

Motivating your Mind Inspiring your Spirit

2015 e-book



*Wishing you a great 2015
from Rob Salisbury*





Welcome

January 2015

Dear Reader

This e-book has been compiled from the generous contributions by 95 Australian, Asian, European, New Zealand, South African, Canadian, United States, United Arab Emirates, Hong Kong and Philippines industry experts, CEO's, CFO's, Company Directors and business owners we have known or worked with in the professional education and MICE* industry.

Together, these e-book contributors have over 2700 years of business experience and 4600 years of people experience. Some younger, some more experienced, yet all exceptionally talented, intelligent and gifted in their area of expertise.

None of our contributors were paid for their articles nor were they charged a fee to be involved. There is immeasurable value from our co-author's contributions. I deeply appreciate their knowledge and in giving to this joint venture project.

E-book Purpose

This e-book was created for clients, customers and our worldwide readers to enjoy. We trust the stories, tips, insights and case studies can benefit you at a business, professional or personal education level.

As a complimentary gift and added value resource from our alliance of contributors, this e-book is **FREE** for everyone to use. Feel free to share it with colleagues, business associates, friends or those you feel would benefit from the content.

Feel free to send it to others via e-mail, through your social media links or your mobile device. The stories could be read over lunch or during travels on a plane, train, bus or just hanging out at a cafe, beach or park.

Special Thanks

Monika Newman of **Absolutely Virtual**, based in Sydney, Australia, thank you for saying 'YES' as e-book designer, project coordinator and working with our worldwide contributors to create this 2015 e-book.

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A special mention to an industry mentor for his e-books over many years, **Gihan Perera** and to professional photographer and friend ***Nardia Guillaumier** (page 46) for her stunning photo of Seacliff Bridge that adorns the e-book front cover.

Thank you **Ceara Hippe** for your amazing photo of the Sydney Opera House which was front cover of our 2014 e-book. It is now on the back cover upper left corner to keep you close to our readers as part of our 2015 version.

Thank you to each one of our Contributors

Without you, this e-book would **not** have the richness of a local touch yet international depth. I have known some of you since our University years in California while others have been amazing mentors to help me in my career successes and leadership roles in the USA and internationally (*in particular Tom Hopkins CPAE and Ron Marks CSP*).

I have worked alongside many of you at corporate events or MICE** industry functions or known you through our mutual expertise in which our travel paths have crossed while sharing the stage or training days with our audiences.

Most of you are also members of a professional association or organisation that we have been a part of over many years. We have either served in a role as a volunteer or in a similar leadership or Director role hence I understand the ethics and character virtues you bring to this e-book through your contribution and our collaboration.

Thank you for your gift in giving to our readers and audiences around the world with your article(s).

*Rob Salisbury B. Com., CSP
International Director
Strategic Resources International
Australia | Singapore | USA*

**MICE = Meetings, Incentives, Conferences, Events



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Each contributing author has their own particular area of expertise in business and life. If you want any further information, feel free to contact them individually using their details as listed on their page or bio.

ACRONYM Meanings

CPAE: Council of Peers Award of Excellence is awarded through the National Speakers Association (United States) - less than 150 speakers worldwide have been awarded this distinction by a council of their peers.

CSP: Certified Speaking Professional is awarded by the National Speakers Association (*United States or Australia*). There are approximately 750 speakers worldwide who have earned this accreditation after meeting a rigorous amount of criteria and an independent audit of their work over a five year period.

CSP Global: A recent accreditation that is awarded through the Global Speakers Federation.

PM: Professional Member is awarded by various Professional Speaker Associations for standards met in a two year period.

Educational Institutions, Associations, Non Profit or Government Body Appointments or Awards:

PhD, MBA, M.Com, MBE, B. Sci., B. Com, CEO, MD, FAIM, MAIM, JP, FCIM, FAICD, VA, M. App. Sci., B. Ed. (Hons)., PCC, ND, FAHRI.

*e-book front cover photograph of **Seacliff Bridge** compliments of fellow contributor / professional photographer (page 46) **Nardia Guillaumier**:

Seacliff Bridge is an award-winning, off-shore and parallel-to-coast designed bridge that forms part of the Grand Pacific Drive. Located 60 kilometres south of Sydney, it opened December 11, 2005 at an investment of \$52 million dollars. It has been featured in countless international commercials created by the world's iconic automobile brands showcasing their cars driving across the bridge.

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Are your Rituals as a Leader Creating Roadblocks or Ramps in your Business?**People Create Rituals and Rituals form Futures**

If you don't have the future you have dreamt about, it is most likely because you have not had the habits or rituals in place in your life that you need to create the future you desire. Everything that we have achieved, or not achieved, is a result of our rituals which have either propelled us forward or held us back. Now, a ritual is an activity you do on a regular and consistent basis. The difference between the successes of the leader is the combination of successful rituals. When I have interviewed successful leaders, a common comment comes up, "I have always done a or b."

DEFINE - The challenge for each of us is defining the rituals that are going to best support us in our pursuit of our goals, direction and focus while we also identify the rituals that act as roadblocks. In identifying the roadblock rituals, we need to shift our thinking from Unconsciously Incompetent (not knowing what rituals are not supporting you) to Consciously Incompetent (actually knowing what you need to improve and creating the right ritual for you).

IDENTIFY - Now to identify the non-supportive rituals, you will need to sit down and focus on what does not assist you, your team and your business in the current market from bringing out the best in you, your people and your customers. Once these are identified then determine what the opposite ritual is for you. It could be that you don't plan daily, you spend too much time on emails; you are not connecting your people to your business vision. It could be as simple as you not exercising which does not support you feeling fit and energized.

CREATE - The key is creating rituals that lift your energy, enthusiasm and engagement within you and your people; it is making sure you feel the best 'you' that you can be to generate the positive proactive results you need to achieve as a leader. If you struggle with knowing what you need to improve you may need to work with a coach and a mentor as you pursue your goals. Start off small. What is one habit that you need to implement in your day-to-day life that you know is in line with your goals, that you want your people to duplicate within their roles? It is not about being disciplined in multiple areas to start off with, it is about making a start and taking small steps.

15 SAMPLE RITUALS GREAT LEADERS HAVE

Here are 15 examples of rituals that are common traits in some of the world's most admired leaders ...

- i They spend time creating a long term vision for their business.
- ii Look at their key goals daily, weekly and monthly.
- iii Take time to be still daily.
- iv They read books that inspire, inform or give them greater insights.
- v Listen to positive audio recordings or podcasts.
- vi Exercise on a regular basis.
- vii Take time out of their business to have think days or weeks.
- viii Network with positive people.
- ix They humble themselves enough to have coaches and mentors.
- x They focus on three vitally important goals each day, week, month and year.
- xi They know what culture they want and don't want in their business.
- xii The first 90 minutes of their day is focused on doing high payoff activities.
- xiii They tell great stories that engage people to buy into their Business WHY.
- xiv They focus on progress and productivity, not just perfection.
- xv They fall in love with the uncomfortable, the inconvenient and change.



Keith Abraham CSP: For almost 30 years Keith has researched what makes passionate people tick and now he shares his inspiration, insights and ideas on how top performing companies can harness that passion to bring the best out of their people and their business.

Apart from his prodigious efforts in helping people and companies to set and achieve more than 12 million goals, he is a multi-award winning speaker, regularly contributes to a host of business magazines and TV programs and has just released his third book, the runaway success *It Starts with Passion*.

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For me 2014 has been a year of helping small to medium sized businesses restructure.

Now we are through the worst of the GFC, lots of businesses are thinking 'growth'. To do this businesses realise they probably need a different skill-set going forward.

And so the 'oldies' are put out to pasture; these are the 45-50+ age group; people who are probably paid top dollar but who have mentally decided that:

- *'I'm probably not going any higher up the ladder'*. So they move into what I call 'quit & stay' mode – the body shows up every day but motivation and passion are long gone. Commonly and sadly referred to as 'dead-wood'.
- *'I'm too old to learn all this 'technology' stuff'*. So they don't keep pace with the technological changes hitting all of us every day.
- *'I'm quite happy leaving my brains at the door.'* To them training is 'tree-hugging' and so they refuse to upskill.

Sadly, when these people hit the job market they'll find that no one wants them. Organisations can probably afford two young techie people for the price of an older worker whose skills are obsolete and thinking is stuck in the dark ages.

So here are my tips for employees if they don't want to end up on the scrap heap:

1. Keep up with technology: ask your kids or grandchildren to teach you how to use the 'latest' technology. They were born in the digital age and have no fear of the newest and coolest or latest and greatest.
2. When your boss asks *'who'd like to go on an xyz course'?*. GET YOUR HAND UP. Learn everything you can as often as you can. Keep your grey matter lubricated.
3. If it's too late and you're already job hunting, consider a franchise. A franchise is a proven business system ... you will become your own boss.

Organisations could and should be 'head lighting' the positions which are likely to be phased out.

To alert the people doing those jobs that they need to wake up and get learning something new; but also if they are similarly 'head lighting' the new skills they will require, then people in the vulnerable jobs could possibly retrain.

I believe that 95% of our older workers are saveable.

It's a whole lot cheaper to retain and grow your own talent than it is to recruit from scratch.

Plant the seeds that the only way to 'earn' more in this company is to continually 'learn' more. It won't take people long to get the message!



Ann Andrews Dip Bus (Pmer), CSP is a seriously inspirational entrepreneur who teaches organisations and individuals how to learn, unlearn and relearn so they can face any change and challenge likely to hit their lives or their business.

Ann is a published author, a former National President of the National Speakers Association of New Zealand (NSANZ) and the only speaker in NSANZ to have won Speaker of the Year twice. Ann is MD of The Corporate Toolbox.

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Welcome to 2015 and a world in which the right attitude in business can make all the difference in your world. Sales people who do not adjust and adapt to the changes quickly will see their income drop as competition gets tougher and even more determined.

After 34 years in the international fitness industry I've found selling is a process and I've had to identify many trends and cycles to stay current in my markets. I have learnt that selling is fast paced and one needs to be creative with the new model of super selling.

An achiever's attitude is about mastering sales habits and actions coupled with tremendous focus and values. High achievers also have the utmost confidence and belief in themselves. They are masters of communication and possess good leadership skills.

Achiever's Attitude Checklist: From my studies and experience, I've found top salespeople possess the following characteristics:

1. Decisiveness to be one of the best in their field.
2. Faith and Belief in themselves.
3. 100% Focus and commitment.
4. Relationship mastery.
5. See themselves as a consultant or advisor.
6. Prepare in detail and do their homework.
7. Study, Application and ACTION!

Relationship Selling: If you truly want to increase your income, maximize your results, streamline your life, and accomplish more than you ever have before, you need to harness your relational skills with customers and take time to apply the skills sets.

In the new model of selling, **40%** of the sales process is spent developing and building trust. Trust is the glue that holds all relationships together. The next **30%** is dedicated to identifying client's needs by asking well prepared questions and listening attentively. An undeniable trait of a superstar salesperson is their ability to listen – listening builds trust.

"You can have everything in life you want if you help enough other people get what they want!"
Zig Ziglar, Author of "See You at the Top"

The following **20%** is presenting to your sales prospects and discovering how mutual needs can be identified and the last **10%** is confirming that these needs have been understood well by the salesperson. A typical question to confirm this is, "Is this what you had in mind?"

Compare this to the old model of selling of 10% Establishing Rapport, 20% Qualifying the prospect, 30% Presenting and 40% in Closing

Final Thoughts: There isn't enough time each week for you to do all the above alone. Think through what you know works best for you. Keep searching for excellent information that could change your life forever. I call these "**critical moments**".

Finally, my suggestion is to bring together a team of knowledgeable and skilful experts to help you move to a higher level, faster. The great news is you can find good mentors in our industry anywhere today. Remember keep selling like the Champion **YOU ARE!** A year from now, you may wish you had started today!



Xen Angelides, founder of X-Factor Human Performance Systems is a 34 year fitness industry leader, accomplished educator, conference speaker and Australian Champion free style body builder title holder.

A certified coach, NLP master practitioner and neurological re-patterning expert, Xen has helped countless business people transform their thinking, performance, business and lives.

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With 2015 in, now is a good time to reflect on your goals and achievements during 2014. What worked well for you? What could you have done better, faster or less of? Did you miss the mark or surpass expectations? What do you want to add to your 1, 2, or 5 year aspirations?

These great questions help me to create my 'base line' to focus on as my desired outcomes. One thing is assured; if you are not reviewing your past year of results while setting new goals that are meaningful and measurable, this can be a rude awakening. If you have never done this before, don't despair ... just get started however if you are methodical in this area, congratulate yourself.

Goals can be personal growth based, family orientated, health, educational or in areas of creativity. It's your goal so it only matters that it is something that is important to you and gets you 'juiced' to pursue. Get out your laptop, iPad, notebook or just jot down some notes capturing the things that worked in 2014 and areas where you would like to correct or achieve more throughout 2015.

Keep it simple and think about the areas that stimulate your interests, attention and direction. You are where you are because of the choices you have made in recent times. For some people, their choices in 2014 were not focused ones and even more concerning, were never made.

As the late great speaker and author Zig Ziglar said on countless occasions to worldwide audiences,

'Don't become a wandering generality ... be a meaningful specific.'

Reflection can be confronting! This is the honest dialogue with the most important person in the world, **you!** Give credit to the important people in your life whether personal or professional who helped you last year and understand what value they represent in your past and future goals. Are they your 'inspiration' as a trusted friend or confidant? Are there negative areas that should be eliminated?

Reflecting is like cleaning out our wardrobe. Keep the most flattering items and pass on anything where the fit might be better for somebody else. There are no limits to reflecting and include your circle of friends and associates. Treasure those who inspire you and tell them why you value them. Let those who are a drain or pain go. Have you ever had someone leave your group of friends to find out later how much more refreshing and fun the group was without them?

Follow people who inspire you and consider their approach. My inspiration list in 2015 includes Australian Federal Liberal politician **Julie Bishop**. I respect and admire her achievements, work ethic and no nonsense approach in her political role as Foreign Minister.

I recall an article in which she was asked about being a female in politics and gender differences? Her response was blunt! She said as a politician she was appointed because of her abilities with no reference to gender. *What a refreshing perspective.* As a woman, I appreciate her immaculate appearance, her ability to eloquently articulate situations of national concern or at the global front.

Remember to cherish your close friends, family and even your pets. What can you do to enhance your relationships, to mentor a young person or help a family member get to a better place?

My last point is ... ***"Be True to yourself"*** ... now get out there and make 2015 a wonderful year!

Sue Arden is a 30 year veteran in the highly competitive Logistics Industry. She has developed and lead winning logistics teams where the focus on end to end Supply Chain Solutions was key to their Multi National Clients' needs. Navigating through cultural complexities and government regulatory requirements, team targets and budgets have always been exceeded.

Based in Singapore, Sue is responsible for Business Development and the Global Account Management Team servicing the Asia Pacific Rim and China markets.

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I once heard a speaker, a Rabbi living in the USA, teach that many Jewish people are extremely wealthy because they see their businesses as a way of serving God while serving people.

Whatever your faith, or even lack thereof and whether you are an hourly employee, a straight commission sales representative or the CEO of a Fortune 100 company this is powerful, but atypical advice to heed.

Even Paul, a Jew and Roman citizen, wrote in 62AD; "*And whatsoever ye do, do it heartily, as to the Lord, and not unto men*" - Colossians 3:23

Recently, I was asked to speak at the dedication service of the first ever Burger King franchise in Cebu, Philippines. I happen to love Burger King and like I do in many of my talks, I created an acronym to help the audience remember this special day.

Using the above verse and the word **B.U.R.G.E.R** I encouraged the employees, team leaders, international marketing team and owners ... and now, I am encouraging you:

B - Be the Best You Can Be: Compete with yourself, seek to get better, never stop learning, growing, striving and serving! Never settle for mediocrity, instead strive for a spirit of excellence mixed with continued improvement!

U - Understand: The late author Stephen Covey taught, "*Seek first to understand and then to be understood*". Make sure you know, really know, what your co-workers, managers, employees or clients are trying to communicate. It's OK and advisable to use the phrase, "What I hear you saying is ..." and repeat back what you think you just heard!

R - Reliable: If you say you will do it, do it! If you are scheduled to be at work at 6, show up at 5:30. Mean what you say and do what you say. Be reliable. Reliability is the key to rise above the rut of mediocrity!

G - Goal-Setting: Great people around the world set high and ambitious goals and work hard and smart to reach those goals. Set your goals across all areas of your life: personal, physical, mental, spiritual and financial. Now, imagine yourself doing the things required in order to achieve your wildest hopes and dreams and then begin to take the steps necessary to accomplish your dreams.

It's so important that you also write down your goals and then rewrite and review them each day. Imagine your life 7 years from now. What would you be doing if it were impossible to fail? What would you be doing if there were no obstacles? Imagine that there are absolutely no limits!

E - Enthusiastic: Become and stay enthusiastic about your work, relationships, future, clients, everything! As my close mentor, Charles "Tremendous" Jones used to say, "*Enthusiasm makes the difference!*"

R - Responsibility: Last but not least, take responsibility. Take full responsibility for your attitudes, actions, resources, goals, growth, obstacles, opportunities and outcomes. Change and success comes when you believe, really believe, "*I am responsible.*"

In closing, remember the words of Henry Ford who said; "*Whether you think you can, or you think you can't - you're absolutely right.*"

Don't just see yourself as merely working, see yourself as making a true Positive Impact in people's lives and your customer service, your sales, your influence and even your net worth will skyrocket!

Al Argo: The Positive Impact Coach is an author, pastor and speaker for groups large and small around the world who can help you increase your influence and results.

Contact him at argoglobal@gmail.com or phone **1 252 654 2746**. (Please leave a message if no answer). Twitter: [@al_argo](https://twitter.com/al_argo) | Web: www.al-argo.com



Have you ever found yourself in a situation where you felt at risk?

Sometimes there's an underlying sense of danger after dark, walking to your car, using public transport, out on the street in isolated areas, hearing an intruder, at parties or clubs, where people are drunk and unpredictable.

When we pick up the paper or turn on the news and learn someone has been attacked, most of us hope *'that will never happen to me.'* But in the back of your mind you might ponder....*how would I handle it?*



The good news is:

For every attack that happens and is reported, there are at least nine where the intended victim got away safely. However, nobody collects this valuable information. The police don't - it's not their job. The media doesn't - it's not front page news.

When I was writing my third book, *Freedom from Fear*, I came across hundreds of real life stories of how people got away safely from assault situations. I discovered that survival is natural, and that all the people who get away safely have three things in common.

- The starting point for all of our personal safety is what we call **Valuable You**.

A deep sense of personal value we feel on the inside. We train people to use this as an effective decision making tool for putting safety first and above everything else.

- The second element is **Awareness**.

All the survivors of an assault used it like radar, picking up on early warning signs, paying attention to that *'gut feeling'* or sixth sense that alerted them to a danger.

- The third element in common was their **Body Language**:

They wore it like a shield - a positive confident aura that said *'if you're looking for an easy target, go somewhere else'*.

In summary:

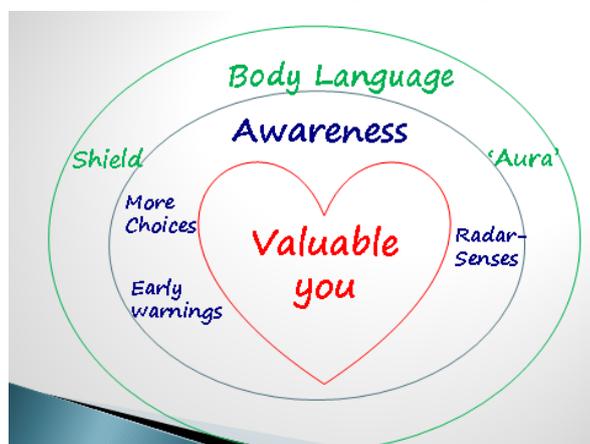
Once we take control of how much we value ourselves, show a high level of awareness and wear a positive confident body language, we gain access to an unlimited range of safety strategies, both verbal and physical.

Survival is natural...listen to your body and trust in your deep, instinctive power and inner wisdom.

In 1994, **Karen Armstrong** established **Safety Strategies** as a specialised training consultancy for resolving predatory behaviour and preventing workplace violence.

Thousands of frontline workers in health, transport, government, customer service and enforcement have gained confidence with this unique learning experience.

Three elements used for preventing assault



Karen has combined this knowledge and skill to earn a first class Honours Degree in Philosophy, from consultations with the Institute of Criminology to ground breaking research for three books and over 20 years of Wing Chun training with leading edge teaching methods.

Based in Australia, call her on 0408 615 559 or karen@karenarmstrong.com.au, or visit **Safety Strategies** at www.karenarmstrong.com.au

In 2006 I experienced a massive nervous breakdown requiring more than 9 months of hospitalization over the next 2 years.

While still recovering and trying to figure out what had happened, I was diagnosed with cancer. Whilst undergoing treatment, I had lost 32kgs when my doctor suggested that I should get my affairs in order. That's code for "You're going to die". She estimated that I had about 2 weeks left on this spinning blue planet.

News like this can really get your attention, particularly if you are a high achiever. Death is very inconvenient and can mess up your career!

I share this story, because of the life changing impact that these events had on me. I hope that my story might serve as a warning to others who may think they are invincible and perhaps to inspire some who are going through similar challenges.

I discovered that it's never too late to have a go at life. Never too late to try to turn even the worst of situations around, "*It really ain't over until the fat lady sings!*"

I am living proof of that and I am nobody special. My health is the best it has been both psychologically and physically for more than 20 years and I am reliably told that I am now out of the "danger zone".

God saw fit to extend my lease on life, so I feel blessed and obliged to share my lessons today with seminar audiences.

1. We are not bullet proof. Life is fragile and we never know how long we have left. So I now plan for a very long life, but live as though every day in my last. I no longer put off doing the important things and I spend time with those I love and care about and I refuse to waste time doing anything that I really don't want to do. So I spend more time on the yacht sailing and less time in seminars. What's important to you?

2. Find a better way to live and love. As a professional speaker I was only making money when I was in front of an audience. It was big money, so the temptation was great to do it all the time. But I found another way, a better way to serve my clients through on-line training. I can now travel and serve clients anywhere in the world, from anywhere in the world. Eight years ago I would have told you this was impossible. What would be possible for you if decided to find a better way?

3. Seek professional help with life's challenges. Some people look after their car better than they do their own health. One in 4 people in our Western Society now suffer from some form of mental illness. 1 in 2 will experience cancer. If you love your family, the best thing you can do for them is take care of your own health. Mental health has had a stigma attached to it. I talk openly about my experience to let people know that it's a situation that can be turned around. What can you do now to improve your health?

4. "It ain't over until the fat lady sings". We all face challenges in life and it's not what happens that counts. It's our response to what happens. Sadly I see some people give up on their goals, their dreams and their life at the first signs of adversity. Challenges are normal in life. The most successful people are those who understand that every challenge is simply an opportunity to grow, to learn and find a better way. What challenges can you take on, win and learn from?

Really, "*Life ain't over until the fat lady sings!*"

It's never too late to make something right, to have a go, to create a better future for yourself and those you love and care about. Never, never, never ... never give up!



Wayne Berry CSP has been a professional speaker, author and trainer since 1979. He's authored 5 best-selling books on selling, negotiating and sales management, recorded more than 40 audio programmes and hundreds of video programmes. He still speaks at conferences when time permits, but now serves thousands of sales and business people internationally each year through his on-line Top Gun Business Academy Coaching and Mentoring Programmes. More than 60,000 subscribers receive his Top Gun Video Sales and Sales Management tips weekly. Based in Melbourne, he is often found sailing on the blue waters of the Whitsundays in Queensland Australia.

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It was Sigmund Freud who said *'In the beginning words and magic were one in the same.'* The words and language we use is a very real indicator of the degree to which we project ourselves and live our lives.

Words become self-fulfilling prophecies as they are the clothing of the thought and manifest our expressions. Words tell us how a person is thinking, and how they are operating their programs.

Over 30 years ago I began my NLP training in which I became more aware of the power of language and its effects on self and others. I realized I had some limiting language that influenced my experiences and I was determined to use my new found linguistic tools to make improvements.

People express themselves with limiting language with little regard as to how it influences their lives. The function of the unconscious mind is to constantly listen and turn your thoughts and words into feelings and reality. Therefore words and thoughts have power and if we know this, we can change our outcomes and lives by changing our thoughts and words. Things said in jest or in habit go in to our unconscious mind where they become direct commands and therefore the mind actualizes them. This is an automatic job of the unconscious mind so when you understand this you can use it.

Being aware is the first step to making this change and I found it started with being mindful of my thoughts. How could I change my limiting language if my thoughts didn't change first; so I learned how to be 'mindful' and started really listening to my internal thoughts and external words. In other words I was allowing my conscious thinking mind to be aware of how my inner unconscious mind was expressing itself. Everything we do is learned including 'how' we think, so unpacking it and then re-packing it with how we want to think re-educates the mind.

Because words and language influence us whether they are positive or negative you can consciously start using positive inspirational words and thoughts to alter your life. It has been found that positive reinforcement and proactive thoughts and words do change the structure of the brain. Learning how to speak and direct your life by changing your thoughts and words will empower and enhance your life. When you do this you relate to yourself and communicate with others with powerful and inspirational language.

Limiting phrase

Reframe the phrase

I never gave it a thought	I will start to think about it now
I don't know	I am willing to find out
This job is killing me	I am going to make this job better and easier
I hate where I live	I am fine where I live
He makes me sick	He is just who he is
I'm not sure how much longer I can keep doing this	I am going to enjoying spending my time doing this
Am I interrupting you?	Can I have a moment of your time

Even if it is not the truth of what how you feel, if you rephrase your thinking and words, it changes your feelings and reality to match. It is amazing how short a time it takes to re-think your words and thoughts. I use the cancel, erase, replace method. As a thought comes in and it has any negative or unproductive connotations, I say to myself, Cancel/erase and then I replace it immediately. At first I used a generic phrase like, "its ok, or I'm working on it, or, be calm, or it's their reality, not mine". I found myself bring more reflective and thoughtful. Even before I spoke, I would find myself thinking how to ask a question or phrase something so it would be direct and proactive.

This makes the words of Carl Jung even more insightful as he said, *"Until you make the unconscious conscious, it will direct your life and you will call it fate."*



Laureli Blyth; Master NLP Trainer, CSP, Bch. A well-known, respected International NLP Master Trainer, Clinical Hypnotherapist and Numerologist with over 25 years of experience. American by birth with Sydney as home in which she teaches programs in Australia, USA, Europe and Asia Pacific, founder and Director of Australasian Institute of NLP in Sydney.

Her wholeness approach and knowledge is displayed in her range of books such as Neuro Intelligence, Brain Power, Dream Power, The Numerology of Names and 30 Days to NLP, honoured as one of the TOP 30 Global NLP Gurus, she can be contacted at

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Every day in every way we employ a variety of communication tactics aimed at influencing people around us.

We want and need to get things from others. We want them to trust us, to endorse our ideas, to agree with our suggestions and it's a fact ... if you have strong persuasion skills, you will have greater success in your life.

So what is persuasion?

Persuasion is the act of convincing another to change their thinking or behaviour whilst ensuring there is a measure of freedom in the decision making process.

Your end goal must be reasonable

Whilst the outcome you seek might not always be easy to attain, it's essential that it is reasonable in nature. If your outcome is unreasonable, it won't matter how good your persuasion skills are, the stakeholder will always say no to you. Be careful to pick your battles. Aim to persuade where there is a win/win outcome for all parties.

Five Tips to Improve your Persuasive Ability

- 1. It's not about you.** If you want to get your way, you must first know what is important to your stakeholder. Get into their head and understand the world from their point of view. Ask questions about what interests them. Talk about them ... it's ALL about them.
- 2. Listen with your whole self.** The best way to really understand what someone is thinking, feeling and doing in relation to your persuasion scenario is to ask questions and then listen. Really listen to every word and be present. Persuasive people listen to what is both said and unsaid so they can manage objections before they get in the way.
- 3. Believe in yourself.** Stop thinking you're not good enough, not prepared enough or haven't got what it takes. Think confident thoughts. Why would people believe you, if you don't display belief in yourself? Make sure you manage your self-talk, believe in yourself and be confident in every situation.
- 4. You must be credible.** Why would people do what you ask if they don't respect and trust you? Learn how to tell people about your successes and triumphs (without boasting) so they understand what you are capable of. From the outset, do what you can with your dress, speech, body language and attitude to display your credibility.
- 5. Establish rapport.** We like people who are like ourselves and it's a fact that people are more likely to say 'yes' to you when they like you. Ensure you connect and establish a relationship with people. Tell them a bit about yourself, about your family, hobbies, interests and passions. Look people in the eye when you speak to them and call them by their name.

All these tips will help you develop your ability to persuade no matter the communication scenario.

For 2015, pick one each week and then plan out how you could put each tip into practice with your upcoming meetings and workplace communications to get what you want in life.



Michelle Bowden CSP, Masters in Education, is a recognized authority on the subject of persuasive presenting in business.

Based in Sydney, Australia; Michelle is a Wiley best-selling author and co-creator of the PRSI, a world first psychometric indicator that reports on your persuasive strengths and weaknesses.

Download your free copy of Michelle's **How to Present** magazine or complete the PRSI for yourself by visiting www.michellebowden.com.au

Simple, yet effective strategies make all the difference

Going back to study can be daunting. The exciting fact is effective study is more about technique than previous marks and scores. Study can be simple if you follow simple yet effective tips.

Here are a few tips to get you started.

1. Use colour:

When taking or making notes it is best to make your page **colourful**. Using only one colour is called monotone, which can be boring or monotonous for the brain, especially if you have page after page of boringness. Use colour to highlight key points. Draw pictures and diagrams (*great for both visual and kinaesthetic brains*) and make your notes look memorable.

2. Hydrate:

Water is the key here. Brain experts recommend a minimum of four glasses per day for brain health. Not only does "being hydrated" help with your thinking process; it also aids concentration. Avoid caffeinated drinks as these are diuretic, meaning they increase the excretion of water from your body, causing dehydration.

Neurologists agree that eating an apple is better for boosting your concentration than a cup of coffee.

3. Study in short bursts:

Sometimes there just doesn't feel like there's enough time in the day to fit in new learning, reading or study. Or maybe you are concerned about being able to concentrate for long periods of time.

The good news is you only need 20 minutes! If you have a smart phone, download my app: **iStudyAlarm**.

It is a timer that times you to study for 20 minutes, gives you a short revision time and then a 5 minute break.

Once you have completed the first 20 minutes, you might feel in the flow to do another! The app also has 27 study tips and exam tips embedded within it as a bonus.

4. Chunk it:

Looking at all you are required to do can sometimes seem overwhelming. Break it into small manageable chunks. The same way you might paint a fence – one pail at a time. Except with study, you can string 3 to 4 pieces of information together. Once you have learned your first chunk, add the next. It is important to go back and revise the previous chunks before continuing.

5. Stay focused on the goal:

Your bigger purpose is your key to success. Stay focused on this. Put it on your screen saver, make a collage of your driving reasons or write yourself a letter to read when feeling overwhelmed and before it feels too hard.

One of my favourite phrases is; *"to get to easy, you have to go through hard"*.

If the learning and study is hard, remind yourself it is supposed to be! If it was easy, everyone would do it!

Karen Boyes, CSP, is an expert in effective teaching, learning and living.

She has invested over 20 years exploring what makes successful people successful and implementing these ideas.

Karen, a dynamic presenter who inspires people around the world, was the 2013 National Speakers Association of New Zealand Speaker of the Year and Educator of the Year in 2014.



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It wasn't the heart attack that changed my life so much as the message that I received after the heart attack.

The poignant message I finally received was that I was not listening to my messages. Often a friend will leave us a couple of messages and if we do not respond, the messages will become more and more earnest, excited and urgent.

When I received a call from Occupational Health & Safety telling me that I had not had a holiday for over five years, I chose to sidestep it. When I had a nominal mental burnout I took steps to work around it. Burst appendix? "Only a flesh-wound", as the Black Knight in Monty Python's "Holy Grail" would say. Torn cartilage in the throat and destruction of the vocal cords? "Tis but a scratch, Sire" ...

When the heart attack came, I did not visit the doctor for some four months afterward; yes, I was too busy and even then, it wasn't the first time I took my laptop to get some more work done in the doctor's waiting room.

Being told that you could be dead within that same day; perhaps within moments, is a message that a man in his early thirties does not want to hear. My daughter had only just started school and wasn't big enough to lose her Daddy. The brave little girl had already learned to lip-read when I tore my vocal cords, as she was only three years old and couldn't read handwritten notes like my eldest two children.

Death was not an option: I was too busy to take a dirt nap. OK, how do we fix this?

Plunging into my work was easy; plunging into life was harder. There is a world of difference between taking a short break from work and actually experiencing a recreation ("re-creation") vacation. For starters, you cannot think about work while you're not working: it actually cancels out if your body is in Bali and your brain is back behind the office desk.

In order to survive and thrive, I had to not only think outside the box, I had to ACT outside the box.

I rode a roller coaster for the first time in 18 years. I hired a limousine and filled it with attractive female friends and then I went dancing for the first time in over 16 years. I learned to sing and learned how to laugh. I learned how to set aside the analytical left side of my brain and I became a man in his right mind. I meditated, went fishing and watched cartoons. I read fiction books for the first time in decades. I went sky-diving and I just plain old HAD FUN.

The transition to living life in "fun mode" was tougher than it sounds! Anyone who is used to having fun and being in their right mind would have to compare how hard it would be for them to suddenly go left-brained and work 70 hours a week for over five years without a break.

Changing gears and going from 0 to 100 in 3.5 seconds is challenging. A complete 180-degree transformation in thoughts and actions or else you will die: it's amazing what a little motivation will do.



Jeremy Britton was a miserable Capitalist for many years who was faced with death and forced to awaken his inner happy Hippie. He is now more balanced as a joyful "Hippitalist" and coaches others on having "**24hour wealth**": lots of money, great relationships and lots of time to enjoy it.

Jeremy is author of several books on money and mindset. He is also a teacher of the radical subconscious wealth creation technology "Flick Your Rich Switch Transformation" ("FYRST"™). Find out more at www.24HourWealthCoach.com

All around us, we see stories of success: what it is, what it looks like, how to get it and what it feels like. Fashion models tell us that success looks physically tall, thin, tanned and proud (oddly enough, never smiling into the camera).

Slick marketers tell us that in order to look successful you must have the latest watch, car, shirt or jeans label. So, what is success, really?

An alien from another planet would be confused as to what success actually is and what it entails, as it seems to be represented differently by each cultural, societal or economic group. While many Caucasians seek tans (fake or real), many Asians seek lighter skin. Many westerners want to be thinner whilst many east Africans see voluptuousness as a sign of prosperity (and in Africa, thin = sick or thin = poor). Ostensibly "poor" westerners want more money; apparently "rich" westerners want more time.

However you define success, whether it is more money, time, possessions or the latest gadgets and gizmos, that is up to you. I cannot tell you specifically what will represent success for you; especially as this may change for you over time or as you develop yourself as a person. What I can do is to tell you how to predict whether your success will be Temporary or Permanent.

Examples abound of "get rich quick schemes" and equally "quick rich" people. Formerly famous or newly bankrupt celebrities are clichéd: MC Hammer, Donald Trump, Vanilla Ice and so on. These people enjoyed a brief glimmer of success and then crashed. The fortunate ones rise again, the unfortunate do not.

To test the longevity of your success, before it arrives, write down the following words on a piece of paper: Money (M), Things (T), People (P). Now, put a number beside each word, prioritising it in order of importance to you. Please do this before you read on. Yes, now. Please do it before you read on. It's important.

There is no right or wrong answer and your answers are your personal responsibility and your choice. However, I have found this is a good guide of predicting whether your success will be short or long-lived.

If you answered your priorities as TMP, then your success will be **TeMPorary**. Things will fade in time or depreciate in value and you will find relationships sour. Famously MC Hammer had gold house gates and a gold urinal, but few real friends.

If you answered your priorities as PMT, then your success will be **PerManenT**. Despite any fluctuations in assets or income, your relationships with other people will see you back on top very quickly. Richard Branson shares this PMT priority with you.

If you are wondering what happens when you choose MPT, look no further than Donald Trump. Focused on money more than people and things, the three-times married, four-times bankrupt tycoon has a hairstyle that would suggest he is secretly a **MuPpeT**.

However you define your success, we wish you the very best in making it personal and permanent.



Jeremy Britton is the "24HourWealth Coach": a business coach who helps clients to build holistic wealth: great finances, abundant health, excellent relationships and vibrant happiness.

Visit www.24HourWealthCoach.com or scan the QR code with your phone to see a video of him on the beach.



Image of a Wu Luo



Every year the Feng Shui of our buildings is affected by annual influences. This is the effect of time and space on our lives.

The extent to which these influences affect us depends on the existing Flying Stars chart for our building. This chart is a mathematical algorithm that is calculated from the orientation of our building and the construction period.

These influences also depend on which areas of the building we spend the most time for important activities such as sleeping, working, relaxing and entering/leaving. This means that no two buildings will have the same type of influence; and how we use this energy, or qi (*pron. 'chee'*), is also an important factor.

Here are some useful pointers that will guide you during 2015 to avoid obstacles when possible. This is general advice that applies to everyone. The Annual Stars for 2015 are:

		S		
	2	7	9	
E	1	3	5	W
	6	8	4	
		N		

The Annual Star 5 is in the west this year. This star represents the emperor and can indicate disaster, tyranny, overbearing personality, lawsuit, or simply ups and downs in life. Yet some buildings will feel the effect more than others, depending on the use of the space and what stars are in your building's chart.

As a general precaution, avoid hammering nails into the walls or doing any major renovation works (such as installing a skylight) in the west of your building this year to avoid offending the emperor. It is also best to avoid disturbing the ground by digging large holes, cutting tall trees or disturbing the earth in any way in the west. This includes earthworks or renovations occurring in the neighbouring area.

Use yellow colour in the west to assist the star 5 to feel 'comfortable' and to prevent any problems. If you still find that there are unpredictable things happening in 2015 then try a chiming clock in the west to keep the emperor pacified, or play classical piano music on a CD.

If you happen to have an existing swimming pool or still body of water in the west, then you may expect 'unexpected' wealth luck this year. If the water is very turbulent, it is best to either slow down the pump or turn it off and leave the water still (unless otherwise advised for Feng Shui purposes).

The sickness star 2 is in the southeast, so if your bedroom is there, the best remedy is to move the bed, but if this is not possible, place a Wu Luo, the golden calabash, to protect health. There are two types, the brass one or the naturally grown one. The



calabash should be placed in close proximity to your head when sleeping to absorb any sickness qi. It must have a hole in the top for the absorption to occur.

If your front door is in the southeast then metal chimes, a bell or other metallic sound will placate the earth star 2 this year. However, we are in what is called Period 8, so in the Flying Stars chart, the number 8 is the 'ruler'; so if you have the water star 8 in the southeast then the bell cure is unnecessary and it is preferred not to use the sound of metal in that case. Even if the southeast is not the location of your bedroom, placing a Wu Luo in this area doesn't hurt, as a precaution.



The **Tai Sui** is another Annual Influence determined by the Chinese animal Sign for the current year.

2015 is the Year of the Goat and the home of the goat is in the south-southwest (195°-225°). It is not problematic unless you (or your neighbours) happen to dig up the earth in that sector, in the garden, or do some major earthworks, building development or tree lopping. Then, during that time there may be disruptions, especially in business.

If you cannot avoid 'offending' the Tai Sui by digging up the earth in a major way (including digging a large fish pond), there is one cure that may be effective - place a pair of Qilin or other brass protective animals. Plus, a correct date to commence construction/disruption is advised (for instance, do not commence the disruption on the day of the ox, which clashes with the goat).

If you must dig up the earth, then ensure it is completed quickly! If your neighbour is renovating or building in the south-southwest then be on guard this year. For some people, disturbing the Tai Sui can actually bring wealth or good fortune, so if there is disturbance and you are not sure, contact me for further advice.

Jodi Brunner is a Master of Feng Shui and dedicated student of Master Joseph Yu's Feng Shui Research Centre.

A regular speaker at various events and Feng Shui conferences around the world, Master Jodi has many clients and students in person and online; specialising in corporate work, product development, face reading and operating Feng Shui Tours running out of Hong Kong and China.

In 2015 Master Jodi celebrates 20 years in the Feng Shui industry and is immediate past President of the Association of Feng Shui Consultants.

www.fengshuimaster.com.au

2015
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The Year of the Goat
is the time to **promote!**



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How to Lead Your 'Self' and Influence Others

Are you someone who is confident, but not arrogant, focused but flexible, able to get what they want but at the same time have other people get what they want?

Do you have employees that take ownership and responsibility for outcomes, whilst being creative and innovative?

If the answer to both these questions is yes, then you are likely to be an authentic self-leader and as such you will know that the learning and the practice never stop. If either of these answers is, "maybe", or "no" then I have some strategies that can help. Self-leadership requires that we develop ourselves throughout our career. From your first job out of school to entrepreneur or CEO, self-leadership is required to effectively lead yourself and influence others to be engaged, creative and productive.

INTENTION | INFLUENCE | IMPACT

Self-leadership starts with intention, which creates influence and results in impact.

A first intention for any authentic leader is self-awareness. Intention is developed by knowing what's important to you, your strengths, what can derail you and most importantly clarity about what you want to achieve. People with strong intention, will consistently outperform and out-influence those that do not. *Take time each week to reflect on what's important to you and what you want to achieve.*

Authentic leaders with intention are clear about what they are responsible 'for', and what they are accountable 'to'. They are clear about what something means; this enables them to communicate effectively with others what the expectations are and how results will be measured. Take 'ownership' of your responsibilities; do not make others responsible for your success, or allow others to make you responsible for their happiness. *When delegating, first tell people what the task is and why it's important; then discuss how to achieve it as part of the coaching process. Measure performance and invite employees to give feedback as to how well they are achieving 'their' targets.*

SELF-AWARENESS | SELF-CONFIDENCE | SELF-EFFICACY

Flowing on from self-awareness are self-confidence and self-efficacy. Simply put, self-confidence comes from knowing you can do the job or take the action because you have done it before. Unsuccessful people say; "I will take action when I'm confident", self-leaders say; "I will take action to build my confidence". Your self-awareness will let you know what 'story' you are telling yourself. Edit your inner narrative to reinforce your confidence; as the tagline of Nike says, "Just Do It!"

This willingness to take action is called, self-efficacy which is the belief that whatever comes our way, we can handle it. With self-efficacy we can be creative and innovative. Self-efficacy can be developed or inhibited, by a number of things, including culture and education. A key inhibitor to self-efficacy is the fear of failure and yet we know from great leaders and innovators that they fail fast and move on.

Typical symptoms that self-efficacy has been inhibited in leaders or their followers include; a lack of decisiveness, deferring to authority before taking even the simplest action and doggedly following the rules even when it's clear that they are no longer working. *Develop your decision making and action orientation with everything you do – become the driver, rather than the passenger in your life.*

EXECUTIVE PRESENCE

A large proportion of what it takes to get promoted or be influential as a leader is called 'Executive Presence'. This can be described as, 'gravitas and poise under pressure'. Gravitas means having substance – knowing your 'stuff', and poise under pressure is assessed by the way we carry ourselves and speak in public and contribute to discussions. *If you have been passed over for a promotion or wanting to be noticed for the next position, get coached around your executive presence, it is an investment that will pay dividends for your entire career.*



Andrew Bryant, CSP PCC is the author of **Self Leadership – How to be a more Successful, Efficient and Effective Leader** from the Inside Out (McGraw-Hill 2012).

He works as a leadership consultant, executive coach and keynote speaker. He is based in Singapore, but working globally.

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What is holding you back? It's a staggering fact that two in five business failures are directly attributed to undercharging or the over use of credit...specifically slow collections and bad debts.

So many people in business never really get paid their real worth.

They put energy into their products and services and deserve to be paid fairly for them. Unfortunately, most of us have been brought up in an environment where money was a taboo subject and to ask for money was considered to be out of place or even rude.

This has led to two problems in business: One, we don't charge enough for our products or services and two, we don't like to ask for the money after we have delivered the product or service hence customers drag out payment. I think it's partly due to our self-confidence and not wanting to break those comfort zones again.

Getting paid your real worth is about overcoming three pricing emotional barriers.

The first is your own price resistance: Do you feel you are providing a worthwhile product and service for your customers and do you think it is value for money? Then why do so many feel they have to justify their prices or even put them down?

Unfortunately, many business people these days try to sell on price. The television advertisements or in the press are also more price-focused which is tending to educate the public and market places to become more price conscious. But in reality most people actually buy on perceived value. Of course, if all they have to go on is the price then that will become their major buying motive.

People want quality and service and are prepared to pay more to get it.

You should never sell, tell, reveal or demonstrate your product or service until you understand your customers' specific needs. That means you must ask a lot of questions to find out what they really need which then builds the vital relationship and trust. When you understand their real need, you can show them how the benefits of your product or service will help them and therefore justify the price.

That's the second pricing emotion barrier you have to overcome; the customer's price resistance. Your line of questioning should take them away from the price and when customers realise you have their cost effective solution, price becomes insignificant. You just have to point out their savings and they will be happy to pay you.

Price in any business is determined by reviewing three areas, the cost to the business of making the product or delivering the service, the price that the competition charges and how much the customer is prepared to pay. Often, when we are setting our prices or fees we don't always take these points into consideration with the result that our customers often value our service more than we do, we undercharge and end up working much longer hours than we need to just to make a living.

The third pricing emotion barrier is actually getting paid: That means getting your credit management right and preferably being paid up front. *If you can develop the self-confidence to ask the right price at the start, you will and should find it much easier to get paid your real worth!*

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Cast your mind back a few hundred years ... ok, go back further! In fact it's only been in the last few hundred years that *we stopped* doing what was natural for us all and started to make excuses as to why it was bad thing to seek out the assistance and insights into our plans by the spiritual members of our community.

Why was it ok for Kings and Emperors to ask Merlins and Mims to cast stones and sticks before battle and yet the idea of a CEO seeking assistance from a Psychic is considered so outrageous in the 21st Century? Why did tribes-people and warriors ask the blessings from the Shaman before a hunt and priests bless the harvests and yet we scoff at the notion of paying any attention to what the mediums and clairvoyants might say about the missing child, murder mystery, explain dreams, or make predictions about business.

In Asia, billions of dollars is spent on Feng Shui. Some of us in the west might go so far as to have gold fish in a tank at reception and a painting of a mountain on a wall, but we certainly don't give much real thought to the energies around us and how they affect us. Even the use of crystals in the workplace would cause negative comments – can you imagine the general population of Australia's reaction if we learned that our *next* Prime Minister meditates at dawn, has a salt lamp on his or her desk and occasionally is heard talking out loud to 'imaginary friends' (guides)?

I've been pondering this for quite some time ... and I've got to say, I'm puzzled as to why we have wandered so far off the path of acknowledging our spiritual wellbeing needs when this has predated any formal religion. Wise women, witches, shamans, medicine men, wizards and oracles have long been consulted before key decision-making since before biblical times.

Is this because we think we've grown up as a human race and found God in whatever church or temple we think 'He' should be dwelling in and that's the end of it? I 'came out' as a spiritual medium a few years ago and I have to say, it was incredibly scary. I had one client walk away and not speak to me for two years, until a call out of the blue one day had him explaining that after much praying he decided I was still a good person even though I might never be 'saved' from eternal damnation.

The scariest part was centred around my belief that; people knowing that 'I talk to dead people and angels' might mean that I was totally untrustworthy in business and probably nuts or something too, so that working with me might be bad for their business. As a business coach and consultant that was a very tough call. However, I have since found that while I haven't been totally overt about that side of my life, I can acknowledge that some of my 'brilliant' ideas, profound knowledge and wisdom has been helped significantly by my being 'in the right energy flow of the universe'.

My greatest desire has always been to help people and that now means I want to help make it OK and 'normal' for more people to trust their inner guidance and intuition. Because intuition *is* guided and if we listen to it more, we will learn to trust it. Our lives our businesses and the future of our planet, depend on it.



Maria Carlton MBE is a business transformation and communication specialist helping companies to improve their business performance through improved communication strategies. Based in Brisbane Australia, Maria is the author of several business books, a speaker and trainer on Brand Values and Communication.

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WHY BLOGGING IS GOOD FOR YOUR BUSINESS

As a small business owner, blogging is a great way to increase traffic to your website, establish yourself as an expert and gain more clients. No doubt, you're extremely busy and the thought of taking on another project is probably out of the question. Read on and maybe you will see the benefits are definitely worth making the effort.

Think of blogging as your own SEO (Search Engine Optimisation) tool and **free** advertising. This is advertising in a very subtle way because your blog will be about sharing valuable information, not selling. Your goal is to build rapport and trust with your readers.

Reasons to blog:

- It keeps your website fresh by adding new content
- Blogging doesn't cost you much
- If you enable comments you can interact with your customers
- You will establish yourself as an expert in your field

If the thought of keeping a blog updated is too overwhelming there are a number of options you can implement to make it easier:

- Use a calendar and schedule time for posting each week/month
- Hire a ghost writer
- Record notes into your phone to blog about later
- Keep the mindset that this is **helping to drive traffic to your business**
- Be very clear on your message and stick to your niche and keywords
- Invite guest writers

CONTENT

Blogging is about giving good advice and sharing interesting information. Blog posts don't necessarily have to be text all the time, you can create fabulous graphics with an inspirational message, create a video post, offer tips and "how to" advice.

Of course you can promote your products and services on occasion or announce company news, launches etc., just remember the reader is on your blog because they are interested in your advice and how it helps them.

Other blog content can be to advertise a new role in your company, share news regarding awards and featuring your staff! People are interested in people.

KEYWORDS

Before you even start blogging think about the keywords that will be driving traffic to your blog. These keywords and 'tags' should be used as much as you can in your posts.

SUBSCRIBERS

Having a subscriber form on the header of your blog will help you to build a database of people who want to hear from you. With this database you can send out weekly updates of your posts and news.

A database is gold to a business. Once you start building your subscribers list you could consider using a CRM ([Customer Relationship Management](#)) system. Here you can build on information about your prospects and clients. For example; when you last spoke to them and about the last conversation. A good CRM will be a valuable tool to your business and will enable you to send proposals, newsletters, invoices and can also be used for reporting and so much more!

MARKETING

Once your blog is up and running it is important to add easy to share social media buttons to your posts as well as linking all your own social media to your blog. I recommend Twitter, Google Plus, LinkedIn and a Facebook page. Social media will help drive people to read your posts. Every time I write a post on either of my blogs I share on all my social media.

Finally submit your blog to search engines.

Deb Carr: Founder and Editor of Sydney Chic Lifestyle Blog, www.sydneychic.com.au, a veteran Radio Host and Social Media Marketer who based in Sydney Australia.



To be successful in sales, it is important to be able to communicate on the telephone effectively.

You build relationships and make more sales when you pick up that phone more often. If you are someone who procrastinates about making calls, it could be that you fear rejection, have no goals or too little knowledge about your product or service to sound confident. One of the most important things to be sure of is that you never allow negative thoughts of failure to even enter your head.

What to Do When You Get a Negative Thought: Whenever you get a negative thought about calling someone, quickly write it down and change it to a more positive thought.

For example if you think *'I can't call them again, they have said 'no' twice now'*. You change to think positively. *'I must call them again to give them a chance to buy. They will know I really care that they don't miss this great opportunity.'*

What to Do When Call Reluctance Strikes

- To diminish fear, think of something far more frightening than what you are currently doing. That will lessen the fear you have for the current situation.
- Learn more about your products and services to be more confident in how to talk about them - Knowledge is Power!
- Always have goals for how many calls you are going to make and how many sales or appointments you want each day. You must be able to measure your success and know your batting average to be motivated. Have them written on a piece of paper and have them in front of you all day. That will stop you from getting up for another cup of coffee and help you to keep you making more calls.
- Watch your self-talk, attitudes and beliefs. For example, you might say to yourself, *"Last time he said he could not afford it."* You change to think positively. *"By now his circumstances might have changed and he might be able to afford it."*
- Always expect a 'yes' because if you expect a 'no' you will certainly get one.
- Focus on your successes, not the bad calls you have had.
- I ask people I coach to write a list of their positive qualities and then write a paragraph to describe themselves and how they would like to see their success that day. They then read that to themselves before they start calling at the beginning of the day. This may sound ridiculous but believe me, I do this with every coaching client I have and it definitely works. People are always so surprised when it does.

Here is an example of one:

"I (name) am a goal-oriented, caring, confident, successful, self-achiever. Today I look forward to making 7 appointments. To do this, on the law of averages, I will need to do 70 calls. I know when I focus on a figure, I will reach my target. I enjoy my work because I know how much my (product or service) can benefit other people."

- Have things around you that make you feel relaxed like photos you like, background music, a nice screensaver, smells you like such as flowers, fresh coffee or scented candles.
- Have an uncluttered desk to enable your mind to be clear and focused on the person to whom you are speaking.

Remember one hour of procrastination per day equals 225 'selling' hours wasted a year (based on working 45 weeks a year). **You can simply choose to change your behaviour to make more telephone calls and more sales in 2015.**



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The sage is so called because of the wisdom he shares. Is this limited to just a unique group of human beings or is it available to everyone? Christmas is traditionally a time people celebrate the spirit of joyfulness and peace with family and friends and the New Year is also a time for new beginnings. Do you leave behind the past, or does every little event bring up old conversations especially with those whose habits and behaviours annoy you for some reason or another? Do you stop listening to the real message? The power of insights can be life-changing for both individuals and businesses.

You have probably experienced at some point in your life someone who always seems to be totally present, without ego and with the insight to say a few profound words just at the right moment. Is this a skill they have developed, or is it something they were born with? The truth is we were all born with the ability to be insightful. Remember the saying, "*Out of the mouths of babes can come the most incredible wisdom*" and yet they haven't lived life yet however they appear to be old souls in that very moment.

At times we have our blocks to listening in place. Next time you are with a family member, an employee, a client or customer, notice if any of the following happens to your listening:

Point of View: When we are so interested in our own opinion we just don't hear the other person and the real message they are giving us. Yet their perspective is as valid as ours. Their view is their world and while they think about something in a certain way that is their reality, just as your view is your reality. Opportunities can be missed and it could even be that vital sale that could make a difference to your business.

Problem Solver: When we have all the right answers and prescribe what is best for the other person. Where is their ownership and guess who they blame when it doesn't work for them? Insightful listening leads to asking those quality questions so they access their own insights and common sense.

Busy Mind: When we have so much on our minds we are unable to listen, we often miss what is really being said, as we are only thinking of what we want to say. We can't wait for them stop talking and often speak over the other person.

Fighting: When we bring up the past the other person will never change and neither will we. The past is the past, we can't change it, however, if we are willing to live in the present there is hope. Relationships and behaviours can and do change.

Labelling: When we judge the other person, whether we know them or not, we have already made up our minds that they are stupid or unqualified and have nothing of value to contribute. We don't listen and can miss learning from them. Everyone has the innate ability to access their wisdom.

Insightful listening is about recognising our feelings. They are our internal message. Our thinking can be a hindrance or assist us. We trust our ability to access our wisdom, to have insights, to trust that intuition, that gut feeling. What we say is simple, profound and in the moment. It is available to us all.



Gilly
Chater

An award winning speaker, Gilly is a former President of the National Speakers Association of New Zealand Auckland Chapter, a facilitator, coach and author who assists individuals and organisations to become more insightful, more productive and achieve Effortless Leadership™.

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2015, the Chinese New Year of the Ram (and Wooden Sheep)

If you've been thinking about New Year's resolutions or, if you don't make them, have you declared some clear intentions? This year I came up with the word 'Simplify'. How cluttered is your day to day world and does it have to be like that?

I recently visited a home that is quite small and it felt very cramped. The reason wasn't the size of the home, but the amount of furniture and the size of it. There was hardly any room to move and there was stuff everywhere. There were too many pictures on the walls with cabinets that took up a lot of space plus huge sofas. And there are only two people who live in this home!

Less is More: We recently moved into a brand new home we've had built. Everyone who comes to the house says how spacious it feels yet it's much smaller than our previous home. We have either sold, given away or thrown away so much 'stuff' that used to adorn our floors and walls and in cupboards. And that has extended to our offices. The result is a home that flows. It's easy to take care of and more time and space to be creative, reflective and actually more productive. How much clutter or 'stuff' is around you at home and work?

"Have nothing in your house that you do not know to be useful or beautiful" William Morris

From Clutter to Clarity: Physical clutter is similar to our minds. More thinking doesn't necessarily mean more productivity. A typical day for leaders may include back-to-back meetings with colleagues, clients and/or employees. Couple this with all the phone calls, emails and other distractions, just how much of your day is actually productive? Maybe it's time to take control of your day and make sure you do have the important one-on-one time with yourself! It only takes a moment of clarity to have a powerful insight or idea.

"When we slow down our habitual thinking, we allow the mind to work the way it is meant to work." Sydney Banks

Spring and Autumn - Clean Your Mind! At Chinese New year families make sure they spring clean prior to welcoming in the New Year. In the western world there is the tradition of 'spring cleaning' our homes. A year is a long time to build up more clutter. Whilst still enjoying summer in the Southern Hemisphere, it's also time to prepare for winter and have an 'autumn clean'. Starting with you, how much 'stuff' do you have on your mind about last year or last month? How much of your thinking is past its use by date and how much of that thinking is causing you stress?

Fresh Thinking – New Insights: For the next few days just notice how many times thoughts about a past situation or an event dominate your thinking. They may be triggered by a person or situation – however they appear notice the *Feeling* that goes with the thoughts. Do you feel relaxed or tense? Do you want to shout with joy or shout with anger? Whichever kind of feeling you have, it is providing you with the alert antenna as to the way you are thinking about whatever, or whoever it is - in that moment. You then have the freedom to have even more unhelpful thoughts about the event or person, or just drop them. When you choose the latter that creates the opportunity for fresh thinking and new insights.

"I will not let anyone walk through my mind with their dirty feet." — Mahatma Gandhi



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When I was still actively running my printing business, I received a sales call from the director of a large multinational company.

He enquired if I was willing to provide him with a sales consultation, but said that he could not promise me a sale. Despite our offices being located at opposite ends of Singapore, I agreed to see him.

Mr Yeo was a friendly and upfront guy - he told me straight up what he was looking for. I immediately revealed that I had the knowledge which he was seeking, but the products he was looking for were something which my business could not supply to him. This meant that despite me travelling, this was going to be a free consultation and I would be walking away from this meeting empty handed. Mr Yeo understood this, but asked if I was willing to help him anyway.

Though I was disappointed as a salesperson, I couldn't resist my urge to help Mr Yeo and despite my instincts as a salesperson to cut my losses, I decided to help him anyway.

Mr Yeo offered me some coffee and spent the next hour asking me very specific questions related to the printing business. He listened intently and absorbed my knowledge of my industry as I shared openly. After an hour he was really satisfied and thanked me for my help. I left his premises and was still wondering if I had done the right thing as a salesperson.

I drove across back to my office and as I sat in my chair, I started pondering over what had just happened when the phone rang. It was Mr Yeo. He said *"Christian, I was really impressed with your attitude. I actually do have some orders for you, but what I wanted to make sure of was that the supplier we engaged in business had the heart to help and was not merely profit-driven. Would you please come back to my office - I promise that I will not waste your time."*

Even more stunned than I was previously, I drove back to my office and received an order that was the largest single order for my printing business at that point.

More than 10 years later, Mr Yeo's company continues to be a loyal supporter of my business and I just can't imagine the amount of business that I would have missed had I been less helpful back then.

We really cannot be certain of what our good attitude could bring us. If we continue to have positive attitudes towards negative encounters, we just might be surprised at how profitable things could turn out.

People can sense if you are purely profit driven. While all business should be profitable, if you conduct your business focusing on the welfare of the customer first, the customer will be able to sense it and would enjoy dealing with you because the graciousness, empathy and service will show itself.

Success is just an attitude away.

Christian Chua is a Behaviour and Body Language expert. His career as a consultant and speaker spans over 15 years. He is the author of 7 books including '**Making a Fortune while Sipping Coffee**' and '**How to be a Success Magnet**'. He conducts workshops in the area of:

- *How to Deal with Difficult People*
- *How to be a Success Magnet*
- *Body Language and Deception Detection*
- *Staff Effectiveness and Productivity*

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- *Are you a dreamer stuck between the present and moving forward?*
- *Are you naturally creative, have big ideas and are a big picture kind of person?*
- *You might know your problem but overwhelmed in how to move past it*

Stuck and unmotivated: I recently worked with an extremely educated, driven and articulate Australian woman. She was proud and passionate about her work as a top performer at an American MNC but after the announcement of her company restructuring, she was humiliated, angered and the event weighed heavily upon her for being let go.

This happened a second time at a separate company when she was let go after taking time off to take care of a family member. This woman lost motivation and confidence in herself. She lost trust in people, felt heavy pain in her body and developed uncontrollable eating habits leading to over 15 kilos of weight gain, diabetes and was in and out of hospital for her condition.

She couldn't imagine feeling happiness again and could only see a cloudy and dim future ahead so she started her own company but lacked confidence to represent herself.

Refocusing on the dream: We uncovered her goal to speak to large communities to as many as 1,000s of people and to actively advertise her new business. I listened to her beautiful upbringing and all of the positive moments in her life. She reconnected with her natural gift for helping people. She discounted all the good in her life and dwelled on her limitations, her challenges, stopping her from living her purpose and from further developing her business. We rediscovered her joy and she gave out a heavy sigh as she told me that it's time to reclaim her own happiness.

Letting go of blockages: She had a heavy feeling stuck in her gut that was choking her. She felt frozen, lost her voice and asked a doctor why she couldn't speak. The exam results indicated that nothing was wrong with her and couldn't explain why she couldn't speak. She pressed hard against her chest and throat as we conversed. We spoke to that blockage and it told her that she needed to speak again. She needed to sing, to yell, to speak out and to give life to her voice. This blockage melted and her beautiful voice came through.

Taking Action: She regained her confidence to speak with inner happiness and the motivation to pursue her life dream returning. We outlined steps to launch her business and how she would hold large workshops for people who needed her help. It was time to wake up from her past, to love life again and continue with her life's work.

As a Reader: Do you have a vision or goal that feels and looks distanced and unachievable? Are you stuck in how to go about it? What help or support do you need to move past it?

Count your blessings and all of the positive experiences you've had. Notice what you'd like to unlock or discover to help you take your business to a new standard or personal life to a new level of happiness.



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Based in Singapore, Shian helps guide people to their inner voice, purpose and facilitates breakthroughs.

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BRIAN CLONEY How to Keep your Business, Family & Money

People who are successful entrepreneurs and business owners often become trapped in their business. They don't get the opportunity to enjoy the fruits of their labour because they fail to invest the time to ensure the business is able to run smoothly even when they are not present to watch things.

Owners need to be in control of their destiny or they can find that their happiness and that of family or staff can descend into a daily grind. This can be bad but when it splits up companies and families through conflict, it can end in tragedy.

It is a statistical truth that most companies wait too long and fail in exit and succession planning especially where family owned businesses are involved. Experience gained first hand from working with hundreds of companies since mid-1980s tells me it is "*People Issues*" that business owners and managers find the hardest to deal with. Most evident when I am dealing with this is with family owned businesses.

Bedroom Politics / Under Performers: The potential for bedroom politics between owners and any complication from those with an undermining agenda can keep the tempers of owners at boiling point.

This extends to any ambitious younger generation who wants to get greater control or have a say in what happens on a daily basis. Add in the family members partners into this mix and the roof can be blown off the family company which in fact helps to create all of the initial wealth.

The first step is to ensure all who are involved understand the difference between Family and Business issues. The next step is for owners to run their business as if it was ready for sale (*even if it's NOT their current plan*) so everyone understands that being a family member does not carry entitlements.

A review of the organisational structure will help ensure that the right type of management structure and systems are formalised and agreed upon. This helps curtail the arguments that might take place without these structures.

Policies and procedures apply equally **to all including family members**. They too shall be treated the same as all staff when they are in the workplace. They must clearly understand their role and responsibilities or risk not being happy or accepted by their peers. It has to be a real role with a job description and annual reviews

Some key questions for business owners to consider

What plans do you have to enjoy life in the next 5 years? (If none, why own a business?) Are you trapped in your business? Do you only go in daily because you have to? Do you have an exit strategy or Succession Plan across the business? What would happen if something happened to you and you could not attend work again?

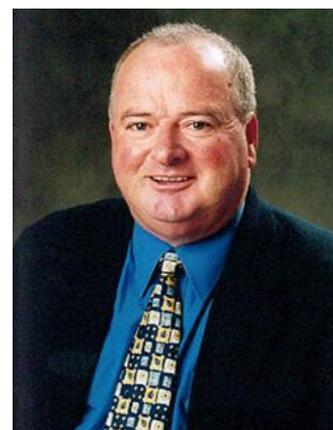
The solution to these problems rarely comes from inside the Family business and independent advice is the best solution. Most business owners know about their industry but sometimes not enough about managing people and the business. The need to remove emotion from the decision making process is pivotal to the right outcome and family pressures can make that hard to achieve.

Talk to your Family members, business colleagues, industry advisors and ask yourself ... ***am I and my Family Company at risk or have we planned well to ensure we won't fail? ...*** You deserve to be happy and secure!

Brian Cloney CSP (semi-retired) is based in Sydney, Australia. For more than 30 years, Brian has helped companies and their people to work better, smarter and more profitably through his mentoring, training and consulting business with a strong belief that PEOPLE, SYSTEMS & COMMUNICATION are the cornerstones.

Brian helps businesses, families and employees through the processes of performance improvement, professionalising management and generational change without the issues that are often a huge concern.

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DEAN COLLIER **Beyond the Age of Psychology, what's Next?**

When delving into inter-dimensional existence, conspiracy theory, and human psychological illusion, how does one find a way to create self and fully understand others? With the vast information and hidden knowledge being made available today, something more intuitive to rediscover self and the reality of life's challenges is needed.

Beyond the motivational hype of the 'age of psychology' humanity needs self-certainty in what appears to be a very fast changing and yet confusing time in our evolution.

People now seek insight and wisdom to balance any psychological illusion and need to trust and develop their Intuitive Quotient (InQ). There is a growing need to align InQ with your Intelligent Quotient (IQ) and Emotional intelligence (EQ), and recognize your innate Physical Quotient of your personal talents, qualities and needs.

To know where your innate talents lie, even those that have not yet appeared on well-presented CV's, is the first step to know how to develop full collaboration with others. The wisdom to know, you know, that you know is to change a belief.

Different talents, qualities and needs of individuals can not only be identified in the framework of the psychology of our time, but also added to the highly imaginative Intuitive Quotient (InQ) which is often missed to describe the full potential of a person's hidden talents.

Modern science has taught us to go beyond theories of right and wrong and recognize patterns to advance our education and discoveries. Albert Einstein said, *"As far as the laws of mathematics refer to reality, they are not certain; and as far as they are certain, they do not refer to reality."* You do not have to be a mathematician to recognize the laws of intuition.

The dimension of InQ is beyond emotional, mental and physical structures based in pure psychology. The results can be discovered through the intuitively based psychology of human understanding with the symbols of numbers. The patterns of each individual have subtle and accentuated differences just like each person has a unique fingerprint.

When you link the unique vibrational patterns to individual needs, then their attributes, abilities, talents and specific needs are clearly predictable.

To achieve best results and winning performances every person, business, organization, or service group needs at least **nine human essences** with a pool of talents all working together to be successful.

They range from **Integrator** (planners), **Catalyst** (team builders) to an **Overseer** (accountants) and link with other operational sections identified as the **Constructor** (practical builders), **Organizer** (communications) and **Caregiver** (for frontline Service). Then the **Visionary** (marketing), **Leader** (management) and **Educator** (training) are other essential parts.

It is an identifiable fact that the 'unique vibrational patterns' of any individual can be discovered with great accuracy. The added advantage of your 'free will' to choose how to develop your innate and accentuated gifts is found by linking the patterns to help you make your best decisions for your personal and business success.

Successful progress of humanity and its future depends on our imagination and the collective use of our Intuitive Quotient to guide us forward.

The most important ingredients to self-actualization are to first know self, to be able to fully create self and to understand others better.

Dean Collier, Dean of Numbers, Clear Vision Futurist for Personal and Business Success is based in Sydney, Australia. He conducts seminars and private consulting with his clients worldwide.

Keynote speaker and author of **The Nine Human Essences for your business success**, he consults to individuals and organisations when they need certainty in the face of choices and changes.

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DEAN COLLIER Hidden Needs Reveal an Intuitive Quotient InQ

To succeed in business and personal life, you need to know self, create self and understand others.

People are different therefore their needs are different. How good would it be to know someone's needs before asking a question? Imagine if you could intuitively recognise someone's unique vibrational pattern.

For example, how long does it take to make a decision at a job interview? About twelve seconds!

Social media, the expected curriculum vitae and recorded history provides the background and your Intuitive Quotient **InQ** decides the rest. Your **InQ** when developed can be much more reliable than personal will or desire.

The intuitive quotient adds extra clarity to the framework of 'psychology of our time'. Trust this method to recognise people's unique vibrational patterns for their individual natural talents, qualities and needs. Your **InQ** describes the full potential of a person's real natural talents and it is the underlying framework that reveals your own.

To know where your innate talents lie, even with those that have not developed in your life as yet, is a major step in recognising how to know yourself and to create more collaboration and synergy with others for mutual success.

To achieve best results, winning performances and a better 'bottom line', every business, organisation or service group needs the **nine human essences** within a pool of talent that are all working together.

The strength of these Human Essences range from **Integrator** (planners), **Catalyst** (team builders) to an **Overseer** (accountants) and link with other operational sections identified as the **Constructor** (practical builders), **Organizer** (communicators) and **Caregiver** (for frontline Service). Then the **Visionary** (marketing), **Leader** (management) and **Educator** (training) make up nine essential parts or roles.

Albert Einstein said, *"The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honours the servant and has forgotten the gift"*. Modern science has taught us to go beyond rational theories and recognise patterns to advance our education and discoveries.

I have studied the symbols of numbers for over 30 years to reveal people's psychological hidden needs, often misunderstood by many for over two and a half thousand years.

Pythagoras a Greek philosopher (580-500BC) had high Intellect Quotient (IQ) and high InQ and much of his intuitive discoveries, as history has shown, were not written down. Dean discovered many layers to the psychological aspects of human understanding, beyond the intellectual realm into the **patterns of metaphysics** with proven results. While science has found space, matter and energy to be the most basic parts of our existence, the vibrational patterns that make up our differences are also predictable and reliable.

The goal of science today is to discover the deep patterns in nature. The deepest vibrational patterns you imagine will demonstrate the broadest spectrum of phenomena.

When you link your 'unique vibrational patterns', or those of others, great accurate results occur through the symbols of numbers to develop your personal full potential. The first step is to identify and recognise your '**unique vibrational patterns**' and those of others, and allow them to intuitively relate to the needs of self and others better.

Add to this knowing to your 'free will' to choose how you develop your innate and accentuated gifts, links the intuitively known innate patterns to help you make your best decisions for personal and business success.

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YVONNE COLLIER A Colleague takes Credit for your Work, What do you do?

You are in a meeting when a colleague takes credit for work that you have done. What do you do? ... Do you . . .

- A) Immediately and publicly confront the colleague over the ownership of your work?
- B) After the meeting, take the colleague aside and tell them you would appreciate that in the future, they credit you when speaking about your work?
- C) Nothing, it's not a good idea to embarrass colleagues in public!
- D) After your colleague speaks, publicly thank them for referencing your work, then give the group more specific detail about what you were trying to accomplish.

If this has happened to you, what did you do AND what could you do differently if it happened again?

What about answer A? To immediately confront your colleague in front of the whole meeting would take quite a lot of confidence and chutzpah. Bear in mind it's not just the words you say, it's also the tone of your voice, your body language and your emotions that all influence the delivery and the way that your message is received.

An aggressive response showing your anger as you shout; *'That's my presentation! What are you doing?'* is not a calm, respectful or professional response nor is it recommended.

It is possible to calmly and respectfully (assertively) say *'Thank you for presenting some of the notes we discussed prior to this meeting. I'm sure it is beneficial for everyone present. So let's go to questions'*.

'Thank you for doing my presentation. I was wondering where my notes went. Let's go to questions', delivered with a smile and a confident 'light' tone. Or, if you are quick on your feet (and a bit of a comedian) you can make a joke or bring humour to the situation and the laughter will dissipate tension.

And after the meeting, I'd strongly recommend the two of you have a meeting in private or at a coffee shop and discuss what happened. Prepare well - be clear about your needs. What do you want? An apology? Explanation? Credit for your ideas? Going forward for this behaviour to never happen again? Ask yourself, *'do I want or need to work with this person?'*

What about answer B? After the meeting, take the colleague aside to tell them you would appreciate in the future that they credit you when speaking about your work. **This is the second best response.** This is clear, direct and honest. It sets you up for future recognition of your work (as assertive behaviour), but at the meeting you 'rolled over and played dead' (which was a passive behaviour).

What about answer C? It isn't a good idea to embarrass your colleague in front of the group, but to say nothing is a passive behavioural response and underneath are you maybe seething (passive aggressive)? What can you do to work on your self-confidence to speak up for yourself and your ideas?

What about answer D? After your colleague speaks, publicly thank them for referencing your work and give the group more specific detail about what you are trying to accomplish. **This is a type of 'best' assertive behavioural response.**

It balances speaking up for yourself, empathy for the other person and your delivery conveys respect for all parties. You get the chance to receive credit for your work while showing others your professionalism, emotional control and expertise. To achieve this you need courage and confidence in your abilities so you look, act, feel and sound assertive.

A final tip: In the future avoid any challenges by doing a rehearsal prior to the joint presentation with an added intention of improving the presentation flow.

Yvonne Collier CSP is an International speaker, trainer, facilitator and coach. She is Director of **Maddison Training**, a successful people skills and assertive skills training company Yvonne has run since the early 1990's and is author of ***LAFFE to Success: A Practical Guide to Getting Along with Others***.

With a background in education, advertising, sales, management, radio host / presenter and Master Practitioner of NLP, Yvonne works with people individually and with groups in medium and large organisations. Based in Sydney, Australia, contact her at + 61 2 9904 3341 or Yvonne@maddisontraining.com.au | www.maddisontraining.com.au



Business and social success needs assertive behaviours

Can you 'speak up' and share your ideas clearly, calmly and honestly and in turn respectfully listen to others who may have different ideas, opinions and points of view (P.O.V)?

The best negotiators, teachers, managers, leaders, parents, doctors, consultants have all learnt these skills and demonstrate them daily.

So what is Assertiveness? *It is empathy and advocacy under an 'Umbrella of Respect'*

When things are going smoothly and the pressure is off, it is easy to listen empathetically and 'hear' the other person, reflect what you see, hear and feel to calmly express your P.O.V.! However when pressure builds, expectations are not met, deadlines loom, your internal stress 'thermometer' may rise and you may **aggressively** shout, demand or blame others.

Or maybe you behave **passively** in response to the stress of disagreements, conflicting demands and confrontation. Do you avoid, shut down or 'run away'? Are you unable to stand up, express your P.O.V and say No?

Or maybe your response is **passive-aggressive**? Perhaps you drag your feet when you don't want to do something rather than say an assertive 'No'. If you feel someone has taken advantage of you, do you find a way to 'even the score'? Or maybe you use sarcasm, sulk or talk about others behind their backs?

These Aggressive, Passive and Passive Aggressive behaviours are unhelpful, stressful and can make life more difficult in our business and social relationships.

Assertiveness is a fourth style of behaviour in which we respond rather than react.

Thus, we can master the self-confidence, authenticity and empathy of assertiveness, aided by a 'tool kit' of assertive skills to stay cool, calm and collected even when the world around us is 'falling apart'. You express your opinions in an honest, open and appropriate manner. You ask others for help and say No to other's requests and negotiate to a compromise or mutual win-win solution.

Do you recognize yourself, your colleagues, family and friends in any of these four behaviour types? We all have a repertoire of behaviours that we first learned as a child. And as we grow we add more behaviours from our family, peers, colleagues, the TV and the movies as we seek to find role models, some good and others less so.

Are your behaviours serving you well?

Learning assertive conversation skills are key to achieving success no matter how you measure this. Using 'appropriate' assertive skills for the situation gives you the freedom to be more effective in every area of your life.

So how do you behave assertively? It can be as easy as remembering your **ABC's**.

A = Attitude - check that your mind is open and positive.

B = Breathe to release stress, anxiety and get oxygen into your brain.

C = Centre yourself and become more calm.

Add the 3Rs: Resourceful, Respectful and Respond (*rather than react*) and you are well on your way to handling situations without being forceful or defensive. Respectfully ask for what you want, say no to what you don't want and help others to get more of what they want.



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Given that the average employee is unproductive for around 25% of their working day (and often stressed for the other 75%) there's a lot of room for improvement in the average business and much of it is to do with their mindset!

Positive Psychology is a science; it's not a management fad or part of the self-help movement. It is the study of what is right with human beings and applies that knowledge to our lives, communities and organisations.

In business, we aim to increase personal productivity and efficiency while building resilience to stress and burnout, oh ... and we have a whole lot of fun doing it!

Here are some things you need to know about Positive Psychology in business.

- Positive workers are over 37% more productive than their negative co-workers, they do better in management roles and are more resilient to stress according to Shawn Achor.
- Positive managers have teams that are 30% more productive than their negative co-workers says Shawn Achor.
- Thriving teams; those who have high success rates, better cohesion and stay focused on the project, have a positivity ratio of 6:1, meaning they interact with 6 x the positivity than negativity according to Michael Lossada.

So the key is 'how can we apply a positive mindset to create a positive business?'

Here are four simple things you can do;

1. **Acknowledge people:** Negativity is contagious and fortunately for your workplace culture, so is positivity. By acknowledging co-workers, you're saying ... 'You're an important part of this business' and that's what truly motivates. Set up a white board and encourage graffiti to praise employees and their work.
2. **Develop a growth mindset:** People with a growth mindset know that they can always learn, are open to challenges and see effort as the pathway to success. Encourage all learning; support your team to try new things and most of all, nurture learning with new courses, challenging projects and interesting books.
3. **Create down time:** The best organisations in the world recognise that a stressed employee is an unproductive employee and have developed strategies for down time on the job. Patagonia has surfboards lining the halls, with their philosophy being "Let my people go surfing". Get creative in giving your people time to recharge.
4. **Bring back the fun:** We know how great dopamine is for our brain and we know having fun floods our brain with dopamine, so put the two together and create a fun environment to work in. Google (Fortune Magazine's 2014 'Best Company to work for!') has slippery dips, meditation pods, putt putt golf and their teams are certainly more creative, productive and dedicated than most.

When looking at Positive Psychology strategies to implement into your workplace, don't go for the one big party at Christmas. Find strategies you can implement each day to gently shift the culture in a positive direction.

Start with these four and let me know about the positivity that builds in your team!



Jodie Cooper is a positive psychology and mindset coach based south of Sydney Australia. Since 2006, Jodie has built a successful business helping executives become more effective at work and happier at home. She achieves this by shifting mindsets with one on one coaching and a series of corporate motivational workshops.

Contact Jodie at jodie@jodiecooper.com.au or visit www.jodiecooper.com.au for more great articles.

Are your values important to you? Do you know what they are?

Mind Body Soul Set

I have been working with values with my coaching clients for many years.

Recently, I have been seeing more profound transformative results when I bring into alignment the Mind Body Soul / Spirit connection. Your excellence in performance stems from many things, yet it is consciously connecting with what I call the **MBSset**.

Let's start on the inside at your soul / spirit level, which is your passionate driver of what is important to you. This level is where your values sit and live in the unconscious. These are like roots of a tree. They are fully active in our decision-making, choices, communication and much more. We are well aware they are connected to our mind, but what about your body?

Your Body Responds to Values

Your body responds in different ways to a variety of great emotional feelings and also to the negative, more stressful emotional feelings. Your body is speaking loudly... are you listening?

Often we only respond or listen to our bodies when situations become very stressful. What is often happening here is that our Values are being disrespected, compromised or attacked. The way they can speak out is through your body.

Case Study

A recent client complained of being very angry, disconnected and frustrated with her work, her boss, her living and most things were becoming challenged in her **MBSset**. We did a priority values analysis to see what was most important to her.

Once they were established, in the debrief she chose a body part that each value responded to, a colour that they represented and a symbol that reminded them of this value. We did an exercise for her to fully sense this in her body and instantly she began to feel better.

With all her ongoing challenges during the sessions we would bring back the values to enable and assist in her decision-making and new choices. What resulted at the end of the coaching was that instead of her feeling the values in different areas of her body, she said they had integrated them into her whole Body.

In fact, she created a **MBSset** that led to her transformation, increased self-confidence and happiness.

You can do the same!

Tips to reach a Healthy MBSset

1. Discover and Define your Priority Values. This can be done through online tools like www.valuesonline.net
2. Associate a story that relates to when each specific value appeared in your life. Be very specific and colourful.
3. Choose and sense a body part, colour the symbol that represents each value then write them on a piece of paper.
4. Stand up, put the paper of each value on the floor and reflect upon bringing each value into your body more fully.
5. Choose a situation in your life and begin to associate what values are 'kicking in' for this situation. Further explore what values might be better for this solution making.

You deserve the best and the best answers are within you.

Discover your values and connect them to your **MBSset** for a fuller and more confident life in 2015.



Kevin Cottam is a Canadian global speaker and coach. His multiple years in elite sports and entertainment as a director, choreographer and trainer have transformed the way he works with Executives in the private and public sectors.

He works in the areas of Creativity and Performance from a values perspective and is author of inspirational book **Aha, Mother's Pearls**.

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What stressful situations normally cause self-sabotage for you? What causes you to say "what the heck" and give in to your impulses and what **bad** behaviours do you use to reward yourself for good behaviour?

As a coach, I ask my clients these questions. This helps them to understand that it isn't always something we start doing in our lives that creates the necessary motivation to change but it is what we **stop** doing.

Whether it is procrastination, an over commitment that leads to overwhelm, spending mindless hours on Facebook or rewarding our diligent work with a whole chocolate cake that puts an end to our diet, self-sabotage seems to rear its ugly head in all of our lives at some point.

The act of self-discipline is the counter measure to self-sabotage. When we consistently behave in the way we want to behave instead of giving in to impulses, we are exercising our 'self-control' muscle. Sometimes, it is easier to exercise this muscle than others.

Here are a few things to **avoid**, therefore helping us make self-discipline a much easier choice:

- **Ignore your problems:** Without the self-awareness that you have issues with some types of self-sabotage you are sticking your head in the sand and will continue to struggle. Be aware of what drives you to give in. Be curious about what inner impulse is at work when you get off track. Start by answering the questions I asked in the beginning of this article.
- **Less than 6 hours of sleep:** Without proper amounts of sleep, our pre-frontal cortex (which makes our higher level decisions) doesn't work as well. Give your brain a break and catch some zzzzzz's.
- **Sedentary lifestyle:** Movement is key for self-control. You can call it exercise, a walk in the park or nature or by dancing at your local nightclub ... whatever you call it, just do it.
- **News Channels:** Research is pretty conclusive that news programmes create questions about our own mortality with 'doom and gloom' reporting. This is why advertising rates are so high for these types of shows. When we feel that all is lost, we give in to our impulses easier. You don't need to stay informed as much as stop the interferences to leading a happy life.
- **Lousy environments:** If the environment you are in is full of people who are cheating on their diets or playing solitaire instead of working, then you will most likely join the crowd just to fit in. Get yourself a group of five friends with bigger goals than you and be amazed at how easy it is to raise your bar.
- **Going with the flow:** As a child, we can afford to ride through life without a plan. But more often than not as an adult, when we don't have a plan, an outcome or a goal, we are at the mercy of self-sabotage.

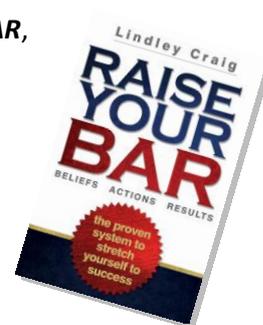
Create strategies for how you are going to overcome your lack of self-control. Give yourself options in your strategies so there is more than one road to your success.



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JULIE CROSS They said I was Brave to Wear a Bikini: Really?

I was recently inspired to do a post on social media in my bikini. Yes you heard right, in my stretched, cheap \$20 black bikini and wrote a message about inspiring people to love the space they are in, starting with their physical space ... **their body!**

This ongoing body image issue has been continuing to concern me for some time. Then one day I was on the beach in that 'same bikini' and overheard a comment about whether I should be in a bikini given my age and body shape.

Then I noticed that every time I see magazines, we are still talking about body shapes, criticising, judging and diets, then I listen to my girlfriends still so vulnerable and 'afraid' of their bodies and what people think of them!

ENOUGH! When are we going to move on from this? And so I did a social media post in November 2014 which went viral sparking **3.5 million** shares and a media frenzy ... **Yes ... really!**

Within hours, I had received 70,000 'likes' from people all over the world proving that it's still a big, emotional wound of our modern evolved Western Society.

I got messages saying how 'brave' I was for wearing a bikini to the beach. Brave should be reserved for the big things in life not the little things yet if we don't have the courage for the little things, what will we do and how will we handle the big challenges that will surely come our way.

Is it any wonder people haven't got the courage to ask for the sale, handle the rejection, get up from a failure and move through a mistake when they still haven't found a comfortable place in just owning their own space?

LIFE REALITIES:

I have woken up in my bedroom beside my husband who had a stroke during the night and had to find courage to deal with that.

I have walked out of a doctor's office after my son was diagnosed with Autism and had to deal with that and him and Autism has taken some courage.

I have walked into a room and been told my husband had died and walked out of that room which took courage because I knew I had to walk into our lounge room to tell my boys their Daddy had died ... that takes some courage to cope with and then courage to live with.

And we will find that courage to walk into these 'rooms' of life and it will be more freely available to us when it comes from the foundation of knowing with certainty we are good enough and we can lovingly own the space we are in ... and yes, that includes our bodies.

It is not brave to wear a bikini; it is simply just normal and should be considered so!

The relationship and conversations you have with yourself will affect the relationship and conversations you have with everybody else and everything else.

Let's get this right and let's do it now. Look into yourself instead of at yourself and start loving the space you are in so in 2015, we will have the courage to deal with the **BIG** stuff ... the really **BIG** stuff!

Julie Cross is a multi-award winning speaker and non-award winning mother of two. She has been a semi-finalist in stand-up comedy and appeared on national television and media interviews after her 'bikini' post went viral in late 2014.

Based in Queensland Australia, Julie is described as an inspirational speaker and entertainer who empowers, energises and enlightens her audiences.

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I don't know about you, but I am constantly inspired by my clients, many of whom have become lifelong friends.

Let me share Steve and Emma's story in the hope that this story will inspire you to go for what you want this year, just as they did.

They are the heroes of this story. They are the ones who took action. They are the ones who faced their fears and doubts and they are the ones who emerged victorious.

See if you can relate.

A passionate environmentalist and qualified electrician, Steve founded Bellingden Solar and when I first met Steve and Emma.

Emma had just given birth to their second child and Steve was totally stressed out with the business. His business was going through the roof. He couldn't keep up with demand. He had issues with suppliers, not enough qualified staff and almost daily changes in the legislation. He felt like giving up.

Like many small business owners he took responsibility for everything and found it difficult to delegate.

Fortunately he applied the same level of discipline and responsibility to working on his business and himself.

First he started with his systems. Identifying **WHO** does **WHAT** and **WHEN** and **WHY** enabled him to streamline the workflow and to develop clear roles and expectations for his team. They loved it. Contrary to what most employers think, employees actually go to work to succeed. They will step up if given the opportunity and that's exactly what Steve's team did.

Steve got out of their way. He also did some work on himself, developing his leadership and communication skills to the point where the business didn't rely on him.

And still he didn't feel satisfied. He had always dreamt of sailing the world with his family. When asked what was stopping him, he could come up with 1000 reasons why NOT to do it.

And finally he said "Yes" to himself, Emma and the family. The universe swung into action and six months later they sold the business to a great new owner, they bought the boat of their dreams and were packed up and heading to the Caribbean.

I was so inspired...every time I think I can't do something, I think of Steve and Emma.

When you really want something you'll find a way to make it happen. What will you go for in 2015? Are you ready to let go of those excuses and go for it?

I encourage you...do it and create your ultimate business lifestyle.



Systems Queen, Author, Speaker and **Chief Encouragement Officer Shirley Dalton**, specialises in helping small business owners improve their people and processes.

Go to www.businessfreedomfighters.com for a copy of her e-guide "**5 Steps to Business Freedom**". Newcastle, Australia based.

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SIMON DAVIE Are Introverts the Future of Sales & Marketing?

Not since the beginning of the last century has the sales and marketing landscape changed like this. If you're an introvert, it's likely to favour your style and strengths and if you're an extrovert you may find it beneficial to tap into your introvert side a bit more. Maybe you're more of a listener than a speaker, either way you'll find that times are changing and it's swinging in your favour.

In the past, for a brand to be successful all it needed to do was spend more money than everyone else on TV, Radio and Newspaper advertising. It had to be the loudest, even advertising effectiveness was measured in a 'share of voice'. But now it's not about being loud, it's about being connected, being connected to customers, friends, family and other people who like the same stuff as you. Social media for example, creates an environment where introverts can get brands noticed, in a way that suits their natural style.

The world of mass marketing is dead, even though many are still refusing to let go. Marketing guru Seth Godin has written extensively about this and in a [recent interview](#) pointed out "... the masses aren't listening because they have too many choices. The people who are going to care are going to choose to listen and by connecting with people who want to be connected to, it's much more likely that a company will be talked about ... this takes a massive amount of humility and a lot of current marketers don't have that ... "

... but fortunately a lot of introverts do.

Selling is changing too. Early last century Dale Carnegie changed the way people approached sales. As historian Warren Susman observed, it changed from a "*culture of character to a culture of personality*". As the 20th century progressed, being extrovert was viewed as an advantage, even a necessity. If you wanted to make it in sales, the message was clear for introverts, be an extrovert.

But times are changing. Dan Pink, author of 'To Sell is Human', talks about the shift away from the duplicitous salesperson to an approach based on developing trust and connection. Connecting with people and creating rapport is more about listening than it is about talking. In his new book 'The Virgin Way', Richard Branson devotes the first 75 pages to the importance of listening, another skill that plays to the strengths of introverts. He also cites a quote I like from Winston Churchill "Courage is what it takes to stand up and speak. Courage is also what it takes to sit down and listen."

If you prefer to listen rather than speak, you may well be an introvert. Research shows that around half of people are introverts, and we're all on the introvert-extrovert spectrum somewhere, so if you're an introvert in a sales or marketing role, be aware of the qualities you already have. Of course it can be helpful to have some extrovert skills too, but it's important to be aware of your introvert strengths and how to use them. If you're a manager with an introvert staff member in a sales or marketing role, then look at their existing strengths before you spend time trying to make them someone they're not.

Introverts have an important role to play in the future of sales and marketing. By playing to their strengths, introverts can take advantage of opportunities that haven't been there before.



Learn more about these strengths at the Introvert Learning Centre [here](#) and [training programs](#) specifically for playing to the introvert strengths.

Sydney, Australia based, **Simon Davie** is leading change to enable organisations to do more with less, through increasing self-awareness and application of key strengths.

A leadership coach at a leading University and Business school and Director of **Sliding Doors**; he supports organisations experiencing change, from large media companies to small non-profits. If you enjoyed reading this article, find out more at www.simondavie.com or visit www.sliding-doors.com.au to check out Simon's new book '**Breaking Good**' for more information on how to play to your strengths.

When my mother was young, her family was very poor.

She tells the story of how on special occasions they could afford to buy biscuits. But they didn't go to Woolworths and buy a packet or two. They would go to the local factory and buy the broken biscuits. And they loved them.



That made me think of how unappreciative we often are and how wasteful many of us in Western society have become.

There is nothing wrong with broken biscuits. They taste the same. The only difference is in our attitude. In life, if whatever we approach we enter with an attitude of appreciation, we will gain great gifts every day of our lives.

Many of us are surrounded by excess and that has become the norm. I grew up in a middle class family and we had one bathroom, one car and we were lucky to have one telephone. There was no TV in South Africa until I was 30 years old.

Nowadays even young children have their own cell phones and feel inferior if not provided with their preferred brand. When homes get renovated, I am told it's expected that each child will have their own En-suite bathroom ... luxury abounds.

In some ways this easy access to abundance destroys creativity. Many people in our society no longer consider, '*what shall we do with the leftovers*'? It is obvious! They go straight into the garbage bin. Gone are the days when we lovingly created new combinations from our leftover food and other consumables. The basis of Creole cookery is looking in the cupboard and fridge and saying '*what scraps are there that we can use in preparing supper tonight and how can we most excitingly combine those ingredients?*' I still run my kitchen like that ... and it is fun!

And let's look at another aspect of brokenness. In doing a jigsaw puzzle, if we discover near the end of creating the picture that a piece is missing, the annoyance often outweighs the satisfaction of the careful precision with which we put the pieces together. We notice the missing piece more than we notice the whole picture.

The same applies to our chipped crockery. If it isn't perfect it becomes redundant or obsolete ... or does it? I have a remedy for that ... take up mosaicking as putting the broken pieces together in new creative combinations is good for the soul.

So, how else can we apply these principles? The broken biscuits, the scraps, the missing jigsaw piece and chipped crockery can be metaphors for our lives and for society.

How do we mend what is broken? Or even better, how can we create exciting new combinations? We need to explore possibilities and then recognise and optimise opportunities. Creativity and innovation are fun! And appreciation is the golden thread taking us from brokenness to wholeness.

Brenda Eckstein is a speaker, trainer and executive coach based in South Africa and a long standing member of the Sydney Chapter of the National Speakers Association of Australia.

She has published two bestselling books, 'Networking Tactics' and 'ABCs of Effective Networking'.

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We all face issues. And we usually have choices in dealing with them. We could be weighed down by problems or in most cases, we could creatively find solutions. I'm not talking about serious life and death issues, but rather about the worries that constantly niggle, like puppies biting at our ankles.

Often it helps to have a tangible metaphor for dealing with our troubles. When I was a certified instructor for an international organisation, part of the course involved encouraging participants to deal with problems in a constructive way. We asked them to imagine that they were putting their worries into a brown paper bag. They then pictured themselves tying the packet up tightly. Next came a promise to forget about the issues until a predetermined day of the week ... for example, Thursday. By the time Thursday came around, the problem had often diminished into nothingness.

I have another metaphor to share. Years ago at the United Nations gift shop in New York, I bought some Guatemalan 'worry dolls'. These have been very useful for my clients and me. Each small woven bag contains six tiny, handmade dolls.



The instructions read: *'There is a legend amongst the highland Indian villages of Guatemala. If you have a problem then share it with a Worry-doll. Before going to bed, tell one worry to each doll, then place them beneath your pillow. Whilst you sleep the dolls will take your worries away.'*

They forgot to mention that you need to put the dolls back into their bag before putting them under your pillow. With each doll being less than two centimetres tall, it might be difficult to find them in the morning!

The amazing thing is that by morning, although the worries haven't necessarily gone away, mostly they have turned into challenges and it is easier to find solutions.

A third creative way of dealing with challenges is by developing the art of reflection and journaling. This can be an important part of an integral coaching programme in which you shift your 'way of being' so that you focus on the important areas of your life and minimise small worries.

Reflection is a significant element in changing stumbling blocks into stepping stones. By 'reflection' we mean creating an intentional pause in which real self-awareness is possible. Stillness enables introspection and is often difficult to do. The demands of professional and business careers usually come with the expectation that being constantly in action is the only way to achieve positive results. This also applies to those of us in leadership positions.

Without stopping to reflect, we often go on blindly ignoring the way we are perpetuating patterns of thought and behaviour, which may not be serving us well.

Journaling crystallises our thoughts and consolidates the process of reflection. So we usually do our journaling immediately after reflection on a daily basis thus developing new neural pathways. This critical habit is part of the integral coaching process. The benefits are enormous. Journaling helps capture the insights gained in a meaningful way and generally celebrates progress and highlights areas that we need to work on.

My questions for you are:

1. What metaphor can you use to make your worries more manageable?
2. Can you embark on a coaching programme to help you focus on the big issues versus worrying about the 'small stuff'?

In summary, you could imagine putting your worries in a brown paper bag. Or you could tell each worry to a different doll.

Both these processes involve creating a pause before revising the issue and can shift your 'way of being'.

'Don't worry, be happy' and life will be less stressful.

You will achieve so much more as you use your energy for more important activities.

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She has published two bestselling books, 'Networking Tactics' and 'ABCs of Effective Networking'.

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In the 14th century a complex web of trade routes allowed goods to be bought and sold across Europe, Africa and Asia.

The rise of European nations with more money, bigger ships and better navigation, allowed them to expand their commerce. This technology resulted in human devastation as twelve trading vessels brought back diseased rodents that spread the plague which eventually killed approximately 75 million people.

In the 21st century, people are in the midst of a technological and communications revolution reminiscent of what Alvin Toffler referred to in Future Shock. Dubbed the new '*Black Death*', stress is greater than a stroke, heart attack and cancer with devastating effect across the globe.

Advances in technology allow business to be done 24 hours a day, 7 days a week. Our 'smart' devices are keeping us constantly connected so no email, Facebook message, Instagram image, tweet, YouTube video, or any other opportunity is missed.

However I want you to consider two questions:

1. What does success look like to you and
2. Is your drive for success affecting your health and peace of mind?

In one of the most famous speeches in the world, the "Sermon on the Mount", Jesus says, "*Therefore I tell you not to worry about your life, what you will eat and drink; or about your body, what you will wear. Is not life more important than food, and the body more important than clothes ... Who of you by worrying can add a single hour to your life ... But seek first His kingdom and His righteousness, and all these things will be given to you.*"

The Keys to the Kingdom for this topic are:

- You control technology. ... don't let it control you
- Don't let your pursuit of success drive you to destruction
- Recognise negative contributors in your life and actively change them
- When worry and fear strike, refocus on thankfulness, contentment, peace and joy
- Don't get caught up in every new fad – determine what will work best for you
- Establish regular times of rest and re-creation for your mind, body and spirit
- If you build Godly spiritual foundations, the physical results will come.

The world will throw many things against you on your journey to success, - I encourage you to stay positive, passionate and most of all, persistent.

Remember, the price of success should never cost you your wellbeing.

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Tony and his team help individuals, businesses and organisations develop systems and strategies based on Godly wisdom and Biblical principles.

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In the acting field from where I come from, all our training leads up to the moment you step on stage, put all technique aside and "become" your character, fully, in the moment, with energy, your stage "presence".

Your presence makes impact. It is memorable. It is the ability to connect to yourself and others with authenticity and believability. Each person's presence is unique in all its richness and variety, and one important component of presence is your energy.

Energy, on the basic level, is power and force, the capacity for doing work. Emotional intelligence authors Robert Cooper and Ayman Sawaf write that energy is the capacity to create excitement. A performer's energy is readily identifiable, not only as muscular and nervous power, but something more, a surplus of energy that is called upon to be present: an "extra-daily" or "enhanced" use of self, raising the performance to a higher level, creating that excitement.

The energy of an actor has been described through a long tradition and a wide range of cultures. Sometimes this presence is an intangible, indescribable and unmeasurable quality. In India (*Sanskrit*) it is called "prana". In Japanese theatre it is called "ki-hai" (*ki is breath and hai is spirit*) and in Indonesian performance it is called "bayu" (*wind or breath*) and "taksu" (a divine inspiration which takes possession of the performer and which is not under his or her control).

A performer's energy goes beyond simple strength and force – it is more intimate as it pulses between stillness (pause) and movement (action), a personal intensity which the performer can create, awaken and shape into form through exploration.

For many readers here, the business world is your stage for exploration. You appear before others and inform, motivate, negotiate, influence, listen - you communicate. Your presence may be a key factor that will determine your credibility and believability by your clients, colleagues, customers or the public.

Here is an exercise to become aware of and increase your presence:

Rub your hands together briskly for about 30 seconds. Hold your hands apart, palms facing each other, bend your knees. Let your hands drift apart a bit, then bring them slowly towards each other. Can you feel the tingling, the energy, the chi? Play with this, seeing how far apart you can move your palms without losing the energy, moving your arms and hands around, palms always facing each other, holding this energy ball.

Now imagine this ball is all around you. We walk around in an energy field.

How do you project this? Imagine you are standing before an audience, be it a small group in a meeting room or a large group in an auditorium. "Expand" your breath. Take a big inhale and imagine your breath expanding 50 cm in front of you. Exhale into that space. Increase the next inhale to 1.5 meters forward and continue this expansion a few more times until you have enveloped the entire space you will be speaking in. You now own the room. Feel the excitement of your presence.

I used to do a variation of these exercises just before going on stage.

It gave me a powerful feeling of energy and confidence which, when combined with good preparation, rehearsal and an open heart of connecting, allowed me to shine.

Bring your radiance to your audience. They are waiting to receive it.



Bob Feldman is a corporate trainer, executive coach, professional speaker and actor, originally from Chicago, who has lived and worked in Singapore and Sri Lanka for many years.

He helps you deepen your inner process of exploration for purpose and meaning, leading to outer expression with energy and engagement.

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Imagine lying in a paddock at the back of a New Zealand farm with a shattered vertebra. You can't move your legs let alone walk or crawl. Nobody is likely to come looking for you. It looks like it will rain and you know if you get wet and cold you will most likely die of hypothermia. That was my reality on the 5th October 2000. The situation just seemed hopeless.

What's in this for you? Is it fair to say that sometimes you face situations you don't know how to deal with? Challenges that just seem impossible! I got myself up from lying in that paddock in October of 2000 to sitting here to tell you my story. At the time, I had some serious lessons and challenges that seemed impossible.

Lying in the paddock, broken, unable to see anything that would help, the situation seemed hopeless. I started to panic. I realised that wasn't going to help and calmed myself down. Then I realised I could hear the cooling fan on the bike. It was on the other side of the spur. I couldn't see it but I could hear. I thought ' *maybe I can get to it and get home*'.

I made a decision to roll toward the sound of the bike. I had a shattered vertebra...imagine how much it hurt to roll.

After eight agonising rolls, I could see the bike. It was straddling the fence. My heart sank! Then I noticed the neighbour's cows across the river. I knew Martyn would come and get them for milking at about 3 o'clock.

I had changed my perception from hopeless to hopeful, taken some action and now I had the hope I needed. Adversity has taught me that there is always a choice!

- What if the choice isn't a life or death decision?
- What's a choice you know that you should make?
- What is stopping you from making that choice?
- What will motivate you past the pain you associate with that choice?
- What difference will that choice make to your life or someone else's life?

As challenging as the day of the accident was, it was just one day of many challenges that seemed impossible. I had to learn to live my life without the use of my legs. My wife left me just a week after I returned home from the hospital. Accident Compensation Corporation of New Zealand assessed my income on the worst year in ten years at just \$265 a week.

Everywhere I looked there were challenges I didn't know how to deal with. Fourteen years later, I have overcome challenges that most people can't imagine! From renovating four rental houses from my wheelchair to learning to snow ski again in a custom made [sit ski](#).

I have found opportunity in my greatest adversity telling my story to help others break down their mental barriers and overcome their challenges that seem impossible.

What about you? What are your challenges that seem impossible? Can you see your choices? No matter how big the challenge seems, there is always a choice! It is up to you to see it! If the only choice you can see is a small glimmer of hope - go with it and see where it can take you!



Andrew Fleming is an Inspirational Speaker, Life Coach and bestselling Author. In 2014, he was voted by his peers as the National Speakers Association of New Zealand Brightstar Emerging Speaker of the Year. Andrew's story is very powerful in changing perceptions on everyday challenges we all face to moving us past our mental blockages.

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Like many busy *executives* (I use that term lightly) I struggle to find time for myself, my health and most importantly my mental well-being.

We always find time to submit the sales figures, fine tune the P & L and look for the next million dollar moment so that we can then plough headfirst into another layer of self-imposed stress. The makers of most of our misery are ourselves!

Society and business often demands super human excellence from its leaders but it is brutal when they turn out to be – mere mortal. Is it OK for us to miss that meeting, delete that email, say no to that teleconference or take a Friday afternoon off? Why do we feel like we are committing a crime when we do this?

It's because we are *where* we are through a certain dedication to work ethic and excellence. Whilst sustaining this level of self-imposed expectation can appease the controlling gods – a hefty circuit breaker is needed to ensure we reassess what really is important to ourselves and families.

A funny thing happened in 2012; I was transitioning into my new role and performing many different responsibilities within the company.

At the end of 2012, I had 472 emails "unattended" to. Of course customer requests and operational matters were addressed - but how many *internal* and "I'll get to that" emails remained? Well ... 472 to be precise!

My strategy? In a moment of madness akin to throwing my laptop out the window, I hit the delete button!

What happened with those 472 requests to meet, discuss, defer, illustrate, amend and direct? The people asking for direction - found their own. The people asking to meet met with others. Marketing pieces mysteriously were re-proofed and reapproved without me and people starting making their own decisions, finding their own direction and became ... accountable.

It is amazing how simple processes can free our minds and liberate time for yourself. I start my day with my calendar - not my email. The calendar indicates the path of my daily journey and I stay true to that path. With all new mail alerts deactivated and cc emails buried in a folder that I get to only when and if time permits, I read, file and respond to my emails just 3 times per day! It is the end of the year and I have just 12 emails in my inbox.

I have an exhaustive to do list each day. I start with a simple 75mm x 75mm post it note and write down three things I must achieve that day. That's all - three! I make sure one task is personal. If you try this simple step toward liberation it is amazing how productive your days become.

Most of us are not in the business of saving lives or feeding the poor.

I am on a constant journey to ensure I thank more, give more and ask less. By having the right people around you and empowering them to act, you are left to manage the manageable.

You are where you are through circumstance. Greater minds than mine have all told us that to get, we have to give – to others certainly - but importantly also to ourselves.



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Returning to engineering in 2010 he joined the Australian subsidiary of Maschinenfabrik Reinhausen GmbH as the Area Sales Manager Australia / Pacific and quickly elevated to Managing Director in 2013.

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What if Martin Luther King, Jr had given the "*I have a Dream speech*" with Power Point slides?

Which is better ... Powerpoint or a Story Point?

Both are useful and insightful, however, when it comes to persuasion, telling a compelling story has greater potency.

Thanks to functional magnetic resonance imaging (fMRI) studies, it is now known that the brain changes significantly during an engaging story. This is particularly true "when you listen to an emotionally charged story" according to Dr Paul Zak, a pioneer in the field of neuroeconomics.

When you deliver a PowerPoint presentation, the outcome in terms of brain chemistry is different from when you tell an engaging story. One is from Jupiter and the other from Choa Chu Kang. When listening to a story, both the left and right brains are engaged. They come alive. This is a far cry from what happens when a hotshot MBA holder delivers a PowerPoint presentation full of complex charts, graphs and statistics that only engage the left-brain.

Stories tend to be more engaging in that they are relatable and arouse feelings. Take for instance you mention in your story that you took a warm bath with a lavender-scented soap. This elicits a sensual response beyond the language-processing areas of our brains that tend to be focused on facts, figures and logic.

Thus, a story that is carefully crafted gives you greater room to embed sensory language that stimulates the brain to imagine new realities. Good storytellers use words to paint pictures because some words have a great emotional impact on the brain. Some words arouse. Some depress. Some words uplift.

A PowerPoint presentation tends to activate the **Broca's and Wernicke's** area of the brain. These areas are primarily responsible for the language processing i.e., where we decode words into meaning. If you are the owner of Rosetta Stone language study, that is good news for you.

On the other hand, if you are a business owner and you strive to be more engaging, activating only the predominantly left brain logic part is futile in persuading or inspiring a prospect to go online and download your white paper or e-book.

Why it is Important to Understand How Stories Affect Your Brain

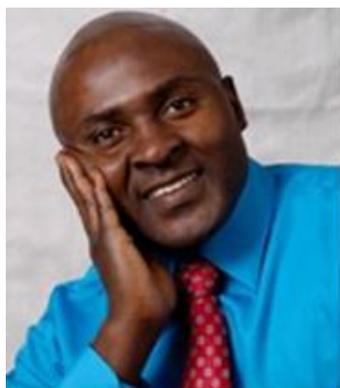
You are the captain of your ship. You don't want it to sink, do you? The more you know about the dynamics of water, weather and your ship, the better your journey. Having mastery of how your brain receives and digests stories will put you in a stronger position as captain to pilot your ship in many scenarios. This can make or break your style of engagement.

Thus, your understanding of the way the brain works, allows you to know you have the possibility of engaging the whole brain as some authors prefer to call it. Whole-brain is better than a half-brain!

Stories stimulate the brain better. By telling someone about a delicious meal you ate at a French restaurant, the listener's sensory cortex is activated (or lights-up) i.e., the same areas of pleasure, as if they were enjoying the real meal.

When talking about a fantastic joy ride through a down town area on a world-class motorbike the listener's motor cortex brain lights up. This type of brain activation extends to all parts of the brain stimulating emotions and more.

PowerPoint works like chocolate while stories stimulate like a double shot of espresso coffee.



Gideon F. For-Mukwai is an award-winning speaker and presenter based in Singapore.

An obsessive student of the art of storytelling, he has studied with the best in Asia, Africa, Australia, Europe and America. Since 2004, he has been invited to present training programmes in over 18 countries worldwide - starting out with nothing but a single story.

In his early years, many referred to Gideon as the worse kid in a generation. Others predicted he would end up in jail yet landed on solid grounding in Singapore. He owes his positive journey to his mother and many mentors who never give up on their protégés.

This article is an excerpt from his upcoming book: *How to Win Hearts & Minds with Dynamic Storytelling*. www.1xtramile.com | gideon@1xtramile.com

Many people in today's business environment are in search for a distinctive 'winning edge'.

The performance expectations of well-paid people in roles like CEO's, GM's and upper management level are filled with deadlines to raise revenue, reduce costs or motivate others around them to perform. The price of success can be laced with anxiety, depression and feelings of heaviness.

Have you got the right insights, methods and strategy to be relevant and beat your competition?

Gain your Edge: A clear mind, healthy self-esteem and fit body will help to ensure your success.

Sports Psychologists, Olympic coaches and fitness experts know that exercise helps release endorphins in our brains. Short and long term benefits of working out with a regular health regime or program includes:

- Strengthening your bones and core muscle groups
- Reducing feelings of depression, anxiety, pressure or guilt
- Helping our mind and brain to clearly solve problems, calculate and execute tasks
- Decreasing risks associated with cardiovascular disease, diabetes and physically slowing down
- Improving short and long term memory plus a feeling of freshness or exuberance after wards.

The Appetite to Succeed: In nearly every thriving city sports facilities, clean parks, open fields, running and cycling trails can be found nearby.

Exercise methods have moved way beyond the confines of '*just going to the gym*'. Self-defence classes, mixed martial arts (MMA), Boot or Butt Camps, Yoga and Tai Chi centres are very popular.

Even the term '**fight club**' which Brad Pitt popularised in the 1999 hit movie of the same name is no longer associated with characters that have obsessive personality disorders or violent pasts. Achievers have learnt that to survive and thrive in the today's business world, individuals must hone their intuition, instinct and strategies in new and creative ways.

This develops from a person's mind to direct their body and seize opportunities while still recognizing risks, adapting to challenges or avoiding apparent or confined dangers.

Such circumstances in today's business world are somewhat similar to the earliest Olympic Games where the Greeks introduced Pankration hybrid fighting to the masses.

A combination of wrestling and boxing, it laid the foundations of what is known today as **Mixed Martial Arts or MMA** and one of the fastest growing sports in the world today. Two high profile and successful individuals on how exercise and business work hand in hand share the following as a perspective on gaining their edge:

Jason Quek, Head Instructor of Brazilian Jiu-Jitsu Singapore says, "*It's not about the size of your opponent but your ability to create opportunities and seize it to secure victory.*"

Stuart Pearce, a senior executive in a leading Fortune 100 I.T. firm says, "*my rugby days showed me how taking hits, recovering from them and how to keep on moving forward is part of my everyday life. Having a sharp mind with a can do attitude is one of the key aspects of having a successful career.*"

When an individual pursues success and personal achievement, it shows who they are. Investing the time to strengthen ones weaknesses suggests that they are willing to change and improve to become happier in their lives.

This is one reason many people admire athletes or have sporting heroes. Their progressive sportsmanship in a game or an amazing defence in a caged ring or the ability to recover from a humbling defeat has been developed from a focused mind and a strong physique working in sync to succeed when it really counts.



Corden Fu is a corporate and individual health and life style fitness trainer.

A fitness industry advocate since 1998, he loves his life, wife, family, friends, windsurfing and SE Asia weekends to help maintain his edge and better serve his clients requirements.

Since 2003, he's helped hundreds of clients create an edge through tailored fitness training sessions that help them in their personal goals.

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It is April 1996 and I am in my office in Cape Town with a panoramic view of Table Mountain. A heavily pregnant corporate sales executive, I am on the phone to a client I have been visiting for over two years with no returns.

Today he wants to know if he can order 150 fax machines. I say, *"I will call you right back"* and go bounding up the office stairs, two at a time, my seven month pregnancy as forgotten as the sight of my toes, to burst rudely into my boss's office with my request.

He dials Johannesburg immediately. A flurry of activity ensues and it appears there are 165 fax machines in stock on the system. Yes, head office says... *"you can have 150 fax machines and WELL DONE!"*

"The faxes just disappeared off the system," my boss says quietly when I am back in his office later that day with the last of the paperwork for his signature. *"A tender from Zimbabwe came in shortly after your order and they had to make a call. The Zimbabwe tender won. I am sorry"*. I am back in my office. I pick up the phone to my husband and say, *"I am starting my own business,"*.

"You are what?" My husband is shocked. *"But don't something like 90% of all new businesses fail?"*. He tries to reason with me frantically until I promise him I will reconsider ... I have no intention of reconsidering.

Eighteen months into the new business our accountant tells us that on paper we are bankrupt. We change accountants. It takes us six years to break even and eight years to become profitable.

Eighteen years on, I have the privilege of leading four successful entities across three countries. I have come to understand that whilst security remains an illusion in any profession, *choice* is a real life incentive. I get to choose when and where I work and with whom. And I get to choose where my family live.

I also get to choose where the 150 fax machine orders go.

Being an entrepreneur is not a comfortable place to be. During our formative years I was in a constant state of anxiety. There seemed to be more wrong than right much of the time and having staggered to the top of one mountain, another far more daunting one appeared.

Trusted staff stole from us, loyal clients abandoned us and political influences undermined us. Moving from barely surviving to courageously pioneering was simply about getting good at what we did as quickly as possible. We had to take complete charge of our challenges along the way to do that.

It is our entrepreneurial abilities that will determine the future stability of our economies. Our evolving world needs us, but to be successful in entrepreneurship we have to be ready to reveal all that we are capable of, ready or not. And whilst we are all capable ... we are rarely ready. Something needs to matter that much to us.

It is in how deeply that something matters that we discover and are driven to sharpen the traits needed to push us through.

Losing a 150 fax machine order mattered that much to me yet, I am eternally grateful the universe took them.

Sandy Geyer founded Allcopy Publishers in 1996, Quickvest Properties in 2003, Mind Action Mentors in 2008 and EnQPractice in 2012.

She travels between South Africa, Australia and New Zealand inspiring and empowering entrepreneurs to develop their Entrepreneurial Intelligence (EnQ) and take control of their destinies.

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It's widely recognised that employees are a business's best asset. But when your team grows from just a handful of people to a bustling office, it can be difficult to make sure everyone is on the same page. In addition, staff who were with you from the outset can feel threatened and overwhelmed by an influx of new talent. Let's not forget the hiring and rearranging of office space to accommodate new people. So how do you successfully [manage a fast-growing team](#)?

1. Have a strong vision: No matter how quickly your business grows, you must come back to your central vision. You need to have a mission and value statement in place. If you're fast growing, you will need to work hard, play hard and be clear about which markets you're in. You, as the leader need to deliver a clear mission, vision and strategy. It's this passion that can keep the business on-track as it rapidly expands.

2. Invest in your team: Staff are critical to a growing company's success or failure. With an influx of new talent, it's important to ensure your staff feel valued and don't get lost in the crowd. People need to be aware of their roles but understand the environment is changing so they can be flexible in what they do.

Employers need to ensure they are providing the right workplace training and education -because you can't expect people to know what they are doing immediately. Select the people who have the right skills and backgrounds and invest in them. While you can grow quickly, equally the business can go down the drain just as quick.

3. Learn how to hire and fire: You shouldn't forget that a large aspect of managing an expanding business involves hiring new talent and even terminating contracts. Invest the extra time to get your recruitment and selection right. New people bring new ideas and they aren't inherently bad, but if those ideas, attitudes and concepts are opposed to how you want to run your business, you can chase your tail for days with little as an end result.

Part of understanding who will be a good fit for your firm is knowing the culture you want to promote in the workplace. Get your firing and termination right. It's highly likely you'll get people in the business who aren't a good fit and must be dealt with quickly. Sinking resources into unproductive people isn't a good decision for anyone with limited resources.

4. Give people autonomy: Take time to understand your staff. Where appropriate, empower people along the way. Give them the ability to make decisions. I've met a lot of small business owners who are doing everything. As it grows to 20 or 40 people, they themselves can't control that and must learn to lead manage and delegate across the people.

Too many small business owners are used to handling everything, only to have their business grow rapidly to the point where that approach no longer works. Give people more autonomy, relinquish control and find other methods. Having a team that feels valued, trusted and inspired to test and try new things can really, REALLY pay off.

It's about having an engaged workforce that understand their role and are all working towards a same common goal. It's about knowing how to improve in your job and be willing to put up your hand up when you think things can be improved.

5. Communicate effectively and reward top-performers: Communication is the key to making sure everyone in a large team is on the same page. It's not enough to just say something – as a leader, you have to practice what you preach.

As a business changes, the methods of communication also need to change. All-hands-on-deck meetings might not be as practical anymore. The way you communicate with your staff will have to markedly change if you grow quickly as you can't just go around and chat to people anymore.

One of the most positive things you can do is promote good communication and reward top performers. There is a need to recognise key staff and middle management to grow your business into something more significant in the year ahead .

Tony Gleeson FAIM, CPMgr, Executive General Manager of The Australian Institute of Management

Having held senior leadership roles with some of the foremost professional services firms such as Deloitte, PricewaterhouseCoopers and CPA Australia, Tony has a wealth of experience in creating client value and corporate growth.

His expertise in technology enablement, process improvement and general management strategy, combined with his passion for educational design and development makes him the ideal person to navigate AIM through an exciting new era of change and opportunity as they integrate into one national organisation. Email: tony.gleeson@aim.com.au or visit www.aim.com.au



What makes a message effective? How do you get your target audience to respond the way you want them to? Whether you are delivering a business presentation, an elevator pitch, or writing sales copy, there are certain elements that make a message memorable and effective. If you understand three simple concepts, you can craft a powerful message that gets results. I call it the **ACI Formula** and the elements are **Attention, Clarity and Impact**.

ATTENTION: People today have short attention spans. It's not that we are genetically inferior to our grandparents or incapable of focus. It's just that we have so much information and stimulation that the bar has been raised dauntingly high.

When delivering a message today you have a lot of competition from all directions – other people pitching for business, looking to be hired, selling their ideas, begging to be noticed. Have you seen people diddling their devices during meetings? What are they doing? Text messaging, sending emails, watching YouTube, playing games? Who knows? They might even be listening to you. But they might not be.

You need to get their attention early because you will not get it later. To do this you must understand them. Ask yourself these questions:

Who are they? Understand them in terms of age, experience, demographics, experience, level of understanding, etc. This will give you clues on how to get through to them.

What do they want (or need)? They have a problem they want solved, a need they want met, or a desire they want fulfilled. Make sure you know what it is.

Why should they listen to you? Because you can solve their problem, meet their need, or fulfil their desire. They must *believe* you can offer value. You must project credibility.

Once you know your audience, ask yourself what will get their attention. It might be humour, a story, a demonstration, or a provocative or intriguing question.

If you don't grab their attention from the get-go, you have failed. If you get their attention, you move to the next element.

CLARITY: You know a lot about your message – maybe too much! Your audience doesn't need to know as much as you do. They just need to know one to three key points. Your job is to figure out what they need to know – the bare minimum! – and distil your message to its essence.

Good advertising can show you the way. When Steve Jobs introduced the iPod he did not bother with specifications or functionality. The audience didn't need to know that. He gave them the essence: "*10,000 songs in your pocket.*" What else was there to say?

Distil the essence of your message into a short, memorable, catchy phrase. Your audience won't remember much detail, but they could easily retain a well-crafted line.

If your message is not clear, you have failed. If it is clear and memorable, you move onto the final element.

IMPACT: What do you want them to do? Buy your product? Approve your request? Hire you? You won't usually know whether your message had impact until later, but you can maximize your chances with the right mix of passion and reason.

By passion I mean enthusiasm, visual imagery, activity and movement and fun. A conference of economists wants more reason and an audience at the Ellen DeGeneres show wants more passion.

Most business messages are long on reason and short on fun. They don't have to be. Get the right balance for your audience.

Get their attention. Have a clear message. Go for emotional impact. That's the essence of crafting a powerful message.



David Goldwich MBA, JP is the 'Persuasion Doctor' who conducts workshops in negotiation, persuasive business presentations, storytelling for leaders and sales professionals through a variety of influence and persuasion training programs . David has written four books, including his latest bestseller, '*Kickass Business Presentations: How to Persuade Your Audience Every Time*'.

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How do you attain lasting motivation? When you realise that Motivation = Inspiration.

This article can help you crack the motivation code for yourself and those you want to motivate. It can reveal the secret of life-long everlasting motivation.

There is a huge misunderstanding that motivation has to do with the carrot or the stick. Bonuses and threats are not motivators but external forces that can move you but not really motivate you.

There was a farmer in the Western Cape of South Africa, who once said: *"I have a five point plan for motivating people – and it works like this ..."* and he showed his fist and an open hand as if he wanted to slap you in the face. Yes, people moved when he was near, but when he wasn't, his farm workers didn't work.

When he sent his son to University, he failed miserably because dad, (the source of fear that forced him to study) was many miles away. The problem is fear and / or bonus can move you, but won't permanently motivate you. When the source of fear is gone then the 'motivation' is gone.

Leaders and parents must realise, motivation is not about pushing or pulling a wheelbarrow but turning these wheelbarrows into self-driven vehicles.

A former CEO of the petro-Chemical Company, Sasol, Mmr Bram de Klerk told me once: *"I don't want my people in my plant to be cogs in a well-oiled machine. I want them all to be little engines – engines that can drive themselves and the company to new heights."*

He knew the secret of lasting motivation namely that his people and his company will thrive with igniting their internal combustion engines. It was a great insight from the man who once manufactured most of the petrol used by motor vehicles in South Africa. (Through the Sasol Coal-to-Liquid [CTL] process in Secunda).

He knew that the task of a leader, a CEO, a parent or even a motivational speaker, is not to push or pull people, to threaten (rule by fear) or only to incentivise people, but rather to serve as an engine starter and a spark plug.

Leaders and motivational speakers must ignite the inner engine of your passion, purpose and your spirit and not a 'kicking butt' session. Bob Wilson is known to say *"You get the best effort from others not by lighting a fire beneath them, but by building a fire within."*

The elusive secret of lasting life-long motivation is ignite your passion, purpose and your spirit. It is to get connected with the source of life, love and be inspired with the spirit inside. You will be forever more enthusiastic because you will understand what 'ev' 'theos' meant and thrive with drive – the inner drive of love.

Dr Gustav Gous CSP, PhD is a founding member of the Professional Speakers Association of South Africa and its National President 2009 to 2010. Based in Pretoria, Dr Gous was the in-house counsellor for the petro-chemical company Sasol for 9 years and heads up the **'Short Walk to Freedom'** Leadership Programs at Robben Island (Cape Town) where Nelson Mandela was incarcerated for 18 of his 27 years.). Author of the Lifestyle Success Journal titled: **"Get-a-Life in 40 days"**, he presents "Get-a-Life" inspirational talks and workshops worldwide. Contact him at sdgustav@gustavgous.co.za or phone **+278 2565 7451** or visit www.gustavgous.co.za





Many people have an interest in photography. There are many cameras, with optical zoom, interchangeable lenses and varying amounts of technology.

Let's say you have purchased a Digital Single Lens Reflex camera – DSLR with three types of lenses. A 60mm macro, a 11-18 Wide Angle and a 18-200mm Telephoto lens. **What lens do I use when?**

Firstly, you need to have a subject to photograph ... then you need to consider how you want it to look when you have photographed it. In general terms, each of the lenses mentioned will have a different result.

60mm Macro: This is a very close up lens with a very narrow field of view. It has a very small depth of field and you should use a tripod if your shutter speed is under $1/125^{\text{th}}$ of a second as the slightest movement will be noticeable. You can focus from around 20cm on your subject, but you can also shoot portraits with a Macro for exceptional background blur.

Wide Angle lens: Generally these lenses are under 35mm in focal length, they do have a slight distortion around the edges and things seem further away in the image, which can be fixed in editing programs such as Photoshop or Light room. However, some dramatic effects can be achieved by not altering this at all. The standard use for these lenses is landscapes and property/real estate images. You have to be careful when using this lens with aligning your verticals and also putting subjects in the foreground to avoid your images appearing 'empty' and 'uninteresting' from the lens pushing everything backwards.

Telephoto Zoom Lens: I would have to say that this lens is the most versatile, you can do close up photography and landscapes, portraiture and some real estate imagery. Sometimes the Focal length is too narrow for some rooms and situations. It's handy for photographing from a distance for wildlife photos as you have 200mm (or as specified) of zoom available to use. So you can imagine your focal length starts at 18mm and you can zoom to 200mm - that is a lot of range. But do be careful that when you are shooting at the maximum zoom you have your image stabilizing mode, a steady stance/position or a tripod available.

It's fairly safe to say, all these lenses mentioned could give you a very versatile kit until you want to take your photography further. Photography is an art and the way I see it, as long as you are operating the camera and selecting the right lens to gain the image that you want – there is no wrong image.

It is up to your interpretation of what you want to capture and will help shape the style of photographs.



Nardia Guillaumier * of **NEG Photography** takes the time to capture the moments that matter with energy, professionalism and efficient service to gain beautiful, natural images from a wide variety of disciplines. Nardia is based 2 hours south of Sydney, Australia.

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* Nardia's photograph (with permission**) of the \$52 million dollar [Seacliff Bridge](#) at dawn is featured as the front cover of this 2015 e-book. ** Copyright NEG Photography

5 Key Reasons Why Trademark Applications Fail - Any business owner will tell you that there are many things you need to learn and be aware of when you own your own business - no matter the size. So, well done to any business owner who realizes that having a business name registration doesn't give ownership of that name. You also don't own the brand if you create a new product and give it a unique name.

Both for services and products, ownership through trademark registration is where the value is - Gaining trademark registration is a long and not straightforward process. There are many not-so-obvious traps that business owners can fall into by filing an application themselves.

These are 5 common reasons why trademark applications can be rejected:

- the trademark describes or is not distinctive of the goods/services
- the trademark is a generic term in their industry
- the trademark is confusingly similar to an existing trademark
- the trademark is basically a common surname
- the trademark describes or is deceptive about the geographic origin of the goods/services

Undertaking a process they are unfamiliar with and don't understand, a business owner may not get registration because:

- a specialist research was not done prior to filing - on examination of the application, an existing similar mark is raised as an objection which is too close to the owner's brand
- the owner does not know how to respond to the examiner to overcome the objection
- an objection has been raised by the examiner which cannot be overcome because the application should have been filed another way i.e., the owner is not aware of the different strategies involved in filing an application
- the owner does not monitor the important dates during the application process
- the owner doesn't understand the phases of the application process and fails to pay the registration fee when due

Have You Learnt to Delegate? Learning to delegate to experts was a lesson I learnt early when starting my business.

Expecting to be all knowing in each area where you need important help to grow or protect your business is unreasonable and doomed to failure. I see this regularly when business owners start a business without getting the base or structure of their business right so they can grow with confidence. Whether it's about your accounting, bookkeeping, legal, employment terms, website (looking very unprofessional!), etc., I'm sure you have seen this let down a business all too often.

In trademark terms, here are two examples of owners trying to 'save money' to avoid using an expert and delegating:

Janet called wanting to take her brand to another country based on her Australian application. She had filled out her own application, and while she thought it was registered, it had actually lapsed and she had no protection at all.*

Terry managed his Company's growing portfolio of trade marks they had filed themselves over a number of years. The portfolio had unfortunately been neglected because he was too busy. This resulted in outdated addresses on the Trade Marks Office Register and trademark registration renewal notices did not reach him because his company did not have in a system to track the important dates. Result - lost trade mark registrations/lost protection.*

Losing registration of your trade mark can leave your brand vulnerable to a competitor gaining ownership of that trade mark. Yes, you could get it back but are you ready for a trademark dispute costing thousands? In just about every country the trade mark registration process is long and there are critical dates that need to be monitored, otherwise the risk is you don't end up with owning your brand and being in a position to avoid business identity theft ... a lesson that is often learnt the hard way.



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What are workplace policies and why do I need them?

Workplace policies give guidance to employees about what is expected of them and can also state legislative requirements.

Even employees that are doing the right thing need to know what is expected of them, whether it is how to apply for time off or what they can and can't wear to work. Policies need to be reasonable. They need to ensure that employees are aware of what the policy means to them, other employees and to the business.

What policies should I have in my workplace?

This depends on the size of the business and type of work however policies that all businesses should have include:

- | | | | |
|----------------------------|-----------------------------|-------------------------|----------------------------|
| ✓ Code of conduct | ✓ Workplace Bullying | ✓ Social Media | ✓ Performance & Misconduct |
| ✓ Attendance & Absenteeism | ✓ Annual leave or time off | ✓ Drug & Alcohol | ✓ WHS |
| ✓ Grievance | ✓ Anti-discrimination & EEO | ✓ Harassment & Bullying | ✓ Redundancy |

Why do I need Workplace Policies?

They give a clear indication of what is expected of employees and what they can expect from the employer.

Workplace policies are useful when a legal dispute arises between an employer and an employee. Where the employer can refer to a policy to show the employee should know what his or her responsibilities are, the employer is likely to be in a much stronger position before a court or tribunal hearing.

Some employment related policies are needed to comply with legislation such as WHS, EEO, Harassment & Bullying.

Many workplace policies are not regulated by law, but are based on standards set by the employer in relation to behaviour in the workplace. For example, a Code of Conduct deals with employees' behaviour at work, dress standards, punctuality, alcohol, drugs, smoking, confidentiality, other employment, swearing in the workplace and statements to media.

Social media use is an emerging issue in the workplace in which employees need to be clear about what they can and can't post on social media sites.

Case Study

A salesperson for a Good Guys retail outlet hadn't been correctly paid his commissions for a month. He posted some threatening remarks on his Facebook status, which included a number of swear words.

He didn't mention the Good Guys (company) by name but a number of co-workers were in his group of Facebook friends.

The Australian Fair Work Commission determined that "The fact that the comments were made on the applicant's home computer, out of work hours, does not make any difference." The comments were read by work colleagues and passed on to his supervisor.

The employee was terminated and their appeal to the Fair Work Commission dismissed. This case demonstrates the need to have a clear Social Media policy to give employees guidance in using Social Media at work and outside of work.

Workplace policies also advise employees in relation to their entitlements such as leave, attendance, overtime, use of company vehicles and mobile phones.

Well-developed workplace policies and procedures can give many benefits to the workplace. But, remember that they must be properly implemented. If your employees don't know about the policies, they can't be effective. Regular training should be given to ensure that your employees understand the policies.

Workplace policies enable business owners to treat employees fairly, equally and help protect the business from unfair dismissal or bullying claims lodged to the Fair Work Commission.



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When it comes to building long-term relationships with clients, it's very similar to building long-term friendships.

In school, children are encouraged to make new friends by talking with others, inviting them to play and being "nice" to them. In many business situations, clients often become more than clients. They become friends ... not necessarily the kind you would invite to non-business gatherings, but people you truly care about and who care about you.

There is a feature in a local newspaper where readers are invited to review their favorite restaurant. The articles are wonderful publicity for the restaurants. One of the key elements I see repeated is that patrons know the names of the owners, hosts and / or servers. And, many of the restaurant workers know something about them as well. They know if the guests prefer coffee or tea with breakfast. They may even remember their favorite meal, asking if they want "the usual."

Put yourself in the seats of those guests for a moment. How would it make you feel to have your favorites automatically placed before you without having to explain your preferences? It would make you feel at home or as if you're at the home of a good friend ... someone who knows you well and wants you to have what you want. That type of response is the ideal when it comes to serving your clients' needs and it can be created no matter what your product or service is.

You may think you're in the business of selling automotive services, home remodelling or repairs, printing services, financial services, tutoring or signage, but you're not.

Even if your products are sold only to other businesses, the business doesn't make the buying decision. A person does. You are in the *people business*. Learning to make people feel important and cared about will help you make both the initial sale and long-term sales over the course of your career.

Maybe you sell tires, not breakfast. Even so, you should introduce yourself to each client and give your name. Use your clients' names in conversation during the sales process. Inquire about the use of the vehicle. Does the client have young children or a teenage driver? If so, safety will be an important issue to discuss with them. Do they have a home where some off-road driving is involved? Or, do they travel for business and need highway tires? All of these answers help you lead them to the best choice for them. Keeping a record of their answers will help you build long-term relationships.

No matter what your business is, every client should receive your best care during the sales process and after. During the initial sale, get them talking and take good notes. Enter the information into your client database.

My colleague Harvey Mackay (CPAE) has a long list of details he requires his salespeople to gather about clients over time. This includes not just information required to do business, but a few personal details such as birthdays, whether or not they're married, children's names, and whether or not they have pets. That information is used to make contacts and to start conversations with clients after the initial sale.

People like to do business with people who are like them, who demonstrate that they care about them beyond making the sale and who keep them in mind when something new that might be of interest to them comes along. That type of treatment makes clients feel important. They come to rely on businesses and salespeople they know they can trust to have their needs and interests at heart.

Tom Hopkins CPAE, world renowned expert and sales authority based in Scottsdale Arizona. Author of 17 bestselling books including '*How to Master the Art of Selling*' and '*Selling for Dummies*' with over two million copies sold worldwide. Mr Hopkins simple, yet powerful strategies have proven effective across international markets and economic conditions. His blog contains a wonderful introduction to his ideas, products and services.

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This year I took the advice of three good friends. Most of it I knew but did not do. I wonder, does that sound familiar? By actioning the ideas we doubled the business and you could too.

Friend 1: Dave (Big Dave) Staughton (<http://davidstaughton.com/>) told me (and said it was not his original idea), "*it is not what we say yes to but what we say no to that is the key to growing in the right direction*". Our business seemed to have grown many heads over the years. Each one needs feeding, energy and focus but few really paid their way, just enough to make us think they had potential.

Maybe they did but 70 hours a week was not part of the master plan. A spreadsheet analysis highlighted what was making money and logically these were the keepers. But some I hungered to keep; they drove me, so I needed a second criteria.

Friend 2: Mike Handcock (<http://www.rockyourlife.com/>) rightly reminded me about the importance of passion. He suggested re-examining the 'why' of each opportunity. Why was I doing it?

He kindly allowed me to reproduce the questions he offered that I found so very effective;

- Is it aligned to your passion, purpose and values?
- Can I add significant value?
- Does it have real leverage potential?
- Will it sink me if it doesn't work?
- Does it really motivate me?
- Do the returns inspire me?

It helped to have someone else ask the questions and we both really listened to the answers. The obvious contenders that aligned and enthused stood out ... a BIG thank you to Mike.

Add the (potentially) profitable side back in and we had the winners!

Friend 3: Daniel Batten (<http://www.beyondtheceiling.com/>) became my outside eyes. He cuts through to the core message quickly and produced deep connective ideas that move people to action. We fine-tuned the offering and worked our key messages through. It is a great relationship where we just bounce ideas back and forth, growing each one as we go, and come up with great solutions. It was important I paid him and held him to account and I committed to the same.

Two months later (so much faster than I could have done on my own) and the messaging was born. It felt so 'me' and rolled off the tongue from day one.

- Our new brand is launching in the next few months but I started using it straight away – instant outcomes.
- The new by line "*for people that don't like selling but have to anyway*" hit the right note with the target market.
- The company name "*3 Piece Sales and Marketing*" highlights a very unique way of fixing sales team problems. It has given us instant cut through.

The business has doubled because clarity magnifies your attraction. When you speak, people are drawn to you as you are in your area of expertise and they can tell when you're in the flow.

Having created our plan we have committed to follow it through. I have been a hunter type sales person all my life and to turn that around and have faith that the quality jobs will find me was hard to do. But focusing entirely on the areas I shine in has freed up the bandwidth to chase the larger victories.

This is not an easy journey, but it's one that can be achieved in a surprising short period of time. The enjoyment and the success that it brings is worth the risk because if you risk nothing, you gain nothing.



Bill James CSP is internationally recognized for his ability to show others how to find business, open the door and connect for the sale.

A former President of National Speakers Association of New Zealand, peers acknowledged him as 2012-2013 Speaker of the Year.

Call him and ask that question you need an answer for ... he could fix it -
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Another early sunrise in a different city in South East Asia, I was travelling more and more.

I have been asked to report to the head office of a major insurance company in another country to meet their Chief Information Officer as one of their projects was in trouble.

With an early flight to take advantage of the time-zone difference, I hailed a taxi from the airport to their CBD office to meet with the staff and key decision maker. The staff seemed a bit nervous about the situation I was about to be in as we launched into the CIO's office for a 9 am meeting with very little understanding of the actual problem and issues.

First signs were not promising.

They escorted me to the top floor, took me to the office and stood diffidently outside. Their CIO was on the phone talking quickly and angrily. Something else was not going right as he gestured to me to sit down and so I did.

He kept talking on the phone in an angry and agitated manner for 10 minutes with no further gesture of my presence.

"*This is going to be interesting*" I thought. There was nothing else I could do, so I just sat and waited. My mind was neutral as I thought '*deal with things as they are and not speculate*'.

He finally put down the phone, rose slowly to his feet, clutching his back and not really acknowledging me said, "*My back is killing me ... I'm going in for an operation on Friday and am just holding out until then.*"

I nodded - I don't think I smiled. I just understood that here was someone in immense physical pain and he knew. He started walking slowly around the room, talking a bit to himself for about five minutes ... and I just sat there - neutrally.

Then he suddenly walked over to the table where I was, grabbed a piece a paper and started drawing up a diagram.

"The trouble as I see it is this".

He then drew up a diagram of the stakeholders, who was a supporter, who wasn't, then circled one.

He then said "*The problem is this guy is the customer, but he does not own the result. He's just sitting back and sniping. It's politics. He's got to have some skin in the game and he's got to contribute some resources so we get his requirements clear. His department has to show some ownership. I'll talk to the CEO about it ... it's the only way it's going to happen.*"

Then he turned to me directly, and said "*Thank you, thank you for being such a help. I am really grateful that I can go have my operation knowing we can sort this out. I know you will have to do a report; I want you to stay here for the next two weeks to get the details sorted. I'll get the actions underway. Go and work with the team to get them on the right track. But I am so pleased to clear this up.*"

With this he shook my hand and showed me the door.

I swear in the entire meeting, I said not one word. We use the **CALM** approach with clients and this is a great example:

- Understand the real **CAUSE** of the problem.
- Be **AWARE** of why it has occurred.
- **LET GO** of whatever is in the way.
- Know how **MOOD** or emotion guides us.

Sometimes it's best to just keep CALM, listen and let things sort themselves out.

Mark Jamieson, MBA is a speaker, author, trainer and coach who helps organisations attain clarity, insight and focus in their work.

His newest book is entitled, "**CALM - a revolution in business thinking**"

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The Art of Playfulness, Dancing, Singing and Laughing

Dr Sigmund Freud was likely the first scientist to study children and humour. He was interested in the relationship between cognition and humour as the function of humour and play have long been recognised as an expected part of the natural world. **Jean Piaget** built his entire career on the observations of children at play. There is no doubt, animals are driven to play and as humans, we need play in order to be healthy. So what can children teach us grown-ups about play? After all, children are the experts.

While modern generations of child experts understand the benefits of social correction and emotional regulation associated with playful interactions, many parents know there is more. Many parents claim that play is preparation for life for any small animal, but what benefit does playfulness carry for us adults? The majority of contemporary literature on humour and children will cite **five** specific benefits of humour and play for children and conceivably adults.

It is pretty clear that children and adults can receive a great deal of benefit from play. Of the many we can suppose, the most often studied include *health benefits* for the heart and the benefits to *cognition* like increased concentration. Play and the expression of humour helps to burn up excess energy in children as well as adults. Many depressed, sleepless adults have gone to a therapist or psychologist in hopes of getting relief. Suddenly, after the therapist promotes joining a softball team or daily Zumba classes, the depressed, sleepless adult is no longer depressed or sleepless and magically did not need that therapist anyway.

Through the release of additional energy that can come from nervous anxiety from heightened levels of imposed control or excessive demands on performance, nervous anxiety is lessened and that opens the door to *increased cognition* and greater attention span. Contemporary research found that students who are provided 15 minutes or more of "recess" time in a day perform statistically better than students who are denied a recess or break of lesser of time. The health benefits seen during a school day can be very positive if parents can add "play" breaks during family weekend activities.

An interesting research study paired learning tasks with physical activity. The adults and children who participated demonstrated a greater recall with greater efficiency for those who learned the task during physical activity rather than those who simply sat to learn the task. If these results are replicated, then it will provide a powerful lesson to the modern school system. Children need to move about throughout their day even during instructional time. It will take a committed, innovative teacher to achieve this type of structured play, but the cognitive payoffs may be quite powerful.

In addition to the cognitive and physical benefits of play, social benefits have been associated between children and humour/play. If you watch children closely, you will see something important happening. They are "acting out" through play what they have observed from others in the world around them. Children will mimic what the adults in their lives model. With play, the child will experience socially corrective behaviour as well as socially rewarding behaviour. Child learn what is appropriate and inappropriate based on the responses of their playmates. **Albert Bandura** demonstrated that children will even mimic what they see on video / TV when he released the classic studies on **BoBo the Clown**.

Adults can learn several lessons from children in their lives. Play is purposeful and a natural part of animals' lives. Not only do humans play but virtually every animal on the planet has playtime. Play serves several important functions for the animal regardless of the type. Play teaches us how to work (hunt if you are a tiger), develop social interactions with the opposite sex, developing appropriate behaviour toward same sex peers and a strong influence on cognition and learning.

*If you as a person has not enjoyed the experience of play in recent years, then do yourself, your heart, your brain and your relationships a big favour ... **find a playground and hop up on that swing - what have you got to lose?***



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As a goal-oriented person, I have always chased rainbows ... the next project, the next achievement, the next successful result. I have fixated on trying to perfect my time management habits to get more done in a day. I strive to achieve more, be more, have more. I've berated myself for not providing enough for my kids and pushed myself harder. I've had many a late night, learning something new, finishing a project, or planning the next focus area. Yes, I've been called driven, an achiever, a success.

Why? Because I felt I had to be. My children's father passed away when they were both very young and as a single mother, I didn't want my kids to miss out on anything that a two parent family could provide. I worked hard to provide a good home, education, clothes and opportunities. And I felt I had done a great job, raising two independent young adults who were self-sufficient and capable.

But recently something happened that made me question what matters most. It was a pivotal moment, shock therapy, or perhaps more elegantly described as an epiphany. Semantics aside, it was a thunderbolt of realisation that perhaps I need to re-define success.

Having spent my career as a leadership and sales trainer and a communication and presentation skills specialist, I thought I pretty much had the art of conversation worked out. With everyone, it seems, but my daughter.

Here's what happened. I got a phone call from my son, about an incident with his sister. It seemed inane and normal enough. But my daughter's reaction was not. Her response was overboard to what appeared quite a trivial issue. It was a melt-down of all proportions. It seemed irrational and bizarre.

My first response was to pass it off as hormones, tiredness, normal sibling squabbling. But the reaction was so obscure and dramatic I felt I needed to take the time to firmly steer my daughter back to a place of reality. And as she calmed to a quiet sobbing, I realised a phone conversation was not enough. I actually needed to be a mother ... in the flesh.

So I raced home and sat down for a long conversation with my daughter. Her reaction was symptomatic of a bigger problem in her mind.

The bottom line was that she wanted and had always wanted, a mother who was at home to make afternoon tea, to help her with her hair, make her lunch in the morning and cuddle her like a young child. She wanted me to be there more to support her and allow her to grow up more slowly. Not a mother that was always at work. Her definition of provider was different to mine.

In my world I thought I had been the great provider and teacher of independence. In her world, she simply wanted a mother-child relationship. I had taken on the role of provider, yet all but forgotten the role of nurturer.

It was a timely reminder that what really matters is people. Life is about relationships with those closest to us.

Who do you need to reconnect with now? *The work can wait!*



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The process of memory has three stages - 3Rs viz., **Registration, Retention and Recall.**

Registration is the process of storing information in your brain. Retention is your ability to hold the information in your brain for as long as you want. Recall is your ability to bring out the information from your brain when you need it.

The most important stage is '**Registration**'. A majority of memory and learning problems are caused because of poor registration. If you feel that you have a poor memory, the chances are bright that you use wrong ways of registering information in your brain. So, how do you ensure that your registration is good?

I use a simple three-step method called VAP:

V = Visualisation: One of the easiest ways to remember something is to convert information into a picture (visual).

A = Association: If you want to memorise information in an easy and fast way, you need 'mental glue'. This mental glue is association. Memory works by association. You have to associate new information with something you already know.

P = Pleasure: Try to search ways and means to have fun while memorising. When learning is fun...learning is easy!

Here's how to apply the VAP technique in two important areas in your business life:

1. Remembering Lists: Remembering lists is a great way to begin practicing the VAP method. Let's say you have to remember the following list of tasks (from a to-do list): a) Photocopy important documents, b) Deposit money in bank, c) Call Raymond, d) Book air ticket and e) Buy printer cartridge.

The first thing to do is to convert each of those tasks into images (V = Visualisation). Choose an image that will help you to recall each task in the list. The images could be: Photocopy Machine, ATM, Raymond, Airplane and Printer cartridge.

Now, it's time for the second step: (A = Association). Make sure that associations are done in a fun way. The objective here is to have fun (P = Pleasure) while remembering. One possible way to associate the five words is:

You switch on the PHOTOCOPY MACHINE. Out comes a page with a picture of an ATM on it. Who's withdrawing money from the ATM? Yes, it's RAYMOND! He is boarding an AIRPLANE with passengers who are holding a PRINTER CARTRIDGE!

That's it! Now try to recall the words. You will be able to remember the words (and the tasks) easily.

The same technique can be used to remember other lists in your business life, such as: a) shopping lists, b) list of the main points of a speech or presentation or c) items on a checklist, etc.

2. Remembering names of people: Remembering names of people is one of the most important business skills. Most people can't remember names of people because most names can't be visualised. The trick is to convert the name into a picture and with VAP, you will remember names easily.

Let's say you meet someone whose name is Nishant (my name). This name sounds very similar to Nissan (car). To remember my name, visualise me driving a Nissan car!

You are visualising (V) my name - you are associating (A) my name with a picture and this is a fun and pleasure (P) process.

Here are some examples of how you can convert names into pictures:

Seh Leng - Visualise SAILING (on a boat)
Tim - Visualise your TEAM (in your business)
Jennifer - visualise JENNIFER ANISTON
Deepti - Visualise DIP TEA (bags)

Have fun in recalling the names of people at your next business event buy using the VAP method!



Nishant Kasibhatla CSP (Certified Speaking Professional) is a Guinness Book Record Holder (2011), Author and a Grand Master of Memory based in Singapore.

Since 1996, Nishant has delivered keynote speeches, workshops and trainings on Peak Mental Performance topics in 19 countries across 5 continents to hundreds of firms.

Visit him at <http://www.RememberNishant.com>

YASMINE KHATER Five Costly Marketing and Sales Mistakes

Marketing and Sales is the blood line of any organisation.

Regardless if you are running a small business or a mega firm, without these two revenue generating components, it's hard to keep your dream, your business or build any sort of empire.

Mistakes can literally make or break any business. As we dive into 2015, here are five costly marketing and sales mistakes to avoid in order to rock your year.

1. Not being specific about your ideal tribe: Clarify who you serve and how you serve them. This makes it much easier to define and develop effective marketing and sales strategies, to build funnels to convert prospects into clients and turn one time clients into long term fans.

***Action:** Invest time asking yourself who are your ideal clients that you love serving and who get the most value from what you offer? Based on your financial goals then create a holistic marketing and sales strategy. If you don't know how to do this, research who is an expert in this area and hire them to help you.*

2. Not targeting marketing dollars to the right tribe (or even worse not spending any money): Investing in marketing is a critical component to attract, grow a customer base and a business. The key is to spend marketing dollars targeted at your ideal customer(s).

***Action:** Track all your marketing and sales activities to the point of conversion. Identify which activities are the ones that convert better. Invest money in the areas that work and stop the ones that don't.*

3. Wasting marketing budget beautifying your image: New entrepreneurs focus more on beautifying their business than actually closing the deal because they are usually avoiding the efforts to make sales. As a business grows, it is natural to spend more on the brand but first things first ... focus on conversions.

***Action:** Before you spend any money, what immediate and specific actions do you want your prospects to take?*

4. Not following up with prospects: Marketing and Sales is all about the follow up. Effective business owners who are persistent and repetitive are essential for closing the deal. Yet many business owners spend a lot of money attracting the ideal prospect and either follow up just once or never follow up with them again.

***Action:** It's essential to have a system to help you follow up with people who have reached out to you. If you constantly follow up and if your prospect is ready to buy, you will be able to gain their trust and business.*

5. Not having a clear marketing and sales strategy: A lot of small business' are constantly changing their marketing and sales tactics because it's not part of a consistent, trust based marketing funnel.

***Action:** Based on your business goals, map out a consistent strategy on how you are going to make it happen.*



Yasmine Khater is based in Singapore and works internationally. She is a psychologist and award winning business and marketing strategist.

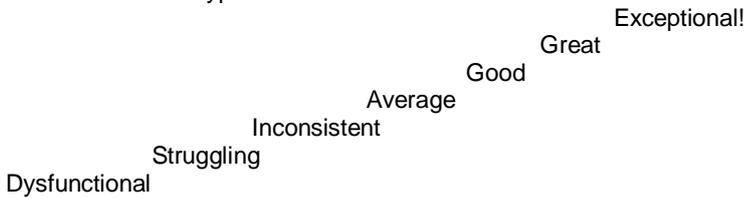
Yasmine helps exceptional entrepreneurs create empires that nail their trust based marketing and sales efforts with airtight systems and a fearless mindset to their next level of profits.

For more resources visit www.yasminekhater.com

A Blueprint for Team Success



There are Seven Types of Teams:



An Exceptional Team has **high performing people** who produce **excellent results**. This article will reveal seven critical success factors that enable teams to achieve these two outcomes and move up the Stairway of Team Success.

Go through each section and give yourself a score for each Sign. This will help you identify team strengths and highlight areas for improvement. Create plan for each of the 7 Signs and you too can build an Exceptional Team.



Sign #1 Engaging Leadership

Exceptional Teams have Engaging Leaders who are able to connect with their people and lead, influence, manage and motivate them towards a positive future. As the old Greek saying goes, 'A fish rots from the head first', and this is also the case when it comes to teams. An Exceptional Team 'thrives from the head first' with the help of Engaging Leadership.

How engaging are your managers?

Disengaging Leadership	0	1	2	3	4	5	6	7	8	9	10	Engaging Leadership
	<input type="radio"/>											



Sign #2 Crystal Clear Strategy

Exceptional Teams are 'crystal clear' about: where their team is headed (vision and mission); behavioural and performance expectations (values and goals); how they measure progress of team members and the team as a whole (personal and team KPIs); and how they will monitor results (regular team and personal performance feedback). Exceptional Teams not only have a great strategy, they over-communicate it so that everyone is crystal clear about their roles, goals and expectations.

How clear and well-communicated is your strategy?

Random Strategy	0	1	2	3	4	5	6	7	8	9	10	Crystal Clear Strategy
	<input type="radio"/>											



Sign #3 Positive Productive People

Exceptional Teams have positive, productive people who don't rely on extrinsic rewards or micro-management to do their job. They have a sense of urgency and have a 'can-do' attitude. These characteristics see them focussing on solutions rather than problems. Positive Productive People are self-motivated, optimistic and encouraging of others. They bring positive energy to a team environment.

How positive and productive are your people?

Negative Unproductive People	1	2	3	4	5	6	7	8	9	10	Positive Productive People
	<input type="radio"/>										



Sign #4 Quality Team Relationships

Exceptional Teams get along well and communicate effectively with each other. They develop and maintain quality communication and proactively promote positive relationships. 'Quality Relationships' is part of their values set, and people are encouraged and enabled to develop self-awareness, empathy and trust with one another.

How would you rate the quality of your team relationships?

Strained Relationships	0	1	2	3	4	5	6	7	8	9	10	Quality Team Relationships
	<input type="radio"/>											



Sign #5 Highly Engaged Employees

Exceptional Teams are full of people who love their job. They find their work stimulating and a challenge that enables them to achieve pre-determined goals. People recognise that what they do makes a positive difference and feel acknowledged for their contribution to the success of the team. Employees rate their employer highly and are great ambassadors for the company brand.

How engaged in their work are your employees?

Disengaged Employees	0	1	2	3	4	5	6	7	8	9	10	Engaged Employees
	<input type="radio"/>											



Sign #6 Excellent Teamwork

Exceptional Teams are efficient and effective because people work together well. There is a strong sense of community and uniqueness that makes people feel they belong to a 'tribe'. Exceptional Teams engender a sense of belonging, trust and mutual respect and a collective commitment to team goals.

How well do your people work together as a team?

Poor Teamwork	0	1	2	3	4	5	6	7	8	9	10	Excellent Teamwork
	<input type="radio"/>											



Sign #7 Uplifting Culture

Exceptional Teams have an Uplifting Culture where people 'lift' each other with their thoughts, words and actions. You can feel the positive energy when you enter a workplace with a 'LIFT' culture. It is this feeling that attracts and retains great people and enables outstanding results.

How uplifting is your workplace culture?

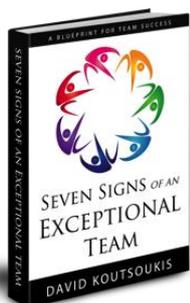
Deflating Culture	0	1	2	3	4	5	6	7	8	9	10	Uplifting Culture
	<input type="radio"/>											

Total Score

Engaging Leadership	Clear Strategy	Productive People	Quality Relationships	Engaged Employees	Excellent Teamwork	Uplifting Culture	Total

0-10 Dysfunctional 11-20 Struggling 21-30 Inconsistent 31-40 Average 41-50 Good 51-60 Great 61-70 Exceptional!

How well does your team rate?



Take your FREE Online Team Health Check at www.davidkoutsoukis.com/assessments

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One thing connecting all the stories that you are reading is the author's willingness to create value for others.

Successful people today are the ones that understand that best. The more value they create in terms of Information, Entertainment or Connections, the more attraction they create.

The easiest one to apply, regardless of your starting point, is connections. Who have you connected with today?

Connecting people takes no particular skill, it doesn't require you to study for years, or apprentice under anyone special.

All it takes is a second of your time when you meet someone to think who in your network you could connect them to.

Connectors become catalysts

The beauty of the Connector strategy is that the more you do it, the more people want to know you. The more people who want to know you, the easier it is to connect people in your network. And of course the more people in your network the more opportunities flow through you.

"Opportunities flow through you"

I say flow *through* you because as you become known for connecting - your network will pass you more opportunities.

Most of those opportunities you will flow back into your network; this in turn will attract more people to you.

Become the Hub

All commerce revolves around those hubs or centres that allow connections to flourish. Towns sprung up where trade routes met; they became cities and financial markets because of their ability to facilitate commerce.

Amazon, eBay and Alibaba are thriving because they connect with you more effectively, allowing commerce to thrive.

Make connecting with people a part of your daily routine in 2015 and the results will compound quickly.

Have a fantastic year and if you would like to connect with me or my network, you can do so below.



Callum Laing is the CEO of **Entrevo Asia**, a company providing 40wk Accelerator Programs for small business owners.

Additionally he is the founder of Fitness-Buffer, which serves corporations in more than 11 countries to help re-engage their staff with fitness and wellness.

He serves as a mentor to DBS BusinessClass and publishes regular profiles of Leaders in Asia through AsianEntrepreneur.org.

He regularly writes for publications like TheNextWeb and is a sought after speaker on all things 'entrepreneurial'.

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Have you ever said, *"I knew we wouldn't get a parking spot, I told you!", "I knew I would miss the shot", "I've never been any good at this, that or the other"?*

You hear it every day. If I don't have a parking spot precisely where I need one, I give myself a big rap over the knuckles for **not** *"thinking it"* hard enough. Our mind is a powerful projector, screening either fabulous amazing outcomes or less than that. Which would you prefer?

Many times we see athletes, golfers, tennis players at the top of their game after completing epic feats just to get to the final then loose. You might say, *"Well, someone's got to win"!*

What I've found is that it's the one who *wills* themselves to win, that wins. Those who acquire mental toughness are driven by modulated rhythmic physiology.

Roger Federer recently won a tennis match after being down by 15 match points, yet Sergio Garcia and Greg Norman have been the leaders in major golf tournaments by as much as 6 strokes ahead and lost at the end.

Did their technique just leave them? Did they just have a bad day? Did they lose their strength or strength of mind? Did their mindset go from "winning" to "not losing?"

From, in the zone, *'I know I can make this shot, I've done it many times, I'm in peak fitness, I'm at the top of my game... I can see the ball going in the hole'*. In other words; absolute self-belief and expectation to, *"I hope I don't muff this up, I have come so far, I've been so lucky ... I hope my luck holds out!"*

There are many benefits to having and maintaining the highest possible expectation of winning other than giving ourselves a higher chance of winning.

Let's be clear, positive thinking will not make up for being well prepared, training hard and being the best you can be. However you will be living with a joyous feeling that you will and already have won in your mind prior to physically winning.

How many times have we heard from winners *"I had NO DOUBT I knew I would win, I've seen myself standing here so many times and it's been a life-long dream"?*

When it counts is when it comes to a millisecond, an ace just when it's needed, that one shot when you need it to roll in. It's about the best you can play at the time when it's most important under pressure.

Too many people are getting *ready to get ready*. A good example can be taken from speed skaters with their exaggerated stance on the start line. Imagine that stance and someone standing next to them relaxed with their hands in the pockets still "getting ready to get ready." The ones who are psyched up, wound up like a spring, ready the millisecond the gun goes off to be down the track and a 'no contest' with them competing or winning.

It's internal emotional intelligence using your emotions for a positive outcome for you.



John Lane-Smith is one of the first advocates and key note speakers on Emotional Intelligence in Australia and former President of the National Speakers Association of Australia overseeing the Sydney NSW Chapter.

He helps individual leaders and teams get better results using his leadership, team cohesion, coaching and mentoring programmes.

An advisor to government and leading contractors from bid through to delivery, he is sought after as a conflict resolution specialist and is a best-selling author.

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As we say hello to 2015, who are some of the most prominent '**Power Couples**' using their power for good not evil?

This year's couples are heavily into philanthropy and using their talent and media presence to create change. They could rest and enjoy their success yet they choose to try to change what may be an inequality or broken system to make it better.

- Hugh Jackman and Deborra Lee Furness
- Cate Blanchett and Andrew Upton
- Brad Pitt and Angelina Jolie
- The Duke and Duchess of Cambridge – William and Kate

The quality of a relationship is evidenced by the extent to which it is built on a solid foundation of friendship while meeting the needs of both individuals who are involved. These couples, while successful in their own right, have still considered their partners in their decisions, so their private lives are successful too.

They may not have had a specific formula for their success, however without knowing it they probably used some, if not all, of the list below, starting and ending with respect. From my clinical based research over many years, I've listed key skills or tools that can support a strong, loving, respectful and successful relationship for couples.

ACCEPTANCE: A good relationship has acceptance because we fall in love for a variety of reasons. Be yourself, accept who your partner is and don't try to force changes on them.

FAITHFULNESS: Cheating can lead to unrecoverable heartache, loss of trust, intimacy, integrity and a breakdown in energy levels, creating a powerless or stalled relationship.

HAVE YOUR PARTNER'S BACK: Nicole Kidman and Keith Urban, Posh and Beck have found their formula for sustaining their marriages. In spite of separations due to work commitments, whispers in the media and constant pressure from society to know more about them and their relationships, both marriages survived reportedly unfaithful times and prospered as a 'couple'.

JOY: Let them do what they love doing that creates their happiness. If your partner has always played football, tennis, golf, hockey, surfing or likes to shop, travel or go to the movies with 'the girls', then let them.

As humans, we need to expel non-sexual energy or passion into interests outside our relationships that can generate new experiences and stories to share with each other.

CONGRUENCY: If you promise to do something or be somewhere, then do it or be there. Our word does mean something to those we love most. Integrity, ethics, honour and courtesy are cornerstones of healthy relationships and power couples.

Avoid Jealousy, Gossip and Negative Thinking: Humans are emotional beings who have the power of choice. This is what makes us unique from the world of animals and insects. We can choose to be above or below the line of good or poor thinking and communication habits. Power couples focus on building momentums and then keep growing them.

Listen ... really listen: When your partner wants to talk, ask them what they want i.e., do they expect you to listen? Offer an opinion or give advice? That way you know what is expected of you.

There are times when we just want to get something off our chest, not wanting any feedback and then at other times we want a different perspective or honest comment with support and love as the basis for that feedback.

What floats their boat? Girls and woman love to be appreciated, being told 'thank you', commenting on their appearance, how good the meal was, acknowledging things that they do. Guys want to be accepted for who they are, acknowledged for deeds done and told they are the centre of the (or their) universe.

RESPECT: Aretha Franklin got it right when she sang out '**R.E.S.P.E.C.T.**' and her 1960 song became a worldwide anthem. Respect starts from within and goes outwardly touching all the relationships in our lives.



Toni has a Diploma of Applied Holistic Counselling. Her passion is working with couples using the KISS principal (**keep it simple sweetie**). She offers face to face, phone and Skype sessions.

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Recently in the media there have been a lot of reports of teen suicide and on reflection I realised when I was growing up I never heard of anyone taking their own life.

This wasn't because no one talked about it, it just didn't happen and this got me thinking, why?

"Please note this is my personal opinion. It's not meant to be the only reasonable narrative, but one of many."

Today's children are a lot less responsible for their own lives. What I mean by that is parents are often trying to make their child or children's childhoods better than their own. Parents say yes more than they say no - when they say maybe, the child knows it likely will become a yes.

So, what does this do to our younger generation? It gives them a sense of entitlement they will be unable to duplicate in the outside world. In addition, it doesn't allow children to develop resilience. In my opinion we are all born with resilience, however if we don't use it as kids, then we don't have access to it when we get older and have no internal strengths to fall back on.

It's either "use it or lose it" as children and if they have no or low internal coping skills, they can become overwhelmed by what they see as their own failure.

When we were growing up our parents (*yes, I'm generalising here to make the point*) let us climb trees, sent us outside or onto the roads or streets to play, telling us to be back home by dark and not to talk to strangers.

When we played organised team sports, there was always a winning team and a losing team, which taught us the life lessons of being a good sport, whether you win or lose. We learnt by our mistakes and our falls how to use internal skills to negotiate the pitfalls of childhood. The current generation of children just don't seem to have the ability to do this.

For the past year, one day a week I have been volunteering with a class of Year 1 children, working with them on team work, behaviour modification and listening skills. It has horrified me how little these children know about failure and very few of them seem to have any resilience at all.

If they aren't picked first they will throw themselves down on the floor and cry as they can't seem to cope with not being the best or first or biggest or strongest.

Even the National Rugby League has made the executive decision to raise the age from 7 to 10 to introduce scoring in their club games. When are these children ever going to learn there is always a winner and a loser in a team environment? If they don't learn this at a young age, it will be harder for them to grasp the concept later on as young adults and will they take it personally and get upset in front of others all over again?

A very complex and difficult situation at times, however as guides or mentors to the younger generation I think it is our responsibility to help raise resilient, strong, independent and caring individuals.

The quote I would like to leave you with to welcome in 2015 and I think, is very appropriate.

"Love doesn't make the world go around but it sure makes the ride worthwhile."



TLC | **TONI LANGFORD**
Counselling

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To lead people we first need to be able to lead ourselves.

Leading with the brain in mind helps us bring out the best in ourselves so we can do the same with others.

Understanding how the human brain works and how we function at our best is critical if we are to continue growing and improving as leaders.

New research into neuroscience, emotional intelligence and positive psychology points the way toward better strategies for understanding and leading people.

Applying this content helps us improve our effectiveness and wellbeing to increase productivity and performance. In particular, this helps us develop self-awareness, people skills, mindful habits and emotional resources to lead to positive outcomes.

Our brains gear us for life-long learning and growth as we constantly create new connections and adapt to experience. Our brain needs fuel - certain neurochemicals that give us the energy to function at our best.

When we feel threatened, uncertain or exhausted from a day of complex decisions, our thinking processes are reduced. When we feel upbeat after receiving great feedback or bonding with our team, our brains release energy that allows you to make good decisions, think creatively, appreciate the big picture or try new behaviours.

Think of a fuel gauge for your brain. If your fuel is low, it's not the best time to make a big strategic decision, have a difficult conversation or lengthy planning session. When your fuel is high, it's a great time to start a new project or idea knowing you can last the distance and attain great results.

When you need to engage your team or motivate them to adopt new behaviours, consider what conditions would make them more likely to listen and take action. Remember that changing the brain and reshaping habits takes time. We need to put awareness, effort and commitment into making it happen. Managing our brains day to day helps us move positively and productively toward these goals.

Emotions play a far greater role in determining business outcomes than many leaders realise. They guide our behaviour, decisions and performance in what we think, how we think, how we make decisions and how we act on them. Emotions contain data about ourselves, other people the world around us and are critical to our survival.

Positive emotions allow our brain to function at its best, providing the fuel we need to think clearly and take positive actions to get the most from ourselves and others. Frequent positive emotion is one of the hallmarks of wellbeing.

When we feel good, we are more able to perform at our best. We think more flexibly and creatively and are more willing to try new strategies, reach out to others and spread positivity to our team. The psychological and social resources we build buffer challenges and keep us optimistic and curious.

This positive energy that we generate is attractive to colleagues and clients, which is great for them and for our businesses.

Both positive and negative emotion spread rapidly through social networks and organisations.

Which do you want to pollinate?



Sue Langley is Founder and CEO of the Langley Group, including Emotional Intelligence Worldwide, Growing Great Schools and the Langley Group Institute. Sue is the first person to complete the Masters in Neuroscience of Leadership as a leading credential in this emerging discipline.

Sue holds a BA in Psychology and Management from Monash University and has studied positive psychology at Harvard. She has appeared in Smart Company, The Australian, ABC radio and expert on the ABC TV series, Redesign My Brain.

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For the last seven years, I've been doing exactly what I dreamt of doing twenty years ago.

I run a successful home-based business and have clients, colleagues and friends all around the world. I haven't been happier and today I'm going to share how I have done this.

Never Give Up

Winston Churchill had it right when he said, "*Never ever, ever, ever, ever, give up*" It is the drive to succeed that keeps us going. Sometimes, simply being stubborn and just putting one foot in front of the other is enough.

Mindset

There will be times when you doubt yourself or blame yourself for past failures or simply not succeeding fast enough. It's in times like these that we really need to look at our mindset and readjust it.

Start recognising adversarial situations as opportunities for you to grow.

As Lenore Miller says, "*When the world gives you lemons, make Margaritas.*"

Be Prepared to Invest in Your Future

Start valuing your time and stop spending energy on tasks that provide little return to your business. Spending money can actually help grow your business, realise far higher profits and reduce stress. That's not to say that free resources aren't good, it's just to say that sometimes spending money can move you forward a little faster.

Make sure that you are valuing yourself. Take time out, do some personal development, believe in yourself...it is all important.

Ignore the Naysayers

There are many people in our lives who are well meaning but they don't understand our circumstances and may offer advice that is contrary to our goals. No matter how much you love them, there comes a time that you have to distance yourself from them so their advice doesn't have too much of an impact while you do what you need to do.

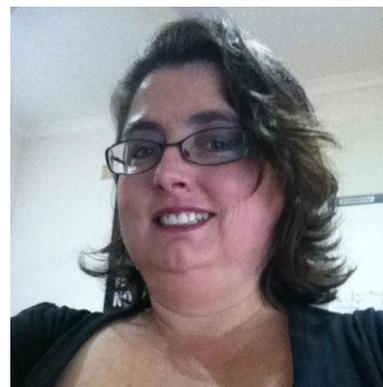
Get a Mentor

Your journey shouldn't be undertaken alone and finding mentors, people you respect and believe in yet are not emotionally tied to you, is a key factor to achieving success. The type of mentor you need will change as your journey progresses so do your homework and surround yourself with people who will challenge you yet help you.

Charly Leetham: An International award winning Online Business Implementation Expert who helps small businesses harness the Internet to market in cost effective ways. Based near the Capital of Australia in Canberra, Charly provides services to solopreneurs and small businesses who want to promote their businesses, products and services online.

Charly has won the 'MCEI Women in Business Marketing Award' and been shortlisted for the 'Telstra Business Woman of the Year' awards.

Follow her on twitter [@charlyjl](https://twitter.com/charlyjl) or visit www.AskCharlyLeetham.com or www.CharlyLeetham.com



In my endeavour to become someone better every day than I was the day before, I became obsessed with self-help guides and personal development.

I became engulfed in it, especially when the articles centred on becoming an entrepreneur. Many articles I read demanded that one should have a mentor if one's desire really was to become successful. I wasn't sure if they were right or not but decided to give it a try. Why not?

It was late August. I was having lunch with my mentor a week before the University semester resumed. I began to inform her about the series of events that occurred in my life since the last time we conversed. I've never been much of a sharer, at least not with people that I hadn't known for years, but if I wanted to have this intelligent woman mentor me, I had to get out of my comfort zone and open up.

The more I shared with her, the more confident, wiser and stronger I became. Many of the things I shared with her were events that left her speechless and experiences that would probably make most people want to give up.

Although we didn't share the same story, we shared the same drive. She opened up to me and told me how a few years ago, she was ill for a total of two years. When a doctor finally diagnosed her, they couldn't believe it because many people with *Citrobacter freundii* die within two weeks.

As we left our meeting, she left me with two quotes. One of them, Winston Churchill's, "**Never, ever, ever, ever, ever give up.**"

She looked me in the eyes with such power and strength, telling me that no matter the circumstances, no matter the obstacles, to never, ever, ever, ever, ever give up. I had read that quote a million times before but to know that someone older who had been through a life threatening situation could say that with such confidence, gave me the strength to continue with my life goals even when I wasn't sure I could.

The other quote she shared with me that resonates in my mind constantly is, "**Eighty percent of success is showing up**". Even on the days when I felt physically ill, I made sure to drag myself out of bed and complete whatever task I needed to complete.

It's important to know what your passion and purpose in life is. Once you know what that is, nothing or no one could ever stand in your way to achieve it. When you find yourself, within a rock and a hard place, just remember there have been others before you who have made it through. And remember ...

"Never, ever, ever, ever, ever give up"



Adriana Lopez is a senior at Chico State University in California (**CSUC**) pursuing her degree in Business Administration with an option in Entrepreneurship. She is working towards becoming an app developer and writes about her obstacles and triumphs along her journey. She plans to publish her book after her app becomes successful.

Adriana is CSUC 2014 / 2015 Vice President of Alumni Relations ([USA & International](#)) with Delta Digma Pi; America's Foremost Professional Business Fraternity.

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I'm fascinated with the many conversations relating to looking forward to new beginnings with a new year!

Are these not familiar comments and conversations, comparing and complaining ... wishing and hoping?

We're all aiming to be mindful, adopting our best leadership qualities of innovation and efficiency, kindness and caring, open-mindedness and wisdom, reverence and run ... right?

Is it possible there is a similarity to the monthly payment people make to the adopt-a-starving-child organisation or save an endangered species programme?

Once the paper work is done and the automatic payment is activated, not another thought till ... the child sends a photo or writes you a letter or the renewal notice comes up again!

RITUALS: The philanthropic part of us renews our vows with good heartedness urging us to give to the planet ... this becomes a ritual and a worthwhile one.

Rituals of value are healthy habits, processes and customs we engage in regularly and sometimes even unconsciously - they are completely unique to who we are and how we interact with our world.

Rituals can allow us to create more flow in our business and relationships. In our personal relations, rituals create greater levels of fulfilment provided we keep them alive.

Here are a few 'don't' and 'do' exercises that can assist you to create rituals of value.

- DON'T** Be too busy to listen - that's a negative ritual. Don't look at your watch when your loved one or employee requests a chat. This is a negative ritual that becomes a habit that delivers a direct message that my time, project and status are more important than expending time with you!
- DO** State the truth. When you genuinely have a scheduled meeting to attend, pause for a moment to consider which is most important. If rescheduling is appropriate immediately arrange a suitable time. In this way you have respected exclusive time with another whilst authenticating your genuine truth.
- DON'T** Be so important you are untouchable. Many people with low self-esteem practice the ritual of aloofness.
- UNDERSTAND** Businesses spends vast amounts of energy creating communities of collaboration and kindness. If you have fashioned a behaviour that verbally or non-verbally communicates, "*I'm better than you*" consider seeking professional help. The ritual of aloofness in business leads to detachment in all your relationships.
- DO** Turn your phone to silent in public places, meetings and for 'that chat'. If you are genuinely over tired, reschedule to give your child, partner, colleague or team the gift of your attention.
- DO** Write a list of your fifty top-most values. Prioritize your top fifty values to become your top ten leadership qualities and ritualize your leadership qualities every day.

People with Leadership Qualities, regardless of your title or position add value simply by being present and 'on the team'. They are inspirational, motivating and know the right thing to say, and - when they gaffe, they are quick with respect and have the humility to admit it.

Refine Your Rituals; you'll see the performance and productivity of your entire team improve.

Sylvia Marina ND, is known for her heart-felt approach and ability to help people to rapidly transform their lives for the better.

A Fellow (Hon) of the Australian Kinesiology Association, former President and Honorary Life Member of Business Swap International, she is an Executive Director of Business Women Today and authored three bestselling books.

She continues to champion 'international and national clients' in eleven different countries with outstanding results in their relationships and business.

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Imagine you're fading in and out of consciousness. There's a nurse holding your hand and she's saying to you, "you're going to be alright, try to stay awake; we are going to get you out of here soon".

"You will be ok, keep breathing"... as you are passing in and out of consciousness. You're trapped in a mangled wreck, then you hear that magical sound of the Westpac rescue helicopter in the distance and you know it's coming to get you.

On the 5th December 2003, that was me. I had left my home in Sydney earlier that day with my husband and our 11 year old daughter Nicole. We were driving to Armidale in Northern NSW. We never made it ... in fact my husband, our daughter Nicole and I ended up in Tamworth Base Hospital and Nicole never left ... she died there.

Three months later my husband and I arrived home in wheelchairs without our Nicole. I am alive today thanks to the many emergency service personnel who worked hard that day to save my life. Without these amazing people, I would not be alive today.

I've learnt, ***'it's not what happens to you, but what you do about it that matters the most'!***

In my published book, ***My Heart is Breaking but My Spirit is Strong*** one of my rescuers writes; "Therese's consciousness waxed and waned. In that excruciatingly long 45 minutes, I held her hand, steadied her neck, prayed for her and willed her to hold on a little longer and live. Then, at last, the Westpac rescue helicopters arrived – never have I seen a more beautiful bird flying in the air".

I have since learnt that long after the sound of the helicopter that delivered me to the Tamworth based hospital had disappeared, months and years later ... ***'that it's not what happens to you, but what you do about it that matters the most'***.

The things that I have done to get myself back on track were in setting silly little goals, like my goal to walk to my letter box and collect our mail, which took me 8 ½ months to do.

I'd been talking well before the accident of writing a book and had made a promise to my daughter Nicole to do so. Finding the courage to write and publish a book about my journey is something I did after the car crash that changed my life and that of my family forever.

So now the same woman that struggled for 8 ½ months to get to the letter box to collect her mail, is the same woman writing this article in the hope that you will be motivated and inspired to bounce forward and make your 2015 an awesome year.

What is it that you want and can do in 2015?

We all have set backs in our life and things that don't go to plan however. Like me, you too can move forward and bounce back from life's challenges and difficulties because ***'it's not what happens to you, but what you do about it that matters the most'!***



Therese Markou is a bestselling author, trainer and inspiring speaker who helps CEO's and business owners become resilient leaders.

Her personal story of endurance and resilience has been a valued source of inspiration and motivation to thousands of people. Based near Sydney, Australia, she has been CEO of a nationwide firm and held numerous community and government leadership roles.

Visit her website at www.workforce-leadership.com or email her for a personal conversation at therese@markou.com.au



One of the best things we do in sales is help people make good decisions. Think about it, everything we offer, every improvement we can make is designed to help people and the businesses we serve ... that's got to make you feel good, doesn't it?

There is also a lot of talk in selling about the importance of getting a financial commitment on the first visit, otherwise known as "selling on the day". I think this is so important, however not for the reasons you might think.

If I were to ask many people why it is so important to close the business on the same day the salesperson first sees them, most of the responses would be focused around benefits for the company and the sales person. These could include making the selling process more profitable, preventing the customer from going elsewhere, saving the time of not having to go back out and re-present. The list could go on and on, however I believe in a different set of reasons.

After 35 years in selling, I understand that sales people tend to sell in the manner in which they like to buy. In other words, if you are someone who likes to think about things and does not buy from the first person you see whether they have what you are looking for or not, then it could be difficult for you to sell on the first visit.

You may have too much empathy for the customers position and do not want to create too much pressure. However if you believed that not helping the customer rationalize a decision on the day was actually more harm than helping them, you would see this differently wouldn't you?

You would not see this as high pressure, but more so, a critical effort to ensure you are doing the best possible thing for your customer. To help them own your product or service and make the decision when they have all of the available information and fresh in their minds eye. In this manner, we expedite the process and help prospects realize the benefits and cost savings even sooner.

Consider these points:

1. We have to believe we are the best-trained, most competent sales people in the business. You could work anywhere and for anybody in the business, yet you don't. You chose the company you represent because of the products they offer and the way they take care of clients.
2. If you are not able to help a prospect make a good decision on the first visit, then they are at risk because they may make a decision solely on price and that could be unfair to them. One of the unfortunate things about many products is that quality can sometimes take time to realize. On the day of delivery even the cheapest, most shoddily constructed products could look good. Imagine the "cheap" product in 12 to 18 months. What is it likely going to look like? How will it have performed? Will the customer still be happy they saved a few dollars? My experience tells me they will be upset they did not make a better decision about the quality over the price.
3. We have to believe that if we do not help them rationalize a decision to move ahead with our recommendation we have truly let them down and done the prospect a 'disservice'. We must choose to help prospects make good decisions and to eliminate the confusion from others trying to persuade them.

I believe these are truths and this is why in 2015 I recommend you train in sales hard.

Of course all of this assumes we are able to provide the value, which you undoubtedly will. So if you agree with this position, make a commitment in everything you do to provide everything possible to help our customers make the right decision. You will be saving them a ton of time and they will thank you later.



Ron Marks CSP is a partner with Southwestern Consulting and is author of the international bestselling book, "**Managing for Sales Results**".

Ron began his career in the sales and professional development industry in 1979 with noted sales authority Tom Hopkins working in nearly every USA, Canadian and Australian city by 1990.

He has worked with some of the most prominent speakers and trainers over the last 35 years and travels the world helping organisations improve their sales conversion and closing ratios.

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You've probably been hearing for some time that technology is the answer to all your problems. That is certainly now true or at least for the administrative side of your business.

Thanks to the cloud ... start-ups and small businesses now have access to specialised business software where you can turn functionality on and off, add storage as required and only pay for you use on a monthly or annual subscription.

No need to worry about software or hardware failures because your data resides *'in the cloud'* so you can access it anytime you want, no matter where you are and benefit from automatic software updates.

More than this, however, it is the addition of mobility (smartphone and tablet usage) to this picture that is really helping smaller enterprises thrive. Mobile entrepreneurs are differentiating themselves in the marketplace by having sales and customer information at their fingertips; preparing quotes and proposals in the field; invoicing on the spot; tracking and logging expenses; and managing projects on the move, whether they're at a customer site, a café, at home or between appointments.

Cloud accounting – a linchpin for SMB success

Cloud accounting is providing staggering time savings. In fact, according to recent Intuit research, 37 per cent of Australian small businesses say they save 1 to 5 hours per week through automation and reduced data entry.

Hence time savings are generated through cloud accounting solutions like *QuickBooks Online*, where you only have to enter information once and it flows through an integrated structure, reducing the administrative burden.

Additionally, direct inputs from bank statements make expense reconciliations a breeze, while payroll, super and other rate updates automatically adjust via the cloud technology.

All of this means that an SMB owner has an accurate state of play at their fingertips and can track who owes money, where stock is and so on, with secure access to their financials from anywhere, on any device, at any time.

Cloud accounting software is also allowing small businesses to work effectively on the go. For example, if you or your staff frequently work out of the office, you can quickly and accurately input job details, estimates and invoices in front of the customer for approval and send it to them via your mobile device. The fast, personal response makes a real impact on customers and it means core business tasks don't have to be replicated or done back in the office, saving time and improving cash flow.

Once your accounts are in cloud, you can work with your accountant and/or bookkeeper on a 'same data, same time' basis. This means, the bottlenecks and risks of sending the 'shoe box' to your accountant once a year are removed.

You will be able to make smarter, faster decisions, identify and leverage new business opportunities and even discover answers to questions that haven't been posed yet. If you're not bogged down by administrative work, you can remain focused on your business and on making sure you've got happy staff and customers.

Cloud delivers success

Increase your chances of success by getting on board with the latest technology developments. It's worth investing 30 minutes or so to trial one or two of the latest online accounting solutions. I'm confident you'll find it life changing and end up having more time to spend on the things you love doing.



Nicolette Maury is Managing Director of Intuit Australia based in Sydney Australia.

Nicolette is responsible for leading Intuit's rapidly expanding presence in Australia to deliver dynamic business management solutions to small businesses and their financial advisors, along with world class customer support.

Visit <http://www.intuit.com.au/>

HOLIDAY ... go ahead ... sing it out just like Madonna has been doing for three decades.

Her September 1983 hit single has been a live anthem at her concerts for over 30 years. In a 2005 live NBC television interview, Madonna said that 'HOLIDAY' is her #1 favourite of all the songs she has ever performed.

For me, life is about creating magic moments - moments that will be remembered forever! It's about the goose bumps you get when magic moments happen for yourself and with those who matter most.

I have a quick question to ask you ... **how do you reward those who are closest to you as your partner, spouse or family?**



In today's world, people are busy commuting to work or travel both domestic and internationally with their jobs. It is easy to see that we don't have enough time with our loved ones, extended families or friends.

We may even feel guilty from time to time with all of our commitments. We might stop by a florist to buy a bouquet of flowers for our partner or spouse or get a present for our kids or any of a dozen other 'things' that become 'band aid' solutions to replace the time away from our loves ones and those closest to us.

Yes, there may be valid reasons for us not doing this more yet it's often an excuse like "I'm too busy, I don't have enough time to take a holiday

or vacation or I'll do it when I retire or when the kids grow up" ... and then one day we see that life ... **our life** is passing before our very own eyes.

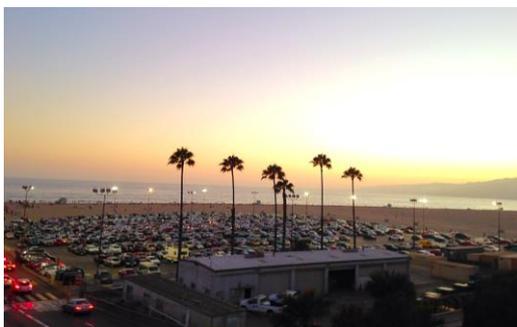
Well I would like to share what I do and yes ... we are all different yet this has worked for me.

I like to create magic moments before and during our family holidays. We become immersed 24 hours a day, 7 days a week eating, sleeping, playing and living together. We experience, discover and learn together as we journey towards and then on our holidays and vacations in SE Asia, the United States and around Australia.

PLAN, BOOK AND TAKE A HOLIDAY: I have found it to be fun to plan ahead and then share that plan with my family with what we will be doing as we go here and there and what we may be seeing with this and that!

So may I suggest you book a holiday and reserve dates on your calendar. Like the NIKE slogan, 'Just Do It'.

Then take that holiday or vacation with your spouse, family or friends. You will learn about other cultures, countries and discover places who may have heard about or seen on television. In a world where we are inundated by technology such as iphones, ipads or email, holidays allow us to spend quality time with loved ones and get in touch in real human time not cyberspace time.



It will be worth it when you and your family are sitting around at the annual gathering in five, ten or even 20 years time reflecting on your life and 'Remember when we went on that holiday to....' and it will feel just like yesterday.

Holidays are more than a way to escape the 'daily grind or routine'.

They allow us time to create memories that will last a lifetime. So reserve your next holiday and have fun in celebrating.



Frank Mazor: Since 1987, Frank and his team have been helping generations of people from over 30 countries own Australian real estate in the South Sydney market. Call [L J Hooker, Brighton Le Sands](tel:+61295991511), NSW, Australia + 612 9599 1511 or mobile 0419 272 251 | email: brightonnsw@ljh.com.au

In my 35 years of helping people, I have seen on countless occasions how organisations lose millions of dollars because the sales or marketing team did not understand the cultural values of their customers.

Cultural Intelligence in today's global world is a 'real time' competitive advantage. I remember my first extended stay in Sri Lanka in which most people had some English vocabulary, so there was the potential for some conversing. My difficulty was I did not know there were a whole array of subtle cues and communication patterns and I did not understand that. I was in fact culturally "illiterate" and felt stupid and lost.

Many people have been in situations like this where there is a code of communication that everybody seems to understand except themselves. We often feel somewhat at a loss not being able to see what is obvious to everyone else. Language is one factor that can keep us outside of a particular group and that can be cured by learning the language.

It's the subtle signs of Cultural Intelligence which are the most difficult to deal with. Whilst this might seem uncomfortable at a social level, at the business level it can have a deep impact on efficiency and a corresponding effect on profitability. We may be at a business meeting or cocktail party or travelling with someone or about to make a presentation and we feel on the "outside". We hear words that we know yet we don't understand what is really being communicated between the others nor can we make ourselves be understood.

I have lived and worked in Singapore since 1990. I've been a consultant and trainer since 1980 and worked in 57 countries helping organisations understand the impact of culture on their business. Over the years, I've refined a model of four basic skills needed to enhance cultural intelligence, and if mastered, these skills have an enormous impact on the ability to market, generate sales and create profitability for an organisation.

Global Leadership Academy D-A-R-C™ Skills

- **Skill 1. Cultural Detective:** Seek out and identify cultural issues, asking: "what is culture and how is it being impacted in this situation?"
- **Skill 2. Cultural Auditor:** Analyse specific cultural dimensions
- **Skill 3. Cultural Reconciler:** Integrate and reconcile opposite cultural values
- **Skill 4. Cultural Connector:** Improving on "face to face" cultural skills

It is my experience that many leaders in Asia are not paying enough attention to culture.

Today, most of the phone calls I get are from senior sales and marketing teams. They want to really understand how culture impacts on their relationship with customers. They can see that in respecting and valuing them it is a direct link to money and profit. I make my message loud and clear by saying that if you are not observing and working within cultural issues you are going to miss out on many opportunities and lose a lot of money each year.



Want to put a smile on people's faces? Recognise their roots and cultural values and you will build up your bottom line.

Philip Merry is CEO and Founder of Global Leadership Academy that coaches leaders and teams to be happy and thrive in our global multi-cultural world. Based in Singapore but worldly in terms of his experience across many cultures, Phil can be contacted at www.philipmerry.com or him at phil@philipmerry.com

I recently celebrated a life milestone momentit was my "retirement birthday" and oh what a day!

Having lived in Singapore since 1990 and having just turned 65 years 'young', I am at a signature age. When I was 15, I thought 65 was ancient with negative jibes like "talk about over the hill" or "the best is behind you" or "take it easy".

What if we didn't let those views or words define us? What if we recalibrated to a mindset and a new definition such as "**Re-Tyre-Ment**"? When car tyres wear down, we can buy new ones or get them re-tyred. Instead of retiring at the age of 65, what if we "re-tyred" and refreshed for a journey and the adventure that is going to be well past the age of 65?

I ended up celebrating my 65th birthday in true fashion and I applied my "re-tyre-ment" concept to my own situation by:

- Giving my staff the day off.
- Staying in bed a bit later than usual.
- Taking my dog for a fun nature walk.
- Watching my favourite TV programs.
- Telling my wife how much I loved her.
- Reflecting on how lucky my life is and has been.
- I didn't answer any emails or make face book posts.
- I marvelled at the sky and the wonder of being alive.
- I remembered who I was and vowed to be true to myself.
- I read all the wonderful wishes from friends all over the world.
- My beloved wife and I went to East Coast Park in Singapore to play.

My acronym for **RE-TYRE** is one I trust you will like: **R**eflect - **E**njoy - **T**hank - **Y**odel - **R**echarge and **E**xpress

Reflect: We need to invest more time to stop and just think. At 65, we have great wisdom and experiences to understand life better. Quiet the mind, so your soul can speak. **TIP:** *Take one hour to reflect on all that life has taught you.*

Enjoy: Absolutely go for it and enjoy yourself. At 65, one can enjoy the present moments and savour the great things that life has offered us in our time. **TIP:** *Recall all the things that you really enjoy and vow to do them more often.*

Thank: We often forget all the people who have enabled us to get to where we are today; the teachers, parents, brothers and sisters, the aunt or uncle who really believed in us, the great friends who surround us right now. **TIP:** *Make a list of all the people in your life that helped you get to where you are today and if there are any who you have not thanked – contact them and given them a heartfelt thankyou*

Yodel: A wise professor and friend of mine recently told me "if you can find one sheep that can yodel, then there is a possibility that all sheep can yodel." **TIP:** *Revisit those ideas that you once dreamt you wanted to try – play the piano, visit the north pole, look up an old flame who you never told how much you loved them. The crazier the better. Then find a way of doing something that brings them to reality.*

Recharge: Remember that when you have exerted yourself you need to stop and plug into a regenerating power source. **TIP:** *Remember when you felt on top of the world? Can you recall what you were doing that made you feel that way? Experiment with a variety of things - it could be yoga, massage, laughter, music. Whatever it is, find it and do it.*

Express: Remember you are unique. There may be seven billion people on earth, yet there is only one of YOU. What do you want to express to the world if you are 65? **TIP:** *Ask yourself "what is it I do which even when I do it badly, I do better than anyone"? ... Now go out and EXPRESS YOURSELF.*

So if you have recently passed 65 or are about to be, don't "retire". May I suggest you "RE-TYRE" and get ready for an exciting new phase to your life.

Philip Merry is CEO and Founder of Global Leadership Academy that coaches leaders and teams to be happy and thrive in our global multi-cultural world.

Based in Singapore but worldly in terms of his experience across many cultures, Phil can be contacted at www.philipmerry.com or him at phil@philipmerry.com



With the Asia Pacific region now representing over **35%** of the global B2C e-commerce market - valued at over **USD 1.5 trillion** - 2015 will present some significant challenges for logistics in Asia.

The fastest growth in e-commerce is occurring in emerging markets, where transportation infrastructure and logistics capabilities are much less well developed than in the west.

In Asia, by far the biggest supply chain challenge arising from the digital revolution is e-commerce logistics - in contrast to the developed markets where omni-channel retail is stress-testing even the most sophisticated supply chain ecosystems.

Driven by an upwardly mobile middle class with a taste for Western brands, coupled with massively expanding rates of internet access and digital empowerment through ubiquitous mobile phones, the e-commerce markets in Asia are experiencing exponential growth that McKinsey forecast could generate online sales of **USD 650 billion** in China by 2020.

The massive increase in online sales is driving exponential expansion in the need for comprehensive B2C logistics networks, stretching Asia's express logistics capabilities like never before.

Furthermore, Alibaba research reports that consumers in small cities and remote areas - with no large shopping malls and not much modern retail - actually spend a larger proportion of their disposable income via e-commerce, than those in the large cities where brand-name stores and high street retail are plentiful.

Across Asia, we have millions and millions of digital-native consumers that have never been to a supermarket or a department store, but are now equipped with smart phones and empowered by always-on and all-pervasive internet access and can thus shop online as if they were in Macy's in New York or Harrods in London!

But in an environment of predominantly old-stock warehouses and relatively under-developed logistics systems, the challenges of single-unit fulfilment and last-mile home delivery to consumers in the far-flung hinterland regions becomes operationally challenging and often prohibitively expensive, not to mention the cost and complexity of delivering on the promise (insanity?) of free-returns policies.

For 2015, we can expect continuing exciting omni-channel developments in Asia, embracing plentiful challenges and opportunities in this rapidly growing sector of e-commerce and the logistics networks that empower online supply chain ecosystems.



Mark Millar MBA leverages 25 years global business experience to provide value for clients with independent and informed perspectives on their supply chain strategies in Asia.

Acknowledged as an engaging and energetic presenter, clients have engaged him as a Speaker, Moderator, MC or Conference Chairman at over 350 events in more than 20 countries.

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His book '**Global Supply Chain Ecosystems**', to be published by Kogan Page in June 2015, explores the latest trends and developments across emerging, developing and developed markets. It presents detailed and practical insights that will help you capitalise on market opportunities, overcome supply chain challenges and make better informed business decisions.

<http://www.koganpage.com/globalsupplychain>

PAMELA MURRAY-JONES Building a Super Charged Virtual Team

One of the marvels of the internet is the ability to be able to connect wherever you are. Bookkeeping, training, coaching, legal support, marketing, telesales, web management, social media management, copywriting, graphic design or administration; it seems these days you can get almost any kind of help you need online.

But while creating your own virtual team may seem like a god-send, it's not always as easy as it sounds. Stories abound of graphic designers who fail to deliver; social media managers who make a mess of Facebook pages; telesales teams who have turned out to be customer turn-off teams and Virtual Assistants that suddenly disappear into the cloud as if they never existed.

So how do you avoid the pitfalls to build a virtual team that will work for you and not against you?

The first step is to realise that if you want a team, you have to build one.

If using virtual support is simply a way for you to avoid the task of managing people, then you are doomed to failure from the start. Expecting your contractors will "*just do the job they are paid for*" is not a recipe for encouraging commitment or the extra effort that may make the difference between success and failure.

In fact, managing a virtual team takes even more skill than managing staff in a traditional environment. Here are just some of those skills:

- **Recruitment:** Selecting the right people for the job takes a lot of work. An attitude of, "*It doesn't matter, I'll just give them a try*" is at best hit-and-miss and, at worst, dangerous and expensive.
- **Ability to Build and Maintain Trust:** If you know you have selected the right people, put time into learning how they work best; how much direction they like or need; providing them with background information on your business so they understand it and being honest with them about expectations and who else you may be employing. One of my former clients had two people doing the same design jobs and would play them off against each other, refusing to pay the "loser" for the work he did. As you can imagine, he lost the trust of both suppliers and very soon neither would work for him.
- **Communication:** Being clear on what you want and what information your team members require to do the job, as well as the right way of providing that information is a high level skill. Commit your directions to writing and knowing how to write a clear and unencumbered brief is critical for successful projects.
- **Management Skills:** We've all heard the old adage "*What isn't measured doesn't get done*"... and this applies even more so to virtual workers than to others. How are you going to measure the outputs and success of your team? Let them know whether you will be judging them on timeliness, quality or both – or alternatively if it's simply in the tailoring of their service to your budget. Check in regularly to show your interest in their progress but keep in mind the fine line between interest and harassment. The former increases productivity and the latter destroys it.
- **Integrity:** It may be self-evident but your virtual workers do expect to get paid. Honouring your commitment by paying them on time is crucial to keeping trust and a good working relationship. "They know I'll pay them eventually" may calm your own conscience but it will send them out looking for a better employer.

Pamela Murray-Jones is an executive coach, strategist and board consultant with decades of corporate world experience across Australasia.

With a strong background in executive development, Pamela helps people to focus and achieve outstanding success. Based in the South Sydney region, she can be reached at +61 412 523 550 or www.strategycoaching.com.au or email her at Pamela@strategycoaching.com.au



THOMAS MURRELL How to Start a Presentation Confidently

The most common question I'm asked as a professional speaker, emcee and executive speech coach is, "How do you start a presentation confidently?"

My answer, "It's all in the preparation and the first seven seconds of delivery."

There are common mistakes novice and even experienced presenters make regardless if it is a three minute impromptu speech, a 45 minute keynote or two days of training sessions.

From my 30 year professional career, I trust the following insights and public speaking tips will help you in how to start a presentation much more confidently.

1. Don't apologize at the beginning: This is the "I'm sorry" beginning and a trait common amongst nervous speakers.

Trapped in a downward spiral of poor self-belief, they have an urge to apologize at the very beginning of a speech when it is most critical to exude confidence. It is a natural defence mechanism to apologise and I find this especially prevalent amongst Australian speakers.

Common apologies I hear are: "I'm sorry I don't have much time so I will need to rush this" or "I'm sorry I've got a lot of PowerPoint slides but little time" or "I'm sorry this is last minute" or "I'm sorry I'm having issues with the technology"

TIP: No matter what is happening in the background, the audience doesn't really care. All they want is for a speaker to succeed and for them as an audience to have a positive experience and gain some new insights or proven tips.

2. Don't Tell a Joke: I was recently at networking event when one of the speakers told a very bad joke ... it was rude, off colour and lacked humour. After his short speech came a deathly silence from the audience as no one clapped, yet there was applause for every other speaker at this morning business event.

Unless you are a professional comedian, don't tell a joke at the beginning of a speech. Jokes often contain an "ism" like sexism, racism, and ageism - the risk of offending someone in the audience is very high and not worth it.

3. Avoid Fake or Phoney Engagement: This is usually done by an emerging "motivational" speaker who has watched too many 1980 or 1990's speakers who used to start off with "So how are you today?" When the audience fails to respond, they would continue in a louder voice with an inane and annoying "I can't hear you!" and what ensues is normally an immediate dislike of the presenter by most of the audience.

4. Avoid the "Hands up if you have ever ..." technique: Yes, I encourage group interaction but this is a poor audience engagement technique at the beginning of a speech. Leave this one to the primary school teachers where it suits the context of engaging with five to ten year olds perfectly when asking them questions.

5. Avoid Gratuitous Thank yous: "You are a wonderful audience" or "It's great to be here" or "Thanks for that terrific introduction" or "Thanks for staying to hear me as last speaker today'.

If appropriate, compliments can add value to your speech however I suggest by starting your speech strongly and confidently to minimize the puff up and super fluffs.

Thomas Murrell MBA CSP is an international business speaker, published writer, bestselling author, media consultant and award-winning broadcaster based in Perth, Western Australia.

His regular electronic magazine is read by over 8,000 professionals in 36 different countries. Subscribe by visiting <http://www.8mmedia.com>

Call Thomas at +618 9388 6888 or visit his blog at <http://www.8mmedia.blogspot.com/>



Do you remember the central theme and song of the 1984 hit movie called **Ghost Busters**?

The catchy tune sung by Ray Parker Jr asked a perennial question, "**Who ya gonna call?**"

And if any of the next 7 questions come up for you, "**Who are YOU going to call?**"

- As business person or owner is there much more potential for growth and success?
- Has paperwork or administrative responsibilities become overwhelming?
- Are you turning business opportunity away because you can't manage it?
- Is your stress levels rising because of trying to do it all by yourself?
- Would you be more productive and profitable by 'letting go' and learning to trust?
- Is your inability to 'trust' others with tasks hampering your company's growth?
- Do you have trust issues or bad experiences in this area in the past?



Sometimes people just aren't ready to let go of control in their business. This is understandable as your business is a huge part of your life (**perhaps it's your baby**) and it can take a long time to nurture it and build it to the point at which it is now. Perhaps your business has outgrown you and not letting go could be affecting your ability to perform at your best.

Is it time to consider outsourcing some of your 'busy work' to enable you to gain clarity and the direction you want to head?

Revisit the original purpose and motivation that lead you to start up your own business. It likely wasn't to become so busy running the back end that it doesn't leave you any time to develop your business, for personal growth or outside interests.

The task of letting go isn't arduous. In fact, most people let go one step at a time that helps them get comfortable with outsourcing methodologies. The first part is to decide what is important and then what you could outsource first.

Consider all the tasks that you undertake at present. Make a list to determine which ones you enjoy the least and start with those. It won't take long to build a relationship with your support person. You will develop a level of trust, a sense of confidence in their abilities and a sense of security knowing your business is in capable hands. This will also give you the testing time to see if this fits your frame of mind and if it does, you will likely want to outsource more of your tasks.

The freeing up of your time is a liberating experience. You'll wonder why you hadn't done it before and why it's taken you so long to discover the secrets and benefits of outsourcing. What a great feeling it would be to go on holidays knowing that your business can be looked after in key areas ... sort of a 'business babysitter' and who is working with you.

This can leave you to work on your business rather than in it and get reacquainted with friends, family and fun.

Think how liberating it will be when you can outsource jobs like accounts, client scheduling, correspondence, email management, e-book creation, marketing materials, mail outs, data entry, phone answering ... the list can go on and on.

Four Tips on How to Get Started

1. Take time to list all the tasks or processes involved in your business from A to Z.
2. Decide which ones you personally need to deal with and those areas that you could (and should) outsource.
3. Find a reliable service provider either by word of mouth, through forums or trade expos.
4. Have a trial run by handing over a few tasks to test if there is a work fit and compatibility.

Monika Newman, VA support to Speakers, PR Consultants, SME's and Corporations.

With a corporate background and experience with major multinational oil companies; Getty Oil and Exxon, Monika is a Thomas Leonard International Virtual Assistant of Distinction Nominee who has worked on countless projects in Australia, Asia and the US.

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As a business person you may be doing a great job of taking care of everybody else's needs but what are you doing about your own self-care to maintain your energy level, recharge your batteries and keep weight gain at bay?

In order to continue serving our customers and clients at high standards energy levels need to be optimised to retain your vitality and maintain a competitive edge. It's all too easy to forget to have set breaks during your work day or ignore your body's signals for some time out to go for a walk, eat something healthy or drink sufficient water.

If you work in an office environment you may be suffering from [Sitting Disease](#) which can lead to obesity, brain fog, cardiovascular disease and other life-threatening illnesses over the years.

The average Australian office worker in a 2006 study put in 45.9 hours work a week - if you are self-employed it is likely higher than this. Then add up the average commute of one hour a day each way to your place of employment or CBD (many people commute from outlying regional centres like Wollongong, Newcastle and Gosford at two hours each way) and that's a lot of time spent sitting.

We need to incorporate additional movement into our busy work schedules to keep us healthy and mentally alert.

Being involved in the corporate world and office environment I've had lots of challenges that have come about from excessive keyboard use, prolonged sitting and not getting the correct nutrition. All of which was solved with a bit of resourcefulness and time hacking, hence we must make time to exercise, eat right and get quality sleep.

I have a standing desk which moves up and down to allow me to stand or sit when I feel the need. My unit is a proprietary product but you don't need to go down that route. A simple sturdy box on a table or [these other solutions](#) can serve the purpose. Both sitting and standing for long periods can be unhealthy. There is a need to ensure that your joints stay mobile and to get your lymph fluid flowing through your joints. Body weight exercises like Push Ups and [Plank challenges](#) are great ways to maintain upper body strength and incorporate between projects and tasks.

To take care of my hands and wrist I have an [ergonomic mouse](#) which has freed me up from RSI (shooting pains up my arm and shoulder). It's also useful to alternate keyboard use with other tasks to give your hands and arms a bit of rest.

There is overwhelming evidence that people need to incorporate more exercise into the limited hours we have during the day. Look for areas where you can save time like skype meetings instead of face to face. Sometimes a quick phone call will resolve issues as opposed to back and forth emails.

Commit to an early 6am start by going to sleep at a reasonable hour and fit in some exercise like walking, yoga classes, a session at the gym which may leave you the time to prepare a healthy green smoothie for breakfast and perhaps some reading before work. Also upon rising, have a large glass of warm water with freshly squeezed lemon juice. All of these tasks will help you to jump start your day and what a surprise it will be to see how much you get accomplished.

Keep a 1 litre carafe of water with 1 tbsp. of chia seeds in it on your desk and drink it before the end of your work day.

Instead of grabbing take away foods, how about preparing a nutritious salad in the morning so when you do feel hungry at midday, you'll have a healthy option ... and remember the fruits and nuts on hand to boost energy levels.

Perhaps you've heard the adage, "*if you don't take the time to be healthy, you'll be forced to take time out to be sick!*"

Prepare yourself for a healthier start to 2015, it makes great business sense!

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RICKY NOWAK Making Dynamic Decisions a Focus for YOU

Decisions, decisions ... we each make them every day, right?

In fact, we spend most of our waking moments making many decisions, it seems quite natural that it would be easy to distinguish between simple and more dynamic decisions, but unfortunately, that's not always the case.

In essence, we are not making one decision. We are choosing a set of consequences ... a series of decisions, rather like playing chess. If we move the Queen to a spot, other actions are triggered as a result of that choice.

Often times there are visible and obvious obstacles or roadblocks that can hinder us from making a decision. For example, we might feel as though we don't have enough information to make a fair decision, so we delay making a decision until we gather more information.

Other times these obstacles are ones we create in our minds and these obstacles tend to be based on emotions rather than facts. We may have an emotional attachment to a person, a coveted object or position and fear the repercussions that a specific decision may have on a loved one or object.

Other times we may fear that we will "mess it up" or "make it worse", so we do nothing simply vacillate between two or more possibilities rather than taking action because we don't want to fail. After all, is it really failure if we didn't really try? Sometimes these fears are founded, but many times these fears are not grounded in reality.

By allowing these roadblocks or fears to continue over time the decision often ends up being "taken out of our hands", it's made for us. Some may actually prefer it this way, feeling they are absolved of responsibility and the resulting guilt if the decision is "made" for them by circumstances rather than under their own direction.

The best way to overcome a roadblock or fear is to confront it head on by honestly examining why we are afraid of a particular decision. Then accept the fact that with every decision, there is an element of risk. Interestingly, there is a far bigger risk if we don't do anything when we have the opportunity than there is if we are prepared to respond quickly with any adjustments and along the way.

Giving ourselves permission to be human, admit our fears and flaws, even if we might fail, is imperative if we are to live life fully. This is true in our personal and professional lives as well as for individuals and even businesses.

Without facing our fears and taking a risk that we might succeed or even fail, is imperative for our survival. If we never take a risk, we never make a decision and then one thing is guaranteed....we will fail.

This is why the most successful business owners, managers and companies strive to create a culture where it's "okay to fail".

If the decisions they make are not 'perfect', they adjust, learn and move ahead as this empowers people and makes all stakeholders more resilient and accepting.

A great way to motivate and inspire people if you ask me!

Ricky Nowak CSP is a dynamic, high energy international Keynote Speaker, Facilitator and Author whose signature theatrical style and approach inspire her audiences with skills to be authentic and competent leaders. Her focus is in helping good people become great leaders so they can reap the rewards and grow in their careers.

Based in Melbourne Australia, she is equally at home on the main platform or meeting room as she is in delivering an interactive Masterclass or coaching session with team or executives. Visit www.rickynowak.com or call her at **61 419 839 994** or **61 3 9821 0610** or email ricky@rickynowak.com



MIKE O'HAGAN **Never Give Up ... How I Saved my Business**

As a business owner for over 20 years, my business enjoyed a constant profitable growth phase.

From a \$200 start-up, we bootstrapped our company to \$30 Million in revenue with 500 staff, then the Global Financial Crisis hit. The consequential ensuing mayhem caused a 30% reduction in market size across Australia.

Within a few months we hit serious red ink with workers losing their jobs and the mood of our company going from fun to terrible. Emotions kicked in and fear diverted my attention. What do I do? It took a while to decide to attack the situation and stop running. I had my health; it was to me to conceive what "might" happen.

For a number of years my Personnel Assistant was a Filipino whom I employed full-time through oDesk. I was well aware wages in the Philippines were about \$120 a week gross. Education was on par, possibly better than Australia and they spoke good English.

I had heard outsourcing (*the handing of a business process to the third party*) had problems. Many business owners I had asked who had tried it swore never again.

By accident I discovered an alternative: Staff leasing or Co-managing (a form of Offshoring). This is a low cost, low risk way to develop YOUR team in YOUR space with YOUR culture in another Country. It has low initial capital investment and is cash-flow friendly. This model could be started with one worker and ramped up and down with ease.

I decided to move my back office processes, particularly finance, to Manila. Within a few days I hired 3 "all-rounder" experienced "general office workers". They quickly picked up our business requirements. Their productivity was outstanding. The three Filipinos did the work of six Australians. Within months my red ink had disappeared but profit margins were still flat.

I then decided to move "sales" to Manila. After training we exposed them to our customers. I listened to horrible sales pitches and with a tear in my eye I was told they were out converting the Australian team. Better training became our primary focus and with it, we moved a couple of Australian managers to Manila.

Marketing became my next target. At the time the GFC hit there was a large change in consumer service purchasing habits. The old and trusted Yellow Pages stopped working as consumers turned to Mr Google. I noticed there was a rise of "LeadGen". Access to low wages meant we could easily develop efficient manual processes. We found clever ways of finding our customers before their buying decision was made. Today we run a team of "data miners" with serious data bases. We produce 1500 leads a day which are all contacted in various ways, depending on the type of lead. The A \$1.2M annual 'Yellow Pages' book spend has been replaced with a \$14K a year data mining spend ... it's a better investment.

As the size of my team grew tacit knowledge accrued and they started driving their own business processes. With all my Manila operations, my business in six months completely turned around my bottom line. The Bank is off my back and 200 Australian jobs were saved. Today we are growing and employing more Aussies.

Two years ago friends wanted me to show them what works and doesn't work when offshoring. They raved about the experience and out of this grew a 'Business Learning Tour' called [MikesManilaTours](#).

Now every two to three weeks I personally show 'first hand' why early outsourcing turned sour for so many businesses and how off shoring can create opportunities. We educate "*How to adjust differently to the culture and maximise productivity from \$120 a week workers*" and how it works.



Mike O'Hagan is a serial Entrepreneur with over 30 years bootstrapping start-ups. He has six businesses in three countries and is on the Boards of several firms. He has completed a term as a Commissioner on the FairPay Commission and was given the responsibility of setting all Australia's minimum pays.

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CATHERINE PALIN-BRINKWORTH Leading & Loving Difference

Difference - or diversity is a desirable component of any healthy team, organisation and community.



For many of us, it's totally the way the world is in our marketplace!

But leading a diverse team to high achievement, or meeting the sales and service needs of a widely diverse market needs a high level of awareness and communication mastery.

We now need expanded skills to communicate with the wonderful and wide range of ethnicity, age, gender and neuroscience.

The challenge for many of us, as human beings, is that we often think that the way we are is the right way to be. That's natural.

But it does cause difficulties when we see others as wrong, rather than simply different. No matter how aware, conscious or committed we are, we all carry inherent or subconscious bias that stimulates denial, defence or resistance in others.

If you've never done this, it could be a great idea to undertake an attitudinal analysis of your team to assess their level of awareness and opinions about diversity. This is not about political correctness or any workplace regulations - it's more about human understanding and emotional intelligence.

Because there is nothing 'wrong' with wherever we are; it's a question of how we can be better, better at relating to others, at bringing out the best in them in the workplace and better at meeting their needs as product and service providers.

Here's where I'd suggest you look at continual development:

- Understanding the origins of 'culture', its meaning and its impact.
- Exploring different cultural values - our own and others.
- Accepting behavioural flexibility through an understanding of different styles, preferences or abilities.
- Understanding 'face' - the need for human dignity and self-respect.
- Respecting gender differences with current research.
- Awareness around generational differences and the 'great divides'.
- Agreed values and boundaries to make sure you have team alignment.

There is so much reward to be gained in improving our skills with difference. Whole worlds literally open up for us, in our recruitment and talent growth and in our marketing. Then, when we focus on the discovery of common ground we get to a higher-level sharing of purpose, intent and success, where every one of us can help to build and belong in a better world.



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For 25 years, Catherine has delivered her value as a growth strategist, speaker, facilitator, coach and mentor.

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Our world is moving so fast that we don't give ourselves much room to play safe. For example:

- An unhappy employee can send an offensive tweet that reaches millions in a few hours.
- An online security breach can be exploited by hackers long before it's discovered by the "good guys".
- Leaders can't hide behind job titles, brand names and personal charisma when everybody can Google them instantly.

That's why the old saying "*Prevention is better than cure*" is so relevant today.

It's more relevant than ever before, because cures can be so costly. So if you can spend a small amount to prevent a problem, it can have a huge upside to the risk of making a mistake.

But prevention happens at different levels.

For example, a bicycle helmet prevents serious injury in an accident. It's a simple, low-cost, easy-to-use prevention mechanism that means it's a no-brainer.

But what if you could prevent the accident from happening at all?

That's the idea behind Fly 6, a combined tail light and video camera from two Perth inventors. It's not the first tail light for bikes, of course; and it's not the first video camera for bikes, either. But it's the combination that makes it innovative. The camera is so big and obvious that drivers know they are being recorded, so they are more cautious about following too close to a bicycle.

This takes accident prevention one step further.

Can we do even better?

The Fly6 is a good solution, but it still relies on driver caution. What if we could remove drivers from the equation altogether?

Google is doing just that with its self-driving cars. We're still years away from these cars being widely available. But so far, Google's testing ... on real roads, with real traffic conditions has been impressive.

Look ahead a few years and it's not hard to imagine the end of the driver. You'll be able to call up a car from your phone, it will take you to your destination and it will then leave you there. Presumably without any risk of knocking over any cyclists along the way!

That takes accident prevention even one more step further.

What can YOU do to prevent problems in your organisation?

You might not be in the business of designing self-driving cars, but you might be able to design a way of preventing common problems.

One word of caution, though: Don't try to control everything! Don't fall into the trap of trying to prevent problems by adding extra layers of bureaucracy, control, hierarchy, documentation, systems or processes. Sometimes this can be useful, but it can also create extra friction for everybody.

If you're going to add extra protection, make it simple, low-cost protection (like a bicycle helmet), but then look at the cause of the problem to find better ways to prevent it.

You'll get much better leverage and at lower cost by looking upstream to the cause.

Gihan Perera is a futurist, conference speaker and an expert in helping leaders understand and navigate our fast, flat and free world. *Forbes* magazine rates him **the #5 social media influencer in the world** in his area of expertise.

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



Managers claim they want productivity yet rarely change the systems necessary to fix productivity.

Research suggests the three biggest drains on productivity are **(a) interruptions, (b) poorly aligned priorities** and **(c) Skiving** (personal texting, calling, internet surfing, social media, errands and IM).

The loss in productivity to organisations is staggering:

- Employees lose 130 minutes of productivity each day due to interruptions (*study by Basex*).
- Few organizations align their priorities properly costing 20% of employees' time or more.
- The average employee skives 90 minutes per day.

Total Loss: 55% of every employee's day!

Here are three Productivity Systems to help you double or triple your productivity.

Productivity System # 1: Implement the **"90 Minute Marvel"**. Set aside a 90 minute block of time company-wide in which employees do not interrupt each other, take phone calls, answer e-mail or text. Only **"A"** priority projects are to be worked on. This can yield a full 30% boost in productivity with no additional personnel or equipment.

Productivity System # 2: Establish 'No e-mail Fridays'; this forces people to talk to each other face-to-face or on the phone. Most likely, they would have sent a string of emails where a short phone call would have sufficed. Aside from improved communication, the benefit is fewer and fewer emails. Intel adopted this policy after estimating it (and similarly sized companies) lose \$1 Billion USD in productivity due to email overload. Not so surprising, when you send fewer emails, you receive fewer emails.

How many emails do you get and how many of those you send get answered?

According to Source Digit, 182.9 billion emails are sent every day and 100.5 million are business emails. In 2015, each of us receives on average 116.5 emails per day. With staggering email volume added to our workload, today only 15% of emails get answered!

As people tend to 'live' on their devices, text messages have an 85% answer rate. Micro Productivity Tip: Don't email, Text.

Productivity System # 3: Set Priorities with your team leaders monthly and have them do the same with their people. This old system really works but has been forgotten as we cram our operations full of new 'high tech' options. Originally proposed by Dr Alan Lakein in *'How to Get Control of Your Time and Your Life'* ABC system, I've updated this and created the ABCDE Project Priority System™.

Simply ask each manager and employee to list their projects in a Word document in no particular order. Have them prioritise projects ABCDE. "A's" are 'All-important' tasks - the ones they were hired to do (revenue generation is a good example). "B's" are 'Basic Business' activities but not necessarily a mission critical item (ISO 9000 certification as an example).

"C's" are Clerical and repetitive tasks. "D's" are anything you have, could or *should* Delegate. Most "B's" and all of your C's should be changed to D's.

E's are those projects and activities which should be Eliminated. Foolishly we keep adding more to people's lists without taking something off.

Once projects are prioritized ABCDE, prioritise the "A's" (if you have 8, number them 1 to 8) and same with "B's" and "C's".

The prioritised work must now be confirmed with the boss, team mates and other departments until they are all using the same priorities. Unless they are, they are doomed to unproductive systems.

These three Productivity Systems are just three of dozens we've identified. Failing to use them causes chaos, frustration and loss of revenue. Implementing them can double or triple team productivity.

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A speaker since 1982 to over 700 organizations such as IBM, Microsoft, CISCO Systems, FBI, IRS, Hyatt, Sheraton, Shangri La, Saudi Readimix, Mayo Clinic, Singapore Institute of Management (over 440 workshops),Caterpillar Asia, Davey Water Systems, MacDow Civil Engineering, UBS, HSBC, BNP Paribas, Sydney CVB, Singapore Army, Navy and Air Force, Singapore Airlines, DeBeers and the United Nations.

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As a leader (or parent), a major part of your role is to assign tasks and to hold the individual assigned the task accountable for the result.

One vital step of the task assignment process commonly left out or left vague, and yet critical to having the task completed safely, to specification, on time and on budget is **Context**.

Context provides the background and purpose behind the task. It frames the meaning behind the task.

Context provides guidance and greater certainty to decision making when obstacles are confronted and choices need to be made. It provides more autonomy and with that, an increased sense of self-worth and confidence.

Without context trust is undermined, people become disengaged, rework is generated, costs rise, standards drop. Everyone is frustrated and put under increasing scrutiny and pressure.

We know, all things being equal, that people will embrace accountability when their work is clear and has meaning.

What is this missing step? CONTEXT - the background to the task; the "Why".

If you placed a plank of wood on the ground and said to your team that you would give \$50 to anyone who walks the length of this plank, who would do it? Almost everyone will ... it's an easy \$50!

What if you took this same plank and put it between two buildings on the twelfth floor? \$50 to anyone who will walk across the plank! Could they do it? ..YES. Would they do it? Not a chance because of fear, high risk and uncertainty.

Now let's change this situation such that the other building is on fire and their child is lying unconscious at the other end of that plank with flames that will reach their baby in moments. Would they go across the plank now? Most would say yes.

So what is the difference? It's the same danger, the same variables pretty much, but the difference is ... **why**.

Neuroscience research confirms that we are driven by one key motivating principle: **To Minimize Risk and Maximize Reward**

From an evolutionary standpoint we are hard wired to pick up on any signs of physical threat in our environment to help us react quickly and the fight, flight, or freeze response, to ensure our survival. That type of response was very appropriate 20,000 years ago when the threat was a tiger.

Today, however, we are unlikely to face real tigers. In 2015, threats are more symbolic and frequent like a dismissive boss, ambiguous instructions, being criticized in front of peers or in being micromanaged and this will still generate the same fight, flight or freeze response.

High levels of stress show up in a negative attitude with behavior becoming contagious and spreads rapidly like a cold virus through any team. Therefore, it is critical that, in assigning tasks, you provide good context and an opportunity for questions to be answered, creating greater shared understanding and clarity, in the process addressing the human needs of fairness and certainty.

Clarifying the impact on others (the team, other business units, the customer, values, and reputation), if the task isn't completed as agreed, also provides further understanding.

As a leader or parent, when you provide greater Certainty and Autonomy to your colleagues, you Relate better; treating them equitably (*fairly*) you enhance their Reputation (*status*) and your own.

By being a CARER as a leader, providing more meaning and context behind the work you assign; you reduce threat and stress while encouraging people to be highly engaged, to take responsibility and have pride in their work and to go the extra mile.

In return, you will receive greater productivity, satisfaction and personal and team well-being.

Jon Pratlett B. Ed (Hons), Cert. Ed., Post Grad. Neuroscience of Leadership has represented Australia at two Ironman Triathlon World Championships in Hawaii.

Jon offers leading-edge support to successfully manage and lead organisational change with the brain in mind. His clients include IBM, Westpac, Macquarie Bank, Commonwealth Bank, AMP, GE and the Australian Olympic Committee. Based in Sydney, Australia, call at **+61 2 9369 4120** or success@jonpratlett.com or www.jonpratlett.com



"Feeling resentment is like taking poison yourself and waiting for the other person to die."

Ponder those words as they are gold. Many have been credited but whoever said them originally was truly insightful.

'I hate office politics'

Most people say they don't want to be involved in office politics, but they still do. And the more we engage in politics, the greater the resentments become.

How much politics do you play? How much resentment do you hold on to? Is it making any difference to the other person or just harming you?

If you are an office politician, chances are you could be committing organizational suicide. If you are a manager, paying too much or too little attention to office politics means you had better start touching up your resume.

Poor engagement, increased internal competition, conflict, withholding of knowledge and information, lack of innovation, missed strategic opportunities, reduced productivity – these are just a few of the ramifications of not attending to negative political behaviour. We haven't even begun to talk about the impact on your health, morale, trust or faith in the leaders.

So what's at the core of office politics?

Self-preservation, survival in the corporate jungle, protecting your status and resources, mimicking the behaviours of others to get the results you want for yourself.

Why do we do it?

We have to go back to the era of hominids to understand why people continue to engage in back-stabbing, manipulation and the 'dark side' of engaging with others; why people still become fearful, anxious, suspicious and cynical.

I call it **The Almond Effect**®. It's when our inbuilt human survival system mistakes what other people are doing at the office for an ambush of sabre-tooth tigers.

We react biologically to the threat as if people were killer animals - though of course we modify our reactions to fit the work environment! So we respond with anger, gossip, poor performance, back chatting, presenteeism and withdrawal of discretionary labour.

We turn our backs, close our doors, roll our eyes, miss meetings, deliver poor customer service and challenge everything the boss wants us to change. It's hard to believe that some aspects of human relationships haven't evolved since the era of Neanderthals. But we clearly haven't in some regards.

Understanding and managing **The Almond Effect**®; it drives much of office politics and is the critical first step in successfully navigating your way through your organization's political environment.

Tips to survive in the office jungle

If you are a manager:

- Self-check: Ask yourself: *'Do I play politics with my people?'*
- Do not tolerate bad behaviour even from your most productive people
- Ensure accountability goes with responsibility
- Set the standard and walk your talk
- Delegate effectively and don't meddle
- Create psychological safety for your people to talk to you

And as an employee:

- Self-check: Are you consciously/subconsciously a contributor to office politics?
- Grow your networks - engage with people across the organization
- Maintain perspective: Fight only the battles that count and let stuff go
- Don't gossip
- Manage your emotional brain
- Build credibility, visibility and integrity, not negativity
- Manage upwards
- Don't get sucked in to other peoples fights
- Performance is not enough! Inter-personal relationship skills are essential

Anne Riches BA (Hons) LLM (Hons) FAICD FAIM FAITD FAHRI CSP equips managers to lead effective and successful change. Sydney Australia based, Anne can help you develop skills to decrease resistance to change, minimize interruption to productivity and prevent budget and time blowouts.

Visit www.AnneRiches.com for free resources and to contact her about her presentations and business education services.



Get your money's worth from attending a conference, **FOCUS!**

Function: Why are you there?

Overload: How will you take advantage of an avalanche of information?

Connect: Be part of the community of learning.

Unwinding: Allow yourself downtime and recovery time.

Sharing: Pay it forward by giving to others.

Function: Why are you there? Conferences can be fun and often they are in exciting places but the real reason you are there is ... what? Even before you decide you want to go, think about why. What do you want from the experience? How will you and your organization benefit? Start with purpose and intention and you are more likely to gain value.

Overload: Take advantage of an avalanche of information: How many hours of information can you absorb? A two-day conference, with a pre-conference workshop will deliver about the same as a semester at University without the intervals for review, digestion and application. You need to have strategies for capturing the information and turning it into real learning. Don't rely on getting the presenter's slides. They are visual aids; their purpose is to illuminate concepts. Take notes, audio-record on your smart-phone, tablet or Livescribe pen.

Connect: A conference gives you access to an entire learning community; perhaps the finest minds in the world on the subject matter. Make the most of it. Many speakers are generous with their time and every person in attendance has something to offer. Use breaks, as well as the formal and informal networking opportunities, to connect with your colleagues. Show a genuine interest in others and people will share with you. Be sure to reciprocate. If you can link people with similar interests or answers to questions, do.

Unwind: Allow yourself downtime and recovery time: The social side of a conference is important too. It is another opportunity to network in a more relaxed setting. Or it can simply be a chance to relax. You need to be careful though; late nights and over indulgence can take their toll the next day when you are trying to get the most from your conference.

Don't rush off at the end of a conference. The single most important strategy is *not* to leave when the conference ends. For the cost of one more night's accommodation, you can triple or quadruple the value of your conference. Reviewing your notes, reflecting and listing your actions is time well-invested.

Share: Pay it forward by giving to others: Before, during and after a conference ask yourself, "**How will I add value?**" If your organisation is paying for you to attend or sponsoring you to speak at a conference, you need to be instrumental in ensuring return on their investment. If you are self-funded, then you owe this to yourself.

Share what you know and what you've learned. Prepare a summary; write an article, blog post or testimonial for the conference organisers or speakers to use. Back at work, deliver a "highlights" presentation to colleagues. Research shows that by teaching others you deepen your own learning. By giving you also receive, even though your motivation is altruistic.

Finally, put to work what you've learned, schedule time each week for personal development.

Learning and development isn't being a vacuum cleaner sucking up information, it is reflection, using new knowledge, enhancing it and adding value.

Australia's leading mentoring authority, **Ann Rolfe** has 30 years' experience in learning and development and a background in career counselling.

Her contributions were recognised in 2011 with the LearnX Asia Pacific Platinum Award for best coaching / mentoring program and in 2013, the New South Wales Juvenile Justice Excellence Award for Innovation.

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Decide on your Attitude and Approach: Your attitude will determine your approach:

- Your attitude to the other party ... does the relationship matter to you or not? Will you need to work with them after the deal is done?
- Your attitude to the deal ... is this the only deal available to you or do you have alternatives?

You will get the best long-term results with mutually-beneficial agreements – shifting from confrontation (trying to out-negotiate the other party) to collaboration (trying to find the best possible deal for both sides).

But, let's not be naïve. Some negotiations are purely transactional with no ongoing relationship and it is likely that your approach will be much more *'hard-ball'* in this situation. If you have an on-going relationship with them, you have to make the negotiation win-win because the only alternative is lose-lose.

PREPARATION: Great negotiators do their best work away from the table before the negotiation starts. If possible, build leverage with the other party or parties before the negotiation. And of course, the best possible leverage is the win-win negotiations you have had with them in the past.

Fisher & Ury in their great book - *Getting to Yes*, say, "*The more comfortably you can walk away from a negotiation, the more confidently you will negotiate.*" So, know your alternatives if you need to walk away from a negotiation.

Research the other party as much as possible so you know their;

- **History** (have they been entrepreneurial or conservative?)
- **Past negotiations** (how do they behave in negotiations?)
- **Interests or values** (what is really important to them?)

Do the research of the competition you know what they know. If they say something about you that you didn't know they knew, then it will diminish your confidence in your preparations and your offer(s).

Decide on your bargaining power. You want to bargain with the offers that have highest perceived value to them and lowest cost to you. Remember, it's 'perceived' value that counts which is why your research on them and your questioning of them before the bargaining is so important.

PREAMBLE: This is an important step. Invest time and build rapport while finding points in common and probing what they want to achieve out of the negotiation. Do not be tempted to start putting offers on the table too soon. Once an offer is put on the table you start bargaining and once you start bargaining you stop sharing information. It is in the information sharing that you identify where each of you can add value to the deal.

Research done by Robert Cialdini, Professor of Psychology at the University of Arizona showed in one experiment how spending time finding points in common increased the negotiation success from 55% to 90%.

PROPOSAL: Be prepared to go first with confidence – first offers do surprisingly well in negotiations. Ask them to justify their offer ("*How did you arrive at that figure?*" "*You must've had some good reasons why you thought that was a good deal.*" "*Could I hear them?*") Never give anything without getting something in return and follow the principle of: Ask big – give little because people remember how many times you give more than how much you give.

IMPLEMENTATION: Show your point of difference by focusing beyond the signing of the contract to the implementation of the deal. Recent research showed 70% of business deals that were successfully negotiated failed to be implemented. Show that you are not just interested in doing a deal, but in achieving the purpose of the negotiation for both sides.

Follow these guidelines and you will create better deals for both sides in the negotiation.



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A former National President of the National Speakers Association of Australia, Kevin has thirty years' experience as a corporate trainer and fifteen years' experience as a professional speaker. He regularly speaks at conferences and seminars across Australia, New Zealand in the areas of sales, communication skills, negotiation skills and humour in business.

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On 18 March 2014, the sudden news of L' Wren Scott's death in New York City brought the most famous rock and roll band in history to a complete stop just days before their concert in Perth, Western Australia.

The Rolling Stones were ready to play at the first of seven sold out concerts across Australia and New Zealand when TV news reports flashed across TV screens that Mick Jagger's girlfriend since 2001 had taken her life due to huge financial debts and ongoing chronic depression.

Decisions by Mick Jagger and fellow band members of The Rolling Stones to postpone their 'Down Under' 2014 tour out of respect to Miss Scott proved to be the right decision.

As friends, these rockers banded together with their resilience on display each day before the media and public. Putting their much loved Miss Scott ahead of concerts and profits brought The Stones a caring public attitude and new raving fans.

Five decades after first appearing at London's Oxford Street Marquee Club as a start-up band in 1962, The Stones bounced back from this personal and close knit 'family' tragedy. They honoured Miss Scott with amazing concerts with their '14 on Fire' sold out performances in October and November across Australia and into Auckland, New Zealand.

What lessons from the Stones' 52 year journey can help you to build up your resiliency bank account? In spite of life circumstances, the economy or family, how can you be more resilient and succeed in meeting your challenges in 2015?

Six Tips to Bounce Back and Move Forward in 2015

1. Reflect & Renew: What did you achieve in 2014 that makes you feel proud? Who inspired you as a role model or mentor to achieve more in business or to improve your life? How will you renew your energy for a great 2015?

2. Manage Change & Learn to Adapt: Psychologists agree that change in any of the following areas create stress. Three or more changes at once can lead to depression or anxiety issues if not properly managed.

*Moving to a new home or city *Death of a spouse, family member, close friend, colleague or beloved pet *Job loss or career change *A serious health issue that involves a close relative, friend or self and *A relationship change, divorce, separation or the start of an intense new relationship or first or second time marriage with a new family.

3. Improve your Professional Skills: An Australian privately held pest control company I have mentored has recently been voted number 1 out of over 1,000 of their industry competitors. The owners are known for improving their skills, upgrading client-servicing methods and innovations to help their team and firm remain at the top of their crowded field.

4. Limit Requests of your Time by Community or Social Groups: The limited resource at our discretion is time. Multiplying 24 hours by 365 days, we each have just 8760 hours to invest per year; 1% of that is about 88 hours or two 40 hour work weeks. Make wise choices with your most valuable asset. Learn to say *'thank you but no'* when asked of your time by some (yet not all) volunteer, non-profit, community or social groups.

5. Balance Health, Family, Friends and Work: Look at more ways to get things off your 'To Do' list. Hire experts to help you or outsource tasks to those with the expertise to save you frustration and maximize your time.

6. Collaborate with Business Colleagues or Friends: Make a difference in your community or industry through special projects with people you like and trust. Our e-books are one example of how we've had a positive impact by collaborating with colleagues and friends I've known for many years from different countries.

If you need a few good ideas to help you get started ... give me a call.

Rob Salisbury B. Com., CSP, keynote speaker, sales trainer, facilitator and MC has been hired over 2100 times by 600 global firms, Universities and Associations in over 20 countries.

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Photo: Courtesy of www.allmusic.com



Rob speaking at a Chamber of Commerce AGM

ROB SALISBURY Beyond Football: 2014 Australian of the Year

As if it was yesterday, I recall the enjoyment and privilege of meeting, talking and flying with Adam Goodes.



I was at the Sydney Qantas Club Lounge awaiting a flight to Melbourne where I was to emcee and co-host a two day client event at the Convention & Exhibition Centre.

While sipping my coffee, I sort of did a double take when a well-dressed, tall and athletically built man walked in, ordered a coffee and stood about four meters away.

For those perhaps unfamiliar with Adam, it's a bit like seeing David Beckham of Soccer fame or Tom Brady, NFL Super Bowl Quarterback of the New England Patriots or Kobe Bryant, multiple NBA MVP with the Los Angeles Lakers Basketball Team in an

airport lounge and ordering a coffee near you.

Regularly featured in prime time sport updates as the long-time Captain of the Australian Football League (AFL) Champion team, the Sydney Swans, Adam is also a Qantas Ambassador like actor John Travolta, golfer Greg Norman, cricketer Michael Clarke, F1 Driver Daniel Ricciardo, Rugby great John Eales, super model Miranda Kerr and Olympic champion Kelly Cartwright.

Australian Sporting Royalty

One of just 14 AFL football players going back to the beginning of Australian Rules Football in 1896 to win the MVP Brownlow Medal two times, in 2014 Adam also broke a long standing record by playing in his 340th game to become the most enduring of indigenous footballers with his ability to play at top level sport over many, many years.



Defining Moment

On 24 May 2013, in the opening match of the AFL's annual Indigenous Round, a 13-year-old Collingwood AFL team fan abused Goodes by calling him an ape in a very public manner. This set in motion a firestorm of rage about racism that was still very apparent within Australian sports.

Eddie Maguire, President of the Collingwood Football Club in Melbourne apologized to Adam saying it had a zero tolerance policy towards racism with its fans and yet a week later he made his own mistake on national radio by making inferences to Adam and the forth coming play King Kong that set off even more comments about racism in sports.

The manner in which Adam dealt with the sudden media coverage and daily news is what saw him really earn his stripes into the main stream of public debate as someone who was well beyond just sports. In was in these moments, Adam shared his personal code of ethics, fairness and generosity in forgiving the girl and Eddie Maguire for the obvious errors they had both made about indigenous people and their rights at AFL players.

To Meet or not?

As Adam awaited his coffee, I got up, walked over to say hi, introduce myself and congratulated him on the way he had handled the racism controversy and national spotlight that the media had made newsworthy.

What got my attention when talking with him was his calm, cool and collective demeanour and humility.

I was quick to congratulate him on his football career, his accomplishments in community and national affairs as a spokesperson on Aboriginal and Indigenous Australian issues, I was aware that he also gets many requests of 'fans' wanting to get a picture or ask for an autograph.

While I left those two areas alone, it was interesting that he turned the conversation away from himself and asked where I was flying to and if it was business or pleasure.

Time to Fly

Within minutes of us chatting, I heard my flight to Melbourne being called out by the Qantas Club staff. In saying good bye, I said it was a pleasure to meet him and wished him well with his trip that day.

I found him very considerate, professional and easy going as if I had known him for years.



As I boarded the plane, I made a mental note of being in the company of someone who was a hero and leader to hundreds of thousands and perhaps millions of worldwide Sydney SWANS fans. An entire generation of young Aussie kids playing 'footy' in their hometown football clubs look up to this national leader, team player and community role model.

On Board

Imagine my surprise when I looked up from my seat to see Adam walking down the aisle of my flight and

smiling as he sat in a seat across and one up from me.

It was a funny moment as we laughed about running into each other so soon, yet as we buckled up, he was quick to say, *'Rob, enjoy your time in Melbourne and good luck with the conference'*.

As our plane stopped to disembark at the Melbourne arrivals gate, the Qantas team thanked us all as passengers for flying with them and of particular note, Adam Goodes one of the brand ambassadors who helped make our flight a bit more special with him on board.

Beyond Football

Since 1960, the annual award bestowed on the 26 of January (*Australia Day*) is known to shine a light on the person and their causes as an Australian of the Year recipient.

Adam's journey into *'actions and interactions'* (as he referred to in his Canberra ACT acceptance speech) will help bring value to all Australians in the role he accepted 26 January 2014 and beyond as 2014 Australian of the Year.

Rob Salisbury B. Com., CSP is a keynote speaker, sales facilitator and MC who has been hired for over 2100 events by 600 global firms, Universities and Associations in over 20 countries.

Rob is a former two-term President of the National Speakers Association of Australia overseeing nearly 300 members who lived in the greater Sydney, Newcastle and Canberra regions. Contact him at **SRI Singapore** on +65 9017 1825 or at **SRI Australia** +61 412 414 835. SRI free e-books can be downloaded at www.strategicresources.com.au



I thought I would take this opportunity to share some of the things that are becoming clearer and more defined to me, as I look in the rear vision mirror of my career. As a self-professed lifelong learner, I find that some of my long held beliefs and ideas are being deconstructed and reconstructed on an almost daily basis, but wanted to share a few that have stuck.

1. Become conscious of your own thought process (or Metacognition)

Being conscious of how you process information and respond in times of crisis and stress, is a particularly valuable skill to have. By understanding our 'auto pilot', we better manage ourselves and deliver improved performance - both professionally and personally. Your 'auto pilot' is that little voice inside your head that delivers a running commentary on your life, every minute of every day. Take the time to get to know your auto pilot.

- What pushes your auto pilot's buttons?
- What is your auto pilot's initial response in times of conflict/stress/disappointment?
- What physiological signs do you receive that your auto pilot is on his/her way? (Heart racing, sweaty palms, thumping headache?)

It is important you recognise these signs and then actively work to disengage your auto pilot, ensuring that your actual response is considered and professional. Acknowledging and understanding your auto pilot, is the first step to personal mastery. *"Know thyself"* – Plato

2. Clarify the why

Understanding the 'why' of what you do every day may be the key to unlocking your potential. So many of us muddle through our careers; acting the ultimate opportunists by jumping at almost any role offered to us. This can be a risky approach to managing your career. A far better approach is to critically and regularly reflect on the following:

- Your passion – what do you get really excited about and enjoy contributing to? What do you value? What inspires you?
- Your skills – what are you naturally good at? What do others compliment you on?
- Your areas for improvement – understanding your current weaknesses and where to focus your energies ensure that you are focussed on improving every day.

"The two most important days in your life are the day you are born ... and the day you find out why." - Mark Twain

3. Always ask. If you don't, the answer will always be no

I always thought if I was good enough, people would notice. But the reality is, sometimes you *do* have to be your own cheer squad. Sometimes people are too busy to notice that incredible piece of work you've just finished. If you want to get on an exciting new project – ask. If you feel you deserve a pay rise – ask. If you are seeking more flexibility in your role – ask. If you feel you are ready for a promotion – ask. The worst case scenario is that the answer will be no, but then the answer will *always* be no if you don't ask. Take the risk – you have nothing to lose.

4. The truth will set you free

I have always believed that 'honesty is the best policy'. Admitting to mistakes and working to remedy them early, ensures you take accountability and earns you the respect of your colleagues. This is a reputation builder. Trying to hide or deflect fault destroys trust and can seriously impact your credibility. Sure, sometimes it hurts in the beginning – a bit like ripping off a band aid. But in most cases, the healing happens much more quickly.

These are just some strategies that have helped me along the way and I have no doubt that in time, more will be revealed. After all, evolution ensures that we either grow and change to suit our environment, or perish. I believe that lifelong learning is a proactive approach to evolution – at least that's my story and I'm sticking to it.



Jeanette Sanderson is a passionate and creative Learning and Organisational Development leader. With 20 years' experience across a variety of industries, she specialises in leadership development, learning design and learning strategy. She has consistently built and led successful teams which partner with clients ensuring learning solutions contribute directly to measurable improvements in business performance.

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Passion is a core ingredient that you need on your journey. You can have all the focus in the world but without passion you will not go anywhere. So what is passion?

Being passionate about your business will get you up in the morning without hitting the snooze button five times. Being passionate about your business will let you turn conversations towards your passion and towards your business.

Through the law of attraction your passion will automatically create a community around you thriving for the same goal. Passion will allow you to get

back up after you have been knocked down by setbacks. And, even if you have been knocked down fifteen times, passion will put you back on your feet. Passion is about putting your heart and soul into your business. Passion is about dreaming up solutions and waking early in the morning with new ideas. Passion is about the long hours you are working on your business: **refining, replanning and redeveloping.**

In our society people often think passion is only something you feel towards your spouse or partner, but it is vital in business too. Passionate business people radiate and inspire others with their passion. Passion is something you can't fake.

I would even say passion can't be adopted or learnt. You feel it. And you can sense this in other people.

We saw the passion in the people we met along our recent African safari. In three weeks we had six guides. We had good guides, one indifferent guide and we had Emmanuel, who stood out from all the others.

*What made him different? **Passion!***

Even though he had been guiding safaris for more than fifteen years, Emmanuel was so engaged in everything he did. He was caring for us and even more caring for the animals and the environment. He had the patience to wait for the right moment, wait for us and never lost his focus.

Emmanuel sometimes even repositioned the car, so that we got a better angle to take a picture. And the beauty was his passion was contagious. His love for his job, his passion for the beauty, his caring for the animals was radiating and transferred the whole experience for me and my family.



Do you have a passionate cause like this in your business?

Where in your business do you affect others with your passion? Where do you encourage others and help lift their game?

Remember, it is not about pretending to be passionate....it's about living and breathing it.

Passion also helps answer the big question "**why are you in business?**" We all know that starting, owning and running your own business is not easy and you can't do it on autopilot.

There is so much to do and even your friends start asking "*why are you doing this to yourself?*"

Action steps to take in 2015: Don't just think it ...ink it!

- What is your passion?
- When does your work flow?
- When was the last time you lost track of time while working and what were you doing then?

Think about the last time you were served in a shop or restaurant and saw the passion in the eyes of the person serving you. Do you really know your passion?

How can you change your business to be able to show this same kind of passion to your clients?



Jürgen Schmechel is a passionate business strategist who has helped countless business people with financial modelling and business processes.

For a flexible 'can-do' approach from someone with sound business acumen, is trustworthy, reliable, delivers results and with German precision, visit his website and contact him at:

www.Capitalise-it.com.au – *investigating opportunities for growth*

How much scope does a person have to steer their path in life ... to have choices? "To be or not to be?" ... "To choose or not to choose?"

Religious people vary from being determinists to using the "power of prayer" to seek divine guidance in their decision making. Others are inspired by self-help books to take steps to see what they can become.

What to do when a rug is pulled out from under you and there is a loss of personal identity? That was my dilemma when a renewed three year contract as a National Industry Advisor was extinguished after an Australian Federal election in 1996.

My first reaction was positive; I would set up a private consultancy and continue as an industry advisor. It soon became apparent that without the badge of the office, I was a 'nobody' (*professionally speaking*). It was a very lonely experience.

The internet had recently become available. I included it in my home office which encouraged one of my ex-colleagues, also a recent subscriber, to send me on-line job advertisements. These jobs were all from the USA.

I perused the jobs with mild interest then one described some of my dormant skills and knowledge: "a curriculum consultant familiar with the manufacturing industry." I responded out of curiosity: "Would they consider someone from Australia?"

It was a very long shot, yet I did receive a return from the Project Director: "*I don't care where the person comes from as long as they can do the job.*"

The gauntlet was down...I had nothing to lose. A short burst of internet correspondence commenced then a few phone calls. A long list of "competencies" to be included in the proposed Baccalaureate arrived as an email attachment. I was asked to: "choose one and develop a module."

I chose Occupation Health & Safety since that had universal application. After a full weekend at a library, I sent off the completed module the following Monday. A long wait and then an email: "*We want to interview you.*"

From being merely an intellectual exercise I had to change my focus. Luckily I was aware through my previous role that the Australian National University (ANU) had recently established a satellite media facility. I contacted the Manager and it was a 'YES' and I had their high technology facility at my personal disposal.

The interview was arranged for a few days later at 7.30 a.m. A week later the Director rang and offered me the job. When all around me was doom and gloom that was a sweet moment!

The process of obtaining a U.S. work Visa took allot of patience. At one stage I was asked if I was an alien. My response was: "*As far as I know aliens are fictitious beings said to exist in outer space.*" But no, in the USA, their Immigration Department means anyone who is not a U.S. citizen is an alien. So ... "Yes, I am an alien!"

I arrived in Arkansas four days short of my sixtieth birthday. Ironically, days before I left Canberra I received a letter from the relevant government department advising me I was eligible for the pension which meant I could get off the treadmill of compulsory job seeking. I sent a letter, with great satisfaction, "*thanks but no thanks.*"

Besides a proactive attitude, a change occurred in me because of an inner confidence based on my knowledge, skills and experience. Without the trappings of an office, it can be bleak but it is essential to focus on your inner core. I knew what I knew so I went for the USA job with the intention to see how far I could go. I can also say that similar positive outcomes have occurred with other jobs and life situations.

Felicity Simmons: Passionately engaged in family and community, Felicity is based in Sydney, Australia. She is not 'redundant' and is passing on her skills with others in being strong, present and having faith in oneself no matter what.

Felicity can be reached by email at felicitysimmons@gmail.com



The Japanese monkey, *Macaca Fuscata*, had been observed in the wild for a period of over 30 years.

In 1952, on the island of Koshima, scientists were providing monkeys with sweet potatoes dropped in the sand. The monkeys like the taste of the raw sweet potatoes but they found the sand unpleasant.

An 18 month old female named Ima found she could solve the problem by washing the potatoes in a nearby stream. She taught this trick to her mother. Her playmates also learned this new way and they taught their mothers too.



Before the eyes of the scientists, this cultural innovation was gradually picked up by various monkeys. Between 1952 and 1958 all the young monkeys learned to wash the sandy sweet potatoes to make them more palatable. Only the adults who imitated their children learned this social improvement. Other adults kept eating the dirty sweet potatoes. The added energy of the hundredth monkey somehow created an ideological breakthrough!

A most surprising observation occurred to these scientists and it was that the habit of washing sweet potatoes had jumped over the seas. Colonies of monkeys on other islands and with the mainland troop of monkeys at Takasakiyama began washing their sweet potatoes.

Therefore it is known that when a certain critical number achieves awareness, this new awareness may be communicated from mind to mind!

This is exactly how I was able to extend my ESI (Executive State Identification) business from Sydney, Australia to Helsinki, Finland. In 2009 I had been working with many clients in developing and trialling the ESI mapping tool.

I had gathered case studies from a cross section of the community from CEO's to prison in-mates. The numbers grew and my book *'The Many Parts of YOU'* was taking shape. My website was being developed at the same time.

On a particular day in 2009, I received an email from an unknown person in Helsinki who was working with the same modality of intervention - ego states ... ego states that reside within every individual. From many communications with her I was invited, by my now Finnish colleague, to speak at an NLP conference on my *ESI Mapping Tool*. Armed with my newly published book I set forth to new lands and new possibilities.

My presentation on neural pathways and behaviour patterns was well received and in addition to this, just by chance, in the audience was a publisher. He approached me expressing his interest in having my book translated and published into Finnish. What does one say to an offer like that!

I have returned to Helsinki many times, presenting workshops on the ESI ([Executive State Identification](#)) mapping tool and a book released in 2012.

January 2015 marks yet another visit to this gorgeous city to deliver an advanced workshop in the ESI mapping tool process to Coaches, Counsellors and Psychologists. This time it will include connections with Helsinki businesses regarding the corporate model.

Lesson learned:

Never underestimate the power of the **100 monkey syndrome** – it could be happening to you right now!

Jan Sky is a Behaviour Change Specialist. She is recognised internationally for her work in bringing about behaviour changes in individuals and within organisations.

Since 1993 she has consulted and presented in Australia, New Zealand, USA, Amsterdam, Malaysia and Finland. Her book *'The Many Parts of YOU'* is available in English and Finnish as a hard copy or as a download on Balboa Press.

Jan is an author, executive coach, keynote speaker and runs a private practice in Sydney Australia as a psychotherapist. She can be reached at +61 2 9522 2050 or email: jan@execstateid.com.au | Web: www.execstateid.com.au



Have you ever gotten into a taxi and when the driver asks you "where do you want to go?" and you said "I don't know, but how about we just drive around for a while and see where we end up!" Without a plan for your financial future, you are doing just that, jumping in for the ride and hoping you end up at the right destination!

The funny thing with planning for our financial future is we do actually know what we need to do, we just don't do it. To lose some weight, we know we need to eat a balanced diet and exercise regularly. Yet we all know people who search the tabloid magazines for a quick fix, weight loss toned body while they sit on their backside on their couch watching television shows for hours and hours.

The first step in planning is an understanding of what you are spending now. Knowing how much you earn is the easy bit, knowing how much you spend on is a bit harder. Most people live in denial as to the how much they spend. They don't want to quantify it because they know it will scare them.

The following are some areas to save or lower expenses.

- Buy cheaper, yet good quality brands.
- Don't impulse shop or shop when hungry.
- Start, maintain and enjoy a vegetable garden.
- Take away dinners once a week versus multiple times.
- Make lunch instead of buying it will save about \$2600 each year.
- Buy a coffee machine with bulk coffee versus individual coffee's to save about \$2000 each year.



Budgeting isn't necessarily about stopping us from spending; it's about putting you in charge to understand the consequences and benefits. Remember, the key is that you don't need to give up having things; you just need to adjust the frequency and perhaps the way in which you buy the items.

After quantifying current expenses and determining where you could start saving, establish short (1 to 3 year), medium (3 to 7 year) and long term (8 to 20 year) goals. Do this yourself (and not as a couple if married).

This ensures you are both on the same page and identifies personal and mutual goals. In many cases, I have found couples goals are vastly different, which surprises them. Many people assume spouses have the same goals and time frames as they do!

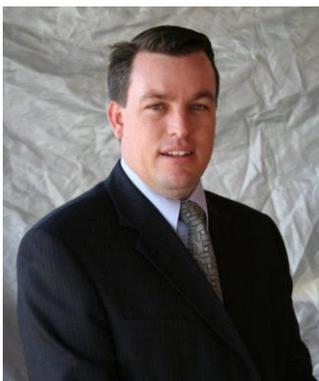
The next step is to quantify the cost of your goals such as:

- Retirement living expenses.
- Changing or maintaining vehicles
- Children's weddings and / or live in elderly relative funeral(s).
- Family holidays, spending money, food, tours and attractions can cost \$2,000 to \$50,000 each.
- Education, including excursions, sport and tutoring for children can cost \$2,000 to \$20,000 per year.

Now that you have a time frame and a cost, work it back to see how much you need to save now, for each goal, per week. With the focus now on the end game, it is easier to start saving and the consequence of not saving, are you will be further away from achieving those goals.

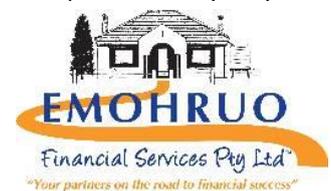
The secret to financial security is to know what you spend, establishing your goals and their associated costs.

Then work backwards to know how much to save per week, in order to achieve them and then actually saving for them. Don't just go along for the ride and hope it will all work out. At the end of your journey, you want to be happy knowing you have achieved what you wanted in life.



Wayne has been in the financial services industry for 20 years, 12 of those in his own practice, **Emohruo Financial Services Pty Ltd.**

He has earned Masters of Business and Masters of Commerce graduate degrees, is a Certified Financial Planner and Self-Managed Superannuation Specialist. In Sydney call **02 8205 1228** or visit <http://bit.ly/EMOHRUO> or Wayne@emohruo.com.au

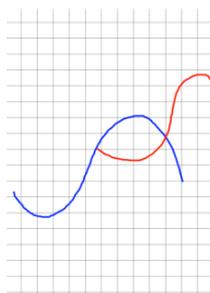


A Sales Manager needs to lead from the front by starting the day, most days, leading a team meeting.

Win their Hearts and Minds: Leadership is about winning your salespeople's hearts and minds. That's done by co-creating with them, face on, in an interactive meeting, not barking instructions while walking past their desk.

Why is it Important for your Sales Team to View you as their Leader? Consider the Sigmoid Curve.

Management thinker, Charles Handy, refers to the Sigmoid Curve as an S-shaped curve that corresponds to every human system. The first phase is experimentation and learning, the second period is doing the job, performing well. But ultimately every curve turns downward.



The way to curb the downward spiral is to start a fresh, upward curve before the downward direction has gone too far. A salesperson's attitude and performance in a job resembles the S-curve of a Sigmoid Curve. At the start they are keen, enthusiastic, wanting to do well. But if left alone to just 'do the job', they peak then finally effort starts to turn south.

But here's the secret. Leading from the front and creating a collaborative learning environment starts a fresh Sigmoid Curve, which keeps your team on track.

Let's say the typical life cycle of a salesperson in an industry is three years. The **first year** they are learning how to do the job competently. You, as the Sales Manager, have their respect.

The **second year** they do the job competently and you may feel they don't need as much of your input, so you might leave them alone. But here's the pitfall; if left alone to just 'do the job', the **third year's** performance and attitude may drop exponentially. They either leave, or if they stay on, are actively disengaged. This poor mindset may bring down the performance not only of themselves, but of others around them.

The Sales Manager can prevent this negative spiral by leading from the front, daily. When, where and how do you talk to your team? Do you issue an instruction while walking past? Or worse, are you trying to lead by email?

Create a Learning Organisation: The Sales Manager is the Sales Leader and the Sales Trainer.

Here's how to do it: In your office create a separate learning space with a table and chairs for attendees and a flipchart with paper or whiteboard. Use flipchart or whiteboard pens in different colours.

Each morning invite your team to sit at the table. Stand and lead a discussion around a specific learning topic, before or after you bring up any operational items. You can brainstorm to continuously improve, or ask individuals to share what's working for them. Record key ideas on the flipchart; standing gives you easy access.

Why stand? To stand to lead a short discussion enhances your personal power; you come across as more confident and competent. In their eyes, you are more 'elevated'.

Here are a few topic ideas:

- How to ask for the order.
- How to upsell.
- Which time-wasters can we eliminate?

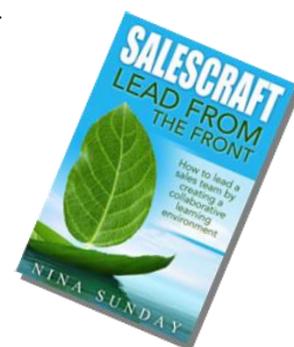
Start most days with a learning meeting and notice how your people feel more inspired, more motivated. Because you've opened the lines of communication, there's less likely to be an undercurrent of negativity.

When you consider the cost in dollars and time of replacing a poor performing staff member, this one daily tactic can save you thousands of dollars per annum and create a change in culture that boosts sales and increases team morale.



Nina Sunday CSP, BA, Dip. Ed., is a speaker, salespreneur and author who helps Sales Managers create a collaborative learning environment for improved sales, productivity and engagement. Nina served two terms as NSW/ACT President of the National Speakers Association of Australia.

Contact: **+61 408 076 004** | ninasunday@icloud.com | Based in Sydney, ask Nina to send you a free copy of her e-Book, '**Salescraft: Lead from the Front**', which describes how to lead a sales team by creating a collaborative learning environment.



No! Not if you are serious about your own development or asking your people to perform with initiative.

Is it possible to measure your success by your failures? I believe so. One wine ... I mean, fine example: John Graham Brown, of Brown Bros. wines in Albury, once said he expected the manager of his 'Kindergarten' winery to produce at least one 'really awful' wine per year. Just to prove that they are truly experimenting.

Robert Louis Stevenson said, "*Our business in this world is not to succeed but to fail, in good spirits*". I remind myself of this often, in all good humour, of course.

Reward Effort Not Just Results

If we recognise effort, the return in commitment and attitude from our people will yield us a greater return than merely a bottom line result.

We willingly praise our children for their attempts to improve. Not everyone can be first in class - but all of us can have a *first class attitude*.

When it becomes natural within the culture of a company, or even a family, to attempt new things, imagine what we could all achieve. A winning team does not have to be measured purely by numbers.

Scrap Employee of the Month Awards. Abolish quarterly and yearly awards. Particularly if these are the only things your organisation does all year to reward effort.

Such rewards are anticipated and usually commend only a handful of people. Surely you want more than a handful of people to be committed to the game of business, every day.

We call this the Valentine Rose Syndrome. Once a year; nice when you receive it but dreadfully predictable, therefore, the message is diluted.

Random and frequent win the day. If you are serious about how your people receive and value recognition you will find that random, frequent gratitude will be appreciated more highly than any generic certificate.

A good old fashioned 'pat on the back' by the appropriate person will make a substantial investment in the 'Goodwill Bank Account' of any individual.

Sincere, personal commendation of effort, either written or verbal, will last longer and be perceived as more genuine.

When goodwill is high and the pressure is on, colleagues will back each other and absenteeism is reduced dramatically.

Adopt a 'Recognition Culture'

In consultation with American Airlines, we designed a recognition program coined "Compliment a Colleague".

This takes the form of a card naming an individual, reason for the praise and signature of the person giving the recognition. This card was to be given whenever anyone in the Sydney office saw or experienced great service, kindness or support by one staff member to another. Importantly, the appeal lies in the intrinsic and non-monetary based approach. It doesn't cost the person giving, or the company, yet the effects were profound.

Rewarding those who support you in business is a small price to pay for 'discretionary effort'. That is the extra effort you *choose* to give over and above the minimum effort required for any task. Each of us is making that discretionary decision every moment of every day. The choice is earned, just like respect.

In 2015, measure rewarding failure and effort through the lens of long term glasses and watch the landscape come alive with voices and hearts that want to make a contribution.

Jill Sweatman is a corporate culture speaker and education specialist. She has worked in 13 countries as a speaker and facilitator providing memorable learning experiences.

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Do your actions have a consequence?

'Cause versus Effect' appears to be a law of the universe and says that whenever something happens it was caused by something else happening before it. Do you think of yourself as being on the cause side of the equation or on the effect side?

Imagine the scene ... you meet a friend for lunch and she knocks her coffee all over your business suit. You have no control over what just happened! What happens next will be determined by how you react! You shout and proceed to get angry at your friend for being so clumsy and knocking her cup of coffee over. After all, she should have been more careful. Your friend apologises but you don't let up and she bursts into tears. You storm off to rush home and get changed for an afternoon meeting. You drive at breakneck speed, narrowly missing a truck as you run a red light. When you've changed and got back in your car to head to your meeting, you realise you've left your briefcase at the coffee shop. You finally get to the meeting 30 minutes late and it doesn't go well. As the afternoon continues, it seems to get worse and worse.

Why did you have a bad afternoon?

- a. Did the coffee cause it?
- b. Did your friend cause it?
- c. Did the red traffic light cause it?
- d. Did you cause it?

The answer is **d**, because of how you chose to react. You had no control over what happened at the coffee shop. How you reacted immediately after the cappuccino was spilt is what caused your bad afternoon.

Let me give you another scenario; you meet your friend for lunch and she spills her cappuccino all over your suit. While I suspect you probably wouldn't lean over and thank her, you could tell her 'it's ok' and that she should be more careful next time. The waiter brings you a towel and you get your things together to go home and change. You also call your next appointment to let them know you may be a few minutes late, thereby arriving calm, cool and looking fresh. The meeting goes well and you enjoy the rest of your day.

Two different scenarios! Both started the same. Both ended differently. Why? Because you chose how you reacted! You chose how you responded to an experience and created a completely different result.

We are consciously and unconsciously creating our lives as we go along by how we choose to interpret what we experience, how we choose to feel about that interpretation and how we choose to act as a result.

Once we realise we are creating our lives as we go along, it gives us the power to change. We can choose to pay attention to different things, can choose to interpret our experiences differently and choose to feel and act differently.

When you are on the 'Cause' side of the equation it empowers you to act and make changes in your life. On the 'Cause' side of the equation, you will always have choices, whereas when you are on the 'Effect' side of the equation you have no choice, because you have placed choice outside of yourself, in the hands of other people. As soon as you take responsibility and say 'this is my responsibility', then you will find new choices and new ways of creating something different.



Carol Talbot has guided and inspired people in over 17 countries offering motivating events for world class companies globally.

A professional speaker, Carol is a Master Trainer and respected authority on NLP.

Based in the Dubai, she's often called 'the FIRE-STARTER' as she 'fires up' teams to teach them how to walk across burning red hot coals of around 1700 degrees Fahrenheit.

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My spirit was definitely not inspired by the wet and windy conditions outside when I woke up on Marathon Day, 14 December 2014 in Hawaii. I had gone the extra mile preparing for an entire year to make a comeback to wheelchair marathoning after the last five years of battling with Stage 4 Leukemia.

I had hoped the conditions would be just as good as my previous Honolulu Marathon in 2006. Hoping that the wet weather would improve, I pulled myself out of the comfort of my room and braved the rain and wind at 3.15 am for the 3 kilometre trek to the starting line.

The company of many other wheelchair racers, runners, escort cyclists, volunteers, cheerleaders and supportive members of the public immediately lifted my spirit. With a consistent pace from every punch on the slippery rim, my racing wheelchair surged forward against the headwinds.

Realising that my intense efforts at the beginning had brought me only to Mile 5, many thoughts flooded my mind; *"only Mile Five, there is another 21 miles to go; this race is just too tough; give up now, after all the rain and wind conditions are getting worse or maybe go for a slower time, maybe ..."*.

Finding excuses to give up sounded all too familiar during in my last five years of battling Stage 4 leukemia as it was the hardest race of my life.

It was a good start when my body responded to just two cycles of chemotherapy which killed many of the cancer cells. But my strong physique conditioned over the last 33 years of Spartan training to equip me for the international wheelchair racing arena, suffered a heavy beating from the toxicities of the four cancer drugs.

Unable to tolerate the terrible side effects any longer by Cycle 3, I asked to forgo the rest of the treatment.

My cancer doctor could not let me quit the treatment midway. He helped me realise that I had "a good start and I needed to have a good finish" and that by completing the entire treatment as a journey, I would be able to help other cancer patients once I returned to medical practice.

He reminded me of how I had never given up in an Antarctica marathon even though I failed in 2005 and 2007 but to stay focused until I reached the finish line. Awakened by such motivating words, I learned to be SMART i.e., Set Measurable Achievable Realistic Targets.

With such a purposeful mindset, I became driven in spirit each day. I completed my six cycles of chemotherapy followed by a bone marrow transplant. On 1st October 2014, I celebrated my five years of survivorship.

As I thought of my triumph against Stage 4 leukemia, I became energised and steered my mind away from the thought of giving up at Mile 5.

I triumphed over the rain, the headwind, Diamond Head and more than just compete, I completed the Honolulu Marathon in sub 3 hour time and a personal accomplishment to inspire me in 2015.

Today is the day...there will never be ideal conditions in life. Each of us faces different heartbreak hills in our race of life. Like me, you can turn setbacks into comebacks as long as you and I don't ever give up.

Indeed *"tough times never last but tough people do"*.

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Paralympian, World Records Holder, International Inspirational Speaker and Asian-Pacific Games triple gold medallist. Holder of six endurance marathon world records, including "Fastest time to complete 7 marathons in 7 continents that included Antarctica and the North Pole in just 27 days".

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Let's talk about the following two questions?

Question # 1. **Do you have a degree?** If your answer is yes, then you should be well set for whatever challenges life throws at you or if this is not the case, then you need to read this article.

If your answer to the above question is no, then you need to focus on Question # 2. **What does success mean to you?**

Many of us equate success with wealth and financial freedom. Actually the truth is being wealthy and financially independent does give you the edge over those who are burdened with having to pay their debt, mortgage and loan.

It is possible that if you have a degree that your chances of getting a better paying job are higher and that you might earn more than a person who does not have a degree? With the exception of professions such as doctors, lawyers, architects and accountants that require a degree, the world is not restricted to these individuals.

People who made it in life without a degree include: **Michael Dell, Coco Chanel, Bill Gates, Matt Mullenweg, Arash Ferdowsi, David Neeleman, Abraham Lincoln, Jane Austen and Ellen DeGeneres.**

The one thing all of them have in common is that they either did not have the chance to go to college or dropped out to pursue their dream. All of them became successful in their lifetime and to be successful without a degree, you need three qualities.

1. Be Resourceful: Being resourceful means that you are able to work within the limited resources provided and being able to come up with ways and means to achieve your target no matter what.

Having a degree won't guarantee this. You become resourceful through your experience, common sense and being vigilant in what you are doing to see what you can do to improve the situation you are in.

#2. Have a Daring Attitude: Eudora Welty said: *"All serious daring starts from within"*. If you want to succeed in life be crystal clear of what is it you want in your life and know how to achieve it. Then develop a powerful belief system and courage that allows you to gravitate towards your success. A daring attitude will give you the sustenance that allows you realize your dream.

To be daring, take the cue from French author, Andre Gide who said: *"Man cannot discover new oceans unless he has the courage to lose sight of the shore"*.

3. Have an Open Mind for Opportunities: Don't wait for opportunity to knock on your door. You have to seek and make them work. Don't give up easily when things do not work out the first time around. Try and try again and if necessary do a paradigm shift.

As Michael Jordan says, *"I can accept failure, everyone fails at something but I can't accept not trying."* The power to change is within your DNA and it is up to you to unleash it and feel its presence.

To do this, keep in mind: Whatever you want to achieve wish for it, will it and work for it until you get what you want.

Daniel Theyagu: Since 1989, a conference keynote speaker and corporate trainer who has designed customized training programmes for over 300 firms and organizations in Singapore, SE Asia and internationally.

Daniel has authored five best-selling books and written hundreds of articles on success and is regularly featured in newspapers, magazines and online. Daniel is best known for his light hearted and humorous delivery style. Participants leave his training feeling rejuvenated and being able to realize their return on investment almost immediately. Managing partner of **Lateral Solutions Consulting LLP**, Daniel can be contacted via www.lateralsc.com or email him at dtheyagu@live.com



In this article, Simon Tupman outlines what business leaders can do to keep their organisations ahead of the curve

Two of the biggest drivers of change affecting businesses worldwide would have to be **technology** and **competition**, neither of which is likely to abate in the near future. Many businesses struggle to adapt to these and other drivers of change face potentially fatal consequences. Navigating periods of change demands fresh thinking, leadership, discipline and courage.

For the purpose of this short article and at the risk of over-simplification, I have outlined a three-stage process to help business leaders embrace the future with greater certainty.

1. Let go of your past

Businesses tend to be proud of their histories and often with good reason. However, they should not be tied to their past. History is no predictor of the future and tradition (*'this is the way we have always done it around here'*) can act as an impediment to innovation and progress. Some ways to break with the past include:

- bringing in outsiders like external consultants, clients and local business leaders to offer objective insights and expertise;
- involving and rewarding your people to develop new initiatives that can make your firm operate more effectively;
- critically assessing what work practices no longer serve the business well

2. Take stock of your current position

Business leaders need to make an honest appraisal of their current situation if they are to stay ahead of the curve. Facts rather than opinions about the business's economic performance and trends, customer satisfaction levels, competitive analysis, and staff engagement levels are all important indicators. Resist the temptation to blame poor performance on external factors such as adverse economic conditions. All businesses experience similar economic conditions, yet some adapt better than others. Some ways to take stock of your position might include:

- surveying your people for their opinions about what in the firm could be improved upon or eliminated altogether;
- asking some of your leading customers about their experiences, their propensity to remain as customers, their future needs and their views about your service or what could be improved upon;
- addressing housekeeping issues such as your governance, your client engagement process, your recruitment methods, your marketing, your credit controls, your productivity rates and IT systems

3. Plan for a secure future

Successful businesses don't evolve by chance. Instead, they plan proactively, by involving all their people with a view to establishing some meaningful and achievable objectives. This is not an exercise in writing a plan; rather, this is an exercise in consultation and thinking, about the future and how you want it to be for your business.

As part of this process, business leaders should

- consult with their Directors and Managers to establish their views;
- ensure they have a mandate to implement;
- involve all their people in implementing;
- ensure people know where the business is heading, what it stands for and what their role is to be;
- encourage and enable people to explore new ideas and business practices;
- instil new behaviours and skills with relevant training or coaching i.e., client service, listening or teambuilding

Change requires doing things differently; old habits that no longer serve the business need to be phased out. Team members might require training to learn what is expected of them in the future.

When leaders get these basic steps right, their organisations will not just survive... they will thrive.

Simon Tupman MBA is a New Zealand-based business speaker, facilitator and author of three books including international best seller, "**Why Lawyers Should Eat Bananas**".

His mission is to impact positively on people's lives by presenting ideas and insights that engage and inspire them to thrive in a changing world. For over twenty years he has worked with a wide variety of mature organisations especially legal and professional services.

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To be a success in any line of work, you need a solid foundation, just like a building does. Without a solid foundation the building would collapse and so would you. That foundation exists within you - it is your attitude - and it is 100% under your control. Attitude is everything.

Your attitude, which stems from your individual beliefs, is the foundation for professional and personal productivity in all aspects of life. Let me ask you some questions. Answer them honestly.

Do you believe in yourself? How would you rate yourself on a scale of 1 to 10 with 1 being low self-belief and 10 being high self-belief?

The rating you just gave yourself is written on your forehead for others to see, as it is also reflected in your body language and in your performance. If you do not have a high belief in yourself, will others?

Do you believe in your organization? How would you rate your organization on a scale of 1 to 10 with 1 being the worst organization you have ever worked for and 10 being the best?

Do you believe in your team? How would you rate them, 1 being the biggest bunch of idiots and 10 being the best?

What about the products and services you represent, do you believe in them? On a scale of 1 being low and 10 being high, how would you rate them?

The answers to these questions will determine the results you achieve. Your beliefs determine your attitude, your attitude determines how you feel. That in turn determines the actions you take. The actions you take determine your end results.

Examine your beliefs and values

If you aren't getting the results you seek, the root of the problem lies with your beliefs and values. It is time to examine those beliefs.

Beliefs are often based on external influences - media, friends, family, work associates, customers that can negatively affect our values and beliefs. Such influences are subtle and we may not be aware of them.

Let's look at your own ratings. Add up the three ratings for your belief in your organization, team, products and services. Divide by three and determine your average.

If your average is 6 or less, leave the organization. If you do not believe in your organization, team, products or services, you will be stressed. That stress will lead to unhappiness and health-related issues and you will not have an enjoyable life. Leave and find something you believe in, as how you perform will be at your level of belief.

If your rating is 7 or more, great. Find out where your beliefs are weak, discuss them with others and get yourself up to a 10. When you believe at that level, you also perform like a 10.

I can't change your personal beliefs. Neither can anyone else. Only you can do that. The best advice I can offer you is to avoid harmful external influences and to maintain a positive outlook. Focus on the facts and choose the right road to a successful future.

If you truly believe in yourself, you will be far more confident and aware of current situations. You will not be easily swayed by external circumstances without some analysis.

You will certainly offer better service to others if you embrace the right attitude. You must strive for measurable results and believe in your organization, your team, your products and services, and most of all, believe that you are providing good value for money. This is a winning attitude, the right attitude - the foundation to your success.



Bob Urichuck CSP is an internationally sought after speaker, trainer - founder of the ["Buyer Focused" Velocity Selling System](#) - and best-selling author. His latest books, [Velocity Selling: How to Attract, Engage and Empower Buyers to Buy](#) and [How to Motivate Your Team in 30 Days](#) are new in 2014. Email: bob@bobu.com

Sales Velocity. Your Bottom Line. Our Passion

Have you ever wondered what the next step was to get to that higher level? Want a better understanding of your life in 2015? Allow me to share some insights on self-motivation.

Self-motivation is defined by Webster's Dictionary as the "*initiative to undertake or continue a task or activity without another's prodding or supervision*". This means that it is 100% all about you making the decision to help yourself, possessing a strong desire to change, allowing growth to occur and being determined.

What is most important to you in life? How do you plan on making it happen? Who is in control for it to come about? You are. Self-motivation is important because it is the very first step towards any personal growth and life achievements. It all begins with an amazing discovery that you can actually make a difference in your life and the life of those around you.

A simple example of taking charge and becoming self-motivated would be to begin writing in a journal on a daily basis and taking note of all that you want to accomplish. For instance, you can chart down personal health goals, places you want to travel to, the type of lifestyle you want, the type of job you would like and so on. By writing down all these goals, you can jump-start your life and begin planning and moving forward towards living the life that you want and that you choose. **

Remember, there are no limits to self-motivation or a wrong way to go about it. You can decide to embrace life and go after your dreams, or not act at all and allow it to pass you by. The decision is ultimately yours to make. Self-motivation requires you to be a decision maker.

There are three general types of people in this world:

- Type 1:** People who make bad decisions, cannot choose a path and waste their lives away are what I like to refer to as the *sinkers*, (not self-motivated).
- Type 2:** People who wish and dream about a better life but rather purchase lottery tickets than go after what they want are the *floaters*, (not self-motivated).
- Type 3:** People who know what they want, plan for it and go out and make it happen are those who **SOAR**, (self-motivated!).

Are you the self-motivating type? If you answered *no*, would you not prefer to be the self-motivating type? Would you like to **SOAR** in life?

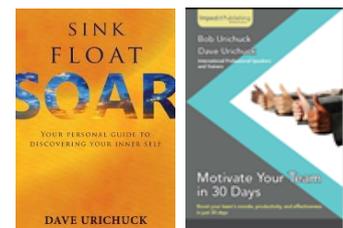
Self-motivation is one of the key elements in life that we have full control over. Oddly enough, people don't seem to spend much time on it. Instead, individuals waste more time on things that they cannot control, such as the weather, traffic, time, other people and what they say. You can finally take control of your life right now through self-motivation. You can control your attitude, your thoughts, your conversation and your actions toward others. Self-motivation strengthens awareness and removes negative thought. Self-motivation promotes discipline, action and resolution. Self-motivation is a steadfast road to contentment.

You are at the helm and can steer one way or the other. Why not choose the right way: choose self-motivation and begin 2015 on the right foot.



**For more tips on becoming self-motivated visit <http://daveurichuck.com/resources/>

Dave Urichuck is an International Speaker and Author of *Sink-Float-Soar* and co-author of *Motivate Your Team in 30 Days*. Dave guides people to understand how attitude, motivation and success work from the inside-out. He engages participants to take ownership and responsibility for their own lives - to bring self-awareness and clearly define their life goals in order to SOAR.



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For decades, a normal child has been forced to live the way their society, family, race or country wants them to live.

Nobody wants to know what is inside them. The child goes through moulding or reshaping of various kinds. By time they reach adulthood there is a big, thick, concrete wall between their soul (True Nature) and their work. This wall is made up of patterns, beliefs, personalities, habits and so on, which doesn't have anything to do with who they truly are. Their soul is dying inside while they search for it by building their success, relationships or personality. They think this will solve the problem. But a life built on these patterns will never give fulfilment.

You can change your work twenty times in ten years. Still fulfilment and sustainable happiness will be an illusion.

You may be rich, popular and driving the most expensive car but unless you are able to dive below those patterns of personality, the inside will be empty.

Otherwise, tell me why movie stars who are earning millions of dollars a month are caught with illicit substances in their blood? Why many politicians are caught on camera taking somebody else's money? Why people age so prematurely in jobs they are successful at? Why people live on pills? Blame it on unhappiness and disease but why are they unhappy? They are in powerful positions, playing with millions of dollars.

One answer is that health is just a monitor, representing what is going on in the mind. The waves in the mind are directly from the flow of life. A healthy body indicates a pleasant mind and fulfilled life.

It is time to reconnect with a more authentic definition of who we are. To see what is natural for us and how that must, at all costs, be preserved. Our choices are infinite, but our joyful heart-full and healthy ways of living are not. It is time to honour ourselves, to know ourselves again, to get beyond acronyms, guru worship and corporate personality typecasting.

We are suffering huge problems in the world with stress and burnout at work in epidemic proportions.

Just look at statistics involving health care in business where mental health has risen from 10% to nearly 90% of health claims made in corporate insurance. Add this cost to lost time and stress costs in families and I argue that corporate worlds have got it wrong. They are actually heading in the wrong direction making things worse.

People are getting fatter and sicker. Life expectancy is rising but what about the quality of life? Nothing is curbing the tide of trends towards a world in which health and mental peace are synthetically created. Love doesn't come in a pill or a plastic bag or a book for that matter. So what is the solution?

Vision, Inspiration and Purpose ... you own it. It's simple. It's portable and it's inside of you. It affects your productivity, your health, your happiness. It affects your relationships, your friendships, your children and your P & L at work. If you tap it, there's no stopping you, if you don't, then it's all just hard work and struggle.

Your **Vision, Inspiration and Purpose** comes from your heart.

It affects everything important and it is without doubt the single most important ingredient in determining the quality of your life and the essential exchange in relationships.

It's not fluff. It's your true nature. Your inner wealth, so you can be in control of your own dialogue with life.

Christopher Walker: Australia's Spiritual Realist and Anti Guru Guru.

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Give prospects what they want – engaging, emotional and educational content!

Location, location, location! That was the battle cry of retailers and businesses all clamouring to get the best location that would ensure the most traffic to their business.

Forget about location, today's mantra is content, content, content. It's quality, informative content marketing that will drive prospects and customers to your bricks or clicks business.

Content marketing is all about creating informative, valuable and engaging content and then delivering this consistently to your ideal target market. Some examples of great content marketing ideas are infographics, static banners with business or motivational quotes or tips, podcasts and videos or a WebTV series.

Delivering content through videos tops my list and here's the reason why.

Video can get you found online faster than your competition. As an SME, business start-up, MNC or entrepreneur, everyone wants to be on page 1 of Google and preferably listed in the top 3 places in the organic listings on the page.

Check out these interesting facts:

- ✓ 4+ billion videos are watched on YouTube every day
- ✓ Over 700 videos are shared on Twitter every minute
- ✓ By 2016, 1.2 million minutes of video will travel the internet

You may be asking ... so what's this got to do with me and my business? Quite simply this; video is unquestionably one avenue that will give you a head start over your competitors in marketing and growing your business beyond what you've ever imagined possible.

With the right formatting of your video, your user-created video content on YouTube is *53 times more likely* to show up on Page 1 of Google's listings than most other 'regular' online content like articles and websites. This is according to the research done by James McQuivey of Forrester Research who has been watching and tracking the explosive growth of the online video platform for years.

Why is that you ask? It's because Google is more likely to promote their brand (YouTube) first than other sites. The best part for all businesses is that YouTube is absolutely FREE for you to use! This is a huge opportunity to educate and visually entertain potential and existing customers using YouTube while at the same time creating page 1 ranking on Google.

Here are just a few things that video can help do for your business:

- clearly promote your brand
- make new customer connections quickly and effectively
- build increased loyalty and repeat business with existing relationships

With digital edutainment marketing, a video provides an opportunity to expose your brand to users who may not otherwise be familiar with your products or services. Done correctly, it's a fabulous way to engage and educate prospects on subjects that answer burning questions or address their big problems while simultaneously building a relationship with them.

The good news is you don't have to be a Rock Star to be in a video. Not all videos are recorded with a person direct to camera. Consider using screen capture videos or stock footage to create the ideal clip for your business.

Video marketing is already popular and will get more so once individuals, brands and SMEs learn just how easy it is to execute this marketing technique on their own.

It's time for you to race ahead of your competition. It *really is* easier than you think!

Pamela Wigglesworth is an international trainer, speaker and the Managing Director of Experiential Hands-on Learning based in Singapore.

Author of '*Small Business Acceleration*', SMEs, entrepreneurs and MNCs engage Pamela to enhance their marketing message and establish an online and offline presence.

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I have had the privilege of working with some international sports professionals.

One thing that impresses me is the extent to which these women and men do not hesitate to obtain coaching in relation to any of their competencies that they seek to improve. Obviously, sports professionals are very used to being coached in relation to their sporting skills and strategies.

However, I notice that in many other areas of their lives they also seek assistance to improve their performance in order to take it to the next level and beyond.

Examples include the use of coaches in relation to handling the media, image, protocol and etiquette, health and nutrition, other sports they may take up for recreation and public speaking. They all report that, provided they can find a great coach to meet their needs, it is a seriously good investment.

The advantages of using one on one personal coaching include:

- The best coach can be found to match the client's needs.
- The coaching sessions are confidential. There is no need for anyone else to know that a client needs or has undergone coaching.
- The coaching sessions are entirely focused on client needs and preferences.
- Skills can be practised in a safe, simulated, confidential setting and coaching feedback provided before exposing clients "live" to an audience.
- The client (with the coach's assistance) can tailor their own curriculum to their specific needs.
- The client can learn at their own pace and undertake as few or as many sessions as they want.
- Learning experiences can be programmed in the order in which the client would most benefit.
- The coach can help move the client from the known to the unknown specifically based on the client's diagnosed learning needs and preferred learning styles.
- The coaching sessions can take place anywhere at any time, wherever the client is in the world. For example, sessions can be undertaken virtually using video-conferencing, teleconferencing and e-mail and so on. Of course, there is nothing quite like working face to face but the technologies used can be blended.
- The learning experiences can be tailored for the client e.g., they can use their own projects as a "learning laboratory". For example, a client may have a speech coming up and learning will take place while the client and the coach develop and rehearse the speech.
- It may be the case that two or more coaches may be utilised to work on various aspects of the client's needs simultaneously. For example, a client may have health and nutrition needs alongside the need to rehearse speeches or presentations.



So ... go ahead, whatever your learning needs are, find an excellent coach and move ahead, *fast!*



Dr Annie Wyatt is an academic, educator / trainer, author, speaker, consultant and executive coach based in Sydney, Australia.

Her interest in psychological safety at work led her to co-author ***Preventing Workplace Bullying*** published by Allen & Unwin in Australia and Routledge in the United Kingdom.

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Here are some useful hints and tips to consider when preparing your PowerPoint (PP) presentation.

First, try to ensure you save your PP in **.pptx** format. It's the most recent format when using either Office 2010 for Windows, or 2011 for Mac. As most computers will be running these versions, it's a safe way to ensure compatibility.

Also find out if your presentation will be shown in 4:3 format or the newer industry standard 16:9 widescreen. The default format at the moment is still 4:3 which means if you create a presentation in this format and they are using wide screen 16:9 screens and projectors, you will have black bars on either side of your presentation when up on the screen. To change from 4:3 to 16:9 in PowerPoint, select the "**Design**" tab and "**Page Setup**".

One major problem experienced by many users was video. Prior to Office 2010 - 2011, whenever you attached a file, it was only a link and the video was never actually embedded into the PP. One of the new features of **.pptx** files is the ability to actually embed the video into your PP file so you can transfer it to another computer with the video already within the file.

Previous versions with the **.ppt** ending did **not** embed the videos. It was only a link to them. This was shown in a path that PP pointed to. Once you moved the file to another machine, the path changed and the link was no longer valid. The only way to make them work again was to re-embed the videos on the new machine. Most of the time people transfer their PP onto a flash drive and don't have their videos with them making their presentations incomplete. So ensure you use the latest versions and save as a **.pptx** file.

Many conferences have computers with operators at the back of the room. You are left driving your presentation using a wireless presenter. When attaching videos, bear this in mind and consider using the option "**play immediately**" as the "**play on click**" option will not work using a wireless presenter.

Videos can now come in a variety of formats. Ensure you have the rights to play the video as many can be copyright protected and will not work. The most compatible file extension of video is **.wmv** when using PP or **.mov** in Keynote. PowerPoint being a Microsoft product will naturally prefer using a Windows Media Player file and **.wmv** is exactly that.

While **.avi** and **.mpeg** will work most of the time, you do run the risk of them not working as PP may not have all the latest codec's needed to decode the videos. Codecs are essentially what encode and decode videos. If you need to, you can use a programme called Format Factory on a Windows machine to convert your video from one format to another, and it's free to download. They now offer a Mac version too

Very often people create their presentations on a Mac and then play them on a Windows machine. Generally, this is not a problem so long as you use standard fonts. Once you start using fancy fonts available on a Mac, Windows will not recognise them and substitute what it thinks is the closest font. This will cause spacing issues and words will not fit in text boxes and other spacing issues. If you are using a Mac and want fancy fonts or effects, use Keynote and use a Mac if possible.

Naming your presentation may seem trivial, but trust me when I say your operator in your room will thank you very much.

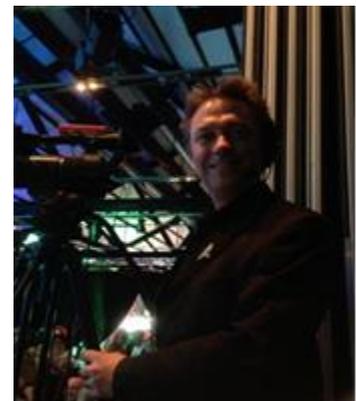
Try to include as much as possible in your title that will help narrow down exactly what or where your presentation will be; for example: *1100 - 1130_21st Mar_107_Zaranko_Presentation_Guidelines.pptx*.

This tells the time and date and month you will be speaking, followed by the room number, your surname and what your presentation is about. This will help ensure your presentation is loaded in the correct room, time, folder and you can be easily crossed off the list.

These are amongst the technical issues I've helped speakers resolve as an Audio-Visual Operator and Technician at our client events since 2004.

I trust this helps you with your presentations that you may be asked to do in the future.

Henry Zaranko Audio Visual Technician has worked on hundreds of events for Multi-National Companies, Professional Conference Organisers and MICE Industry leaders, like **CeBit 2013** @ the Darling Harbour Convention Centre in Sydney Australia.



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As a voice coach, the question I am asked most frequently is ... *"How important is our voice?"*

My answer is: *"Voice is not important. Voice is powerful"*.

There are two ways for self-empowerment.

The traditional way is we work to improve our mind, so when we feel confident we will appear and sound confident. This is the mind-affecting-body approach. Many people have overlooked the other way and underestimated the value and power of the body-affecting-mind approach.

Think about yoga ... it's a way of influencing your mind through working on the body. Take a moment to watch the TEDx talk by [Amy Cuddy on Power Pose](#) who talks about body-affecting-mind approach.

So is voice ... it is vibration and it is physical. Working on your voice is to change the vibration in your body. When the vibration is changed to its optimum frequency, you'll feel empowered, just like it had done to me and many of my clients.

Voice is not a nice-to-have thing in your self-improvement tool-box. It's a self-empowerment process. Within the sound of your voice are the keys to innumerable worlds.

Voice is not important. It is powerful.

It has the power to transform the way you sound and the way you feel about yourself. Not only that, but all of the voice problems you are experiencing can be solved for example a soft voice, a shaky voice, a high-pitched voice, etc.

The key is for you to work on changing the physical aspect of your voice and use your full body for voice projection.

When you start to use your full body, the vibration will be stronger and your voice will be fuller and richer. That's the reason that I call your powerful voice the **Full Voice**.

Here are the three steps to developing your **Full Voice**.

1. **Relaxation:** Yes, I said relaxation because tension is the enemy of our voice. Like many of my clients, you have tension in your body that may be hindering your voice projection and you don't even know where it is. To unleash the power in your voice, you must learn how to release the tension. Relaxation is not simply to get loose or flop. Neither does it require working too hard. It is a state of balance between freeness and effort.
2. **Breathing:** Breath is the power of your voice. It determines the quality of your voice. If your breath is shallow and weak, your voice will be shallow and weak; if your breath is deep and strong, your voice will be deep and strong. To have a better voice, you must learn how to breathe properly and fully.
3. **Resonance:** Resonance is the amplification of your voice through supplementary vibrations in your body. It's the critical step to your full voice and is the key to transforming and empowering your voice and yourself.

Voice development is a progressive journey.

You cannot achieve resonance if you are not breathing properly. You cannot breathe properly if you are tensed up. It requires patience and presence which in turn trains you to have more patience and presence.

Commit yourself to the process and the process will reward you over your lifetime.



Cynthia Zhai: Singapore based, Cynthia is an Executive Voice Coach, Speaker and Trainer for over 12 years who helps her clients sound even better than they look.

Her speaking and training engagements span from Singapore to Malaysia to Hong Kong to Macau to mainland China to India and into Brunei.

Her numerous articles on Voice have been published in the Singapore Straits Times. She is also a regular guest speaker on Singapore Radio 938Live and on Hong Kong Radio 3.

Contact her at PowerfulExecutiveVoice.com or support@PowerfulExecutiveVoice.com

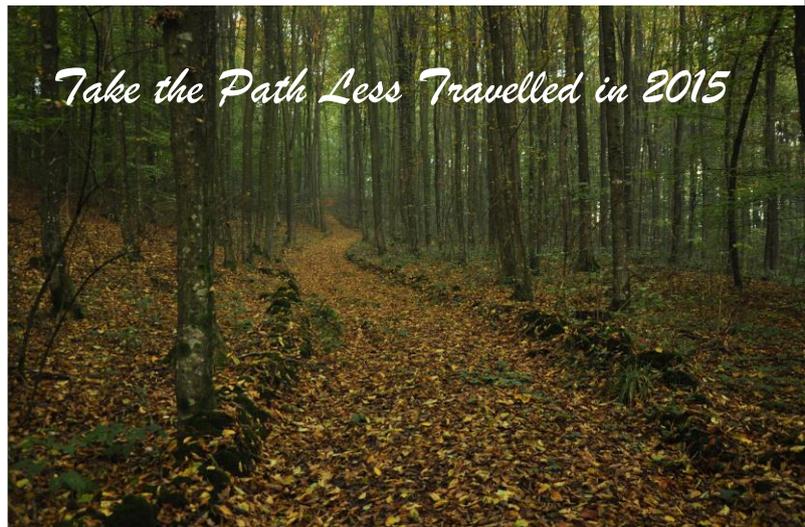
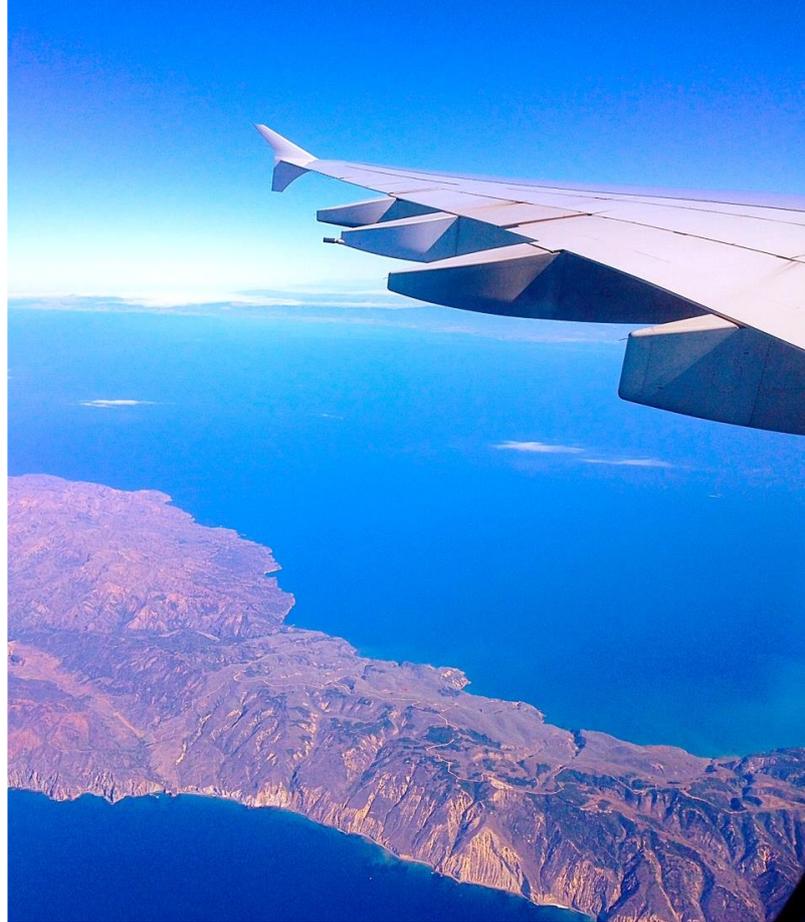
Seacliff Bridge



NEG Photography



Motivating your Mind
Inspiring your Spirit



Take the Path Less Travelled in 2015

***On behalf of all our e-book
contributing writers, we wish
you a great 2015.***

