

AWARENESS IS POWER®

Insights for Business

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BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

We're Working On the Wrong End of the Problem!

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn."

— Alvin Toffler, *Futurist*

Today, like never before... you must be open to change to be successful. You and your organization must constantly change and evolve to survive. You've heard it...we face more change in a year than our grandparents faced in a lifetime. For us that means Technology, Customers, Markets and Competitors.

HOWEVER; most people (even entrepreneurs) choose death over change.

In *Change or Die*, Alan Deutschman asks, "What if you were given that choice? We're talking actual life and death now. Your own life and death. What if a well-informed, trusted authority figure said you had to make difficult and enduring changes in the way you think, feel and act? If you didn't, your time would end soon – a lot sooner than it had to."

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Discover Why Great Leaders Challenge Success

As you look at why people and companies are successful, you quickly realize that they question everything.

— WHY? —

If you don't know why you are successful, and what helped you to get there, you may be doomed for failure.

Great leaders know this fact and constantly question, challenge, test, and duplicate their successes.

Here are some tips to help you become more successful:

- **Conduct Customer Surveys and Group Meetings.** Implement an annual or bi-annual survey of your customers and find out what they like, what they don't like, and what you can improve. Another effective way to illicit this information is to have meetings with your customers and brainstorm ways to improve. (Think about what Ford did with the Taurus. The vehicle was a direct result of consumer's suggestions). Pay close attention to the customers that are unhappy. Let them speak about what they would like to see improved. Then fix it. Whenever possible, allow employees and key personnel to be present.
- **Conduct an External Assessment of the Competition.** Take a look at what they offer and what improvements they are making. Ask your staff:
 - Who are our competitors?
 - Are they better?

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Continued from page one – *Success*

- Why are they better?
 - Are we better?
 - Do they have a bigger share of the market?
 - Why?
 - How can we improve to become better than our competitors?
 - Who can put us out of business?
- **Conduct an Internal Assessment.** Survey your employees and find out what improvement(s) they think you should make. (Internally and externally) Have them brainstorm ideas for improvements. You may be surprised at the suggestions and ideas that your own employees have. Another key to making this effective is to make sure you respond to the suggestions.
 - **Accept and Prepare for Change.** The only constant today is change. Create a culture within your company to embrace change and anticipate future changes.



- Is your market place changing?
- Any new products being introduced that is a direct competitor to you?
- Any new competitors entering your arena?
- Will new technology affect your product/service?

The best leaders are those who are not satisfied with complacency. Encourage everyone in your organization to keep informed in your industry and be prepared to make the necessary changes to get and stay on top.

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Capital isn't that important in business. Experience isn't that important. You can get both of these things. What is important is ideas.
— Harvey S. Firestone

Ask the Coach –

I often find myself overcommitted. What can I do differently?

“Overcommitted” is an interesting term I hear often. Use of the term and your underlying assumptions may be a problem. The verb “commit” means “to obligate or pledge oneself,” so you may have pledged your time and energy too broadly. You are likely involved in a number of activities and roles at work, at school, in the community, and at home. You probably struggle “finding the time” and energy to keep your obligations. But are you really committed?



Reconsider the concept of commitment. Are you over-committed or are you under-committed? Over-commitment is an oxymoron. Too many “obligations” creates a watering-down effect, so none of them receive your true commitment. How might your problem look differently if you considered that you may really be under-committed to your real priorities? What new solutions does this shift in thinking generate?

If you find it difficult to say “no” or have ever used the phrase “I didn’t have time” you may be under-committing; worse, you may be blaming the clock or your other roles.

What is important to you?

What opportunities do you have that relate closely to your core goals and purpose?

Have you prioritized your opportunities before obligating yourself? “Over-committed” people prioritize their schedules. The person of integrity schedules his or her priorities. Consider this critical distinction before you make promises in the future.

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There is no use worrying about things over which you have no control, and if you have control, you can do something about them instead of worrying.

— Stanley C. Alllyn

Continued from page one – **Problem**

“Could you change when change mattered most?”

THE BAD NEWS: Although we all have the ability to change our behavior, we rarely do. Research shows odds of nine to one...when faced with the dire need to change, we won't. How many of you made, and stuck to, a New Year's resolution? We are 30 days into the New Year...how's it going? Will you make it through the month? The odds are not in your favor.



Insanity – doing the same thing and expecting different results. We KNOW we should change, but habits, attitudes and behaviors make us regular practitioners of insanity. What is the answer for businesses, entrepreneurs and professionals, wanting to create and maintain a competitive edge? John Kotter, recognized leadership expert says, *“The central issue is never strategy, structure, culture, or systems. The core of the matter is always about changing the behavior of people.”*

There you have it. To change your results, you must change your own and others' actions.

THE GOOD NEWS: Change is possible and the formula includes common ingredients. So what's the secret to significant, sustainable change? It's not tough to do, just tough to maintain.

Deutschman's Relationship, Repeat and Reframe model includes: Building relationships with someone or a group that believes in you and that you trust. Utilizing the new relationship(s) to learn, practice and master new success habits and skills. And, through the new relationships and repetition, beginning to look at things in ways that would have been foreign to you before.

To HAVE you must first BECOME. Rarely do people consider what they have to change about themselves to meet their goals. To have a six-figure income – become a person with skills and capabilities worth someone paying you that amount. For a great relationship with spouse and children – become someone they see as worthy of the relationship. To have a single digit golf handicap – become a golfer with the skills, discipline, and attitude required for that level of play.

If, when faced with death, only 10% of people will make sustainable change, how can organizations hope to make change stick? Too many people look for a fast fix. Change is a process, not an event. The best thing you can do is become someone who learns, unlearns and relearns...faster than your competition.

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How far you go in life depends on your being tender with the young, compassionate with the aged, sympathetic with the striving and tolerant of the weak and strong. Because someday in life you will have been all of these.

– George Washington Carver



Follow The Money –

Americans can get a better look at their federal tax dollars at work on a new Web site that debuted in January 2008.

Assembled by the White House, the web site, www.usaspending.gov, lets taxpayers see who gets about \$1 trillion in government contracts and grants. It's searchable by recipient and by congressional district and has a place for users to 'sound off' with their comments.

It's a small but important step toward greater transparency in government, which can only help deter waste and abuse.

Check it out at:

www.usaspending.gov



As a manager the important thing is not what happens when you are there, but what happens when you are not there.

– Anonymous

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Extinguishing Negative Emotions

Press Release: My father was full of life – bigger than life and suddenly without warning had a massive stroke November 18, 2007 and died on December 6, 2007.

My husband Bob was diagnosed with a large mass in his liver April 2007 and completed his 12th round of heavy duty chemo on January 7, 2008.

Fast forward:

This past January was a horrendous month. Since my father died on December 6, 2007 it has been very difficult. The grieving process was worse than I ever expected. Losing my father was devastating. A day didn't go by without tears.

I felt like my life was out of control. My emotions were becoming very negative. I was like a ses pool. I truly can say that I possessed every negative emotion. I felt like I was digging myself deeper and deeper into a negative situation.

Bob had his 12th round of chemo on January 7, 2008 and the next night he fell and really hurt himself in 4 different places. However his leg took the worst hit. It swelled to the point that Bob could not move his leg, he couldn't get in and out of bed by himself so he rested in bed for 2 ½ weeks. Finally, January 26, 2008 we were beginning to see the light. It was slow progress however we were moving in the right direction. He could not sit in the front seat of the car. He could not bend his left leg. It was very scary and these were the emotions that were brewing inside me. I had fear. What is going to happen to Bob? Is this the beginning of the end? I had doubt. I was afraid. I was beginning to think about the people I disliked because they didn't treat me the way I wanted to be treated. I was guilty. I felt I wasn't there enough for my mother – since my father just died on December 6th. But how could I be there for my mother when I can't even leave Bob's side. I was jealous and envious of my friends who were taking trips and having great success in business and wonderful things happening to them. I felt left out and self pity was overpowering me. And to top it off I was blaming everyone for everything that was happening around me.

A fire of negativity was brewing inside me – it was actually a blazing, scorching fire of negatively. I wasn't sleeping at night and didn't wake up until 10:30 AM each morning. And why was this fire of negative emotions blazing?

Continued on next column –

What sparked this fire and what was keeping it alive? It was **Justification and Identification**. I justified why I was thinking, acting and feeling this way. I **justified** it because my father died and Bob was having such a difficult month with his health. I justified it because I couldn't work, because I was tired, because I had no energy, because I couldn't leave Bob's side and I **identified** with these because all of these negative situations that were around me.



And then something wonderful happened to both of us this past Saturday. The sun was shining and we took a trip to our Executive Retreat Center on the Eastern Shore of Maryland. We arrived at 4PM. Bob sat in front of the fire place and the sun was beaming in on Bob and beginning to heal him. I felt the energy at our retreat center. I was pulled into our seminar room. Something was telling me to turn on the DVD and listen to our

Executive Leadership Course. There was a magnetic attraction coming to me from our seminar room. I asked Bob to join me. *Let's watch the first module so we can jumpstart ourselves back into a positive mode. I have to do something to get myself out of this rut.* I knew I was in trouble when our customer Dennis called me Friday night and told me he could hear in my voice I was not positive. I knew I had to do something. We teach this stuff – why can't we get ourselves turned around? It is easy to teach and sometimes hard to do. I popped the DVD in and module one would not come up. Instead after the 5th try – the Eliminating Negative Emotions module continued to pop up. We looked at each other and said – *I guess we are meant to see this module.* There are several negative emotions. Among them are: fear, doubt, hatred, guilt, resentment, jealousy, envy, self pity and blame. And I had all of these negative emotions going.

What keeps these negative emotions alive?

► **Justification and Identification**

How do we get rid of these negative emotions? Substitute them with a positive affirmation. **I am responsible**. This will eliminate blame. If I am responsible, how can I blame anyone for anything? Who made me do this? Who got me into this?

I am responsible – I got myself into this.

Continued on page five – Emotions

Responsibility looks toward the future and blame looks at the past. The past is over. There isn't a thing I can do about the past. The month of January is over. The question is what can we do from here? What is the solution? Where do we go from here?

And guess what? I was reignited to happiness, hope and peace.

I did not like what was happening to me. I knew I had to do something about it so we both revisited the Executive Leadership Course we teach. It is easy to forget this good stuff when you are going through difficult challenges. But there is one thing we do know for sure – when we use some of the things we have learned in the Executive Leadership Seminar it will **DRAMATICALLY** change our **results** for the better.

The Executive Leadership seminar teaches us how to be even more successful than we already are. We have studied success. This course is an instruction manual for success. Human beings have a success instinct and they are driven internally to succeed. *I was frustrated and beginning to feel like a failure. My negative emotions were choking my positive attitude out.*

What do we mean by success?

There are 7 categories of success.

- ✓ Inner Peace
- ✓ Health & Energy
- ✓ Loving Relationships
- ✓ Financial Freedom
- ✓ Goals & Values
- ✓ Awareness
- ✓ Personal Fulfillment

Learn and make the effort. Pay the price to become everything you are capable of becoming. You will learn awareness and learn why you are the way you are and how you can change it in a positive way if you aren't happy with it. I kept telling Dennis – *this is happening to me for a reason – I just don't know what the reason is yet.*

And now I know the reason. It's to share the Secret from the Awareness Is Power® Executive Leadership Seminar. You can dramatically increase the effectiveness of your efforts and results by applying the success formula.

The formula for success is $U \times E = R$.

Your **Understanding** times **Effort** = **Results**.

You will learn how to increase your understanding and how to do things right.

When you **Increase** the **Effectiveness** of your Efforts, you will Dramatically increase your **Results** by applying some of these principles. If we can turn our thinking around – so can you.

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Contact Pat & Bob Bender at Bayley & Bender to register for the Open Session May 7 – 9, 2008 at their Executive Retreat Center or contact them to bring the seminar directly to you at your organization. It's a new year. It's 2008 and time to celebrate the great success you will have this year.

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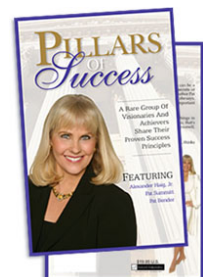
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PILLARS OF SUCCESS

It's no secret that success is something everyone wants. The process can be a mystery and *Pillars Of Success* is a book all about revealing success secrets of several of the most prosperous people in business today.

Contributing author Pat Bender has an **Awareness Is Power®** process. "The more aware you are," she says, "the more aware you'll become."

You will learn what Pat says are three important things leaders and successful people have in common.



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