governance and working with middle managers to help them make a worthwhile difference to their clients and their organisation.

Elaine can be contacted at elaine@stellaroutcomes.com.au

You are Your Brand



There's an expression we hear often, and that is, 'work *on* the business, not *in* the business.' While the idea has much merit, the language has become a cliché. Like every good cliché though, it's become one because there's substantial truth in it.

BUT it's not enough. Most of us know we should be working *on* the business, but what are the roadblocks getting in our way? How do we create the business or career we want by also taking care of what matters now? A brand is built one transaction at a time, but it also needs goals, vision and values to give it direction. We need to develop 20/20 brand vision to keep one eye on the brand's big picture, and the other on putting that big picture into action with every sale, meeting, marketing touch point, even speaking engagement and consultation. The answer?

Don't Just Work on the Business. Work On Yourself.

1. **Unlearn** old habits and beliefs that don't serve you, your brand, or your ideal clients.
2. **Get out of your own way.** We often don't like to admit it, but we're often the biggest bottleneck in our own business.
3. **You are your brand.** Your mindset, backed by consistent, congruent action, behaviour, appearance *and* your profile, adds up to the total perception of your brand. You *are* the sum of your parts.

Think about the last networking event you went to. What did you think of the person who asked what you do, then couldn't wait to thrust their business card in your hand and then interrupt you with their elevator pitch? Then, when you finally started talking, they were more occupied with looking around the room to see who else was there while you spoke?

Chances are, you weren't consciously thinking of them as a *brand*. The problem is, neither were they. Let's say you now rate them on a scale of one to ten on your *personal brand meter*. Would you class them as a premium brand, as mid-range, or a generic no-name brand telling you they were premium but still sitting on the bottom shelf?

We all notice people's brands (consciously or not), and we're often making judgements about them. We can also tell people we're premium when our behaviour, website, marketing material, even presence in a networking situation isn't.

You Will Be Judged

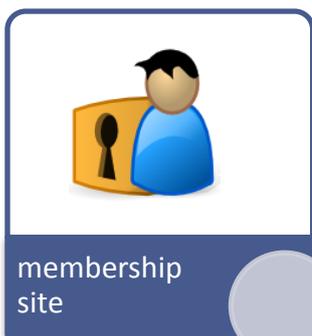
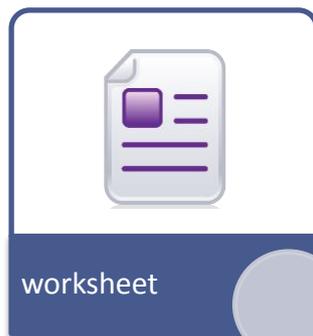
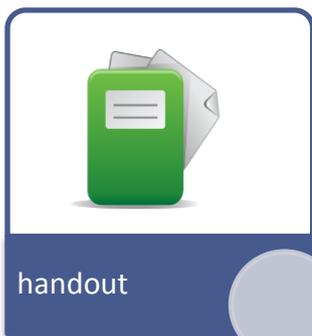
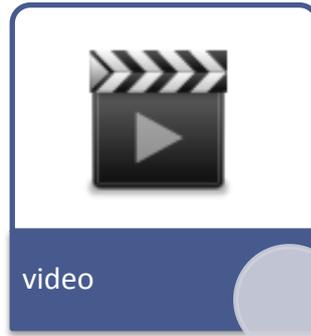
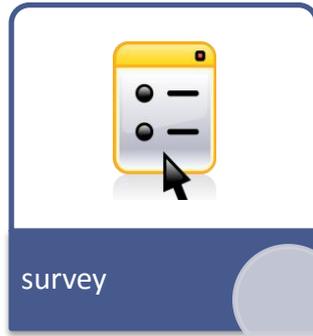
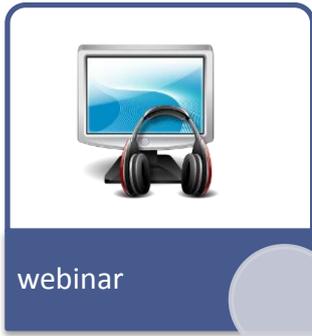
The good news is, how your brand is judged is up to you. Being present in your transactions with clients, colleagues, your support team and your networking helps your brand perception. So does talking less and listening more. So too, does, matching your authentic, professional appearance online and face to face. How do you want to be judged in 2013?

Michael Neaylon is a branding speaker, author and mentor. He supports professional services experts with customised strategies to leverage their personal and business brands for greater exposure and more income.

Michael is the 2013 National President of the National Speakers Association of Australia. www.mcme.com.au



16 Ways to Add Value To Every Program – by Gihan Perera



Gihan Perera shows speakers, trainers, coaches, consultants and other thought leaders how to leverage their expertise, on and off the Internet. He can help you make more money from every presentation and save time, boost profits and live the life of your choice.

Visit GihanPerera.com for more about his speaking, consulting and mentoring services.



Hurry Up and Relax – by Sharon Kyrwood

For a while now we have been told to relax, de-stress, meditate, try yoga or be mindful. Who has the time for all of this? The real question is: *Who doesn't?* As a yoga teacher for over a decade, I am going to give you a few simple ways to bring relaxation into your day.



Breathing

On your daily commute to work, turn off the radio or iPod and start to focus on your breathing. Sit up straight so the lungs can expand easily. Take deep breaths filling your lungs completely. Then when you can take in no more, exhale completely. Repeat this for 5-6 breaths. Increase the number of breaths until your entire commute to work is a breathing meditation.

Mindfulness

Mindfulness is a very old concept that has been given a new look. It is about noticing something for what it is and not judging it. When we look at it this way, we can do mindful meditation while doing the dishes after dinner (pick up a dish ... notice it... put it in the water... wipe with a cloth... notice ... wipe... notice... pull dish from the water... notice... next dish ...)

Sound Relaxation

How does your lunch hour look? Hunched over the computer eating a sandwich? Instead, consider the same sandwich being eaten outside listening to the sounds around you (not an iPod!) Notice the birds singing, the trees rustling, all the sounds around you – remember, without judging (this is important). Now close your eyes and take 15 deep breaths focusing on these sounds. If you look out the window and there isn't a tree or green patch in sight, this is just as easy with industrial noises, but be aware of how many birds you will hear.



This has given you three simple ways to incorporate brief relaxation into your day. We have not changed your day dramatically, but rather your *perspective* on how you perform a couple of tasks. Although taking you away from your computer at lunch seems to limit your working time, notice how many mistakes you make when you don't have that break. Once you are refreshed you are more accurate and focused.

Sharon Kyrwood is a make-up artist, stylist, image consultant and part-time yoga teacher with 17 years' experience working with professional photographers, film and TV companies, and the public, helping men and women from all walks of life look and feel more professional, confident and yes, even glamorous!

Visit www.SharonKyrwood.com to read her blog and subscribe to her newsletter.

In Memory of Hilary Hinton 'Zig' Ziglar CPAE*

by Rob Salisbury CSP



Flashback Spring 1980: I was completing my third year of formal studies at my California University when one of my academic fraternity brothers asked me what I was doing during the summer school break.

Brent told me he was returning for a second time to work in a summer internship program with a company that was a leader in the education industry. He got my attention when he said it started in 1861, the same year 16th US President Abraham Lincoln had been elected to office.

Within days, I was researching my friend's summer internship program. By late May, I was travelling across America with my Delta Sigma Pi brothers and other University friends to work with The Southwestern Company based in Tennessee.

Day one of my week at their Nashville student induction training, I was introduced to the magnificence of **Mr Zig Ziglar**. I learnt his 1975 book '**See You at the Top**' was a massive US best seller and Southwestern a raving fan of his philosophy, attitude and sales methods to help the rookies and veteran student sales managers.

For the next 14 weeks, Zig's book and audio tapes were my new mental diet I read at breakfast and listened to at night before sleeping. Zig's words in print and spirit on tape helped motivate me to work the required 14 hour days, six days a week as I presented and sold the educational books of the Division I represented.

With Zig's help, I completed my first summer of selling books and ranked in the top 2% of over 5500 US College and University students that summer. More importantly, I hit my target to save enough money to study full time, serve as Vice President of my national fraternity and graduate with a University business degree.

Flash forward - late July 2000: I last saw Zig when he was booked to speak at a National Sales Conference organised by our Australian seminar company. Zig flew out from Texas for a week of engagements and to speak on the same tour with his long time industry friends and fellow sales legends / authors, **Jim Rohn CPAE** and **Tom Hopkins CPAE**. When Zig arrived for the Australian events, he looked just like his photo above.

Their tour was branded '**Gold Medal Selling**' and showcased two months prior to the 2000 Olympic Games in Sydney. Thousands and thousands of people attended to hear these three masters of sales and motivation speak at venues in Brisbane, Sydney and Melbourne. As National Tour Sales Manager, it was the last time I witnessed Zig, Jim and Tom speak together to Australian audiences and the tour was Zig's farewell to Aussies.

I recall at the Melbourne event, Zig pulling out his famous ole' water pump onto the stage table as he spoke about building momentum, inertia and how to keep yourself motivated. The more he pumped the handle of that ole' pump and talked, the more the 1500 Aussie audience got excited. Zig easily earned a two minute standing ovation in appreciation for the magic he shared with us on that Melbourne Town Hall day.

The world has lost yet another great teacher and human spirit ambassador with his passing 28th November 2012 - Zig was 86 years young. I have no doubt he is enjoying a wonderful chat with his master and lord.



Rob Salisbury, B. Com, CSP is a corporate sales trainer, conference speaker, highly rated emcee, event host and facilitator. He has been hired by over 500 groups and booked for over 2000 engagements in the USA, Australia, New Zealand, SE Asia, Europe and the UAE. He can be reached at SRI Australia + 61 412 414 835 or SRI Singapore + 65 9017 1825 or visit www.strategicresources.com.au

*CPAE: The **C**ouncil of **P**eers **A**ward for **E**xcellence is the highest peer award given by industry peers from within the National Speakers Association.

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