

AWARENESS IS POWER®

Insights for Business

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SUCCESS THROUGH INSIGHT!

Ideas & Innovation – The Engine And Fuel Of Entrepreneurship

We may be living in an unprecedented time. *A time different from all other times. A time of times.* A time when America is overwhelmed with debt, emerging from a recession and generally questioning, whether or not, we, as a country, may have lost our "Mojo."

Realizing that jobs fuel the economy, and that a healthy U.S. economy brings about a healthy world economy, much attention is being paid to the value of the business start-up in this country. For instance, the Kaufmann Foundation proposes that "all net new jobs" in this country, in the last decade, have come from business start-ups. Now that is pretty valuable.

All of this has brought about a rush from many to identify "secret traits" to be found among certain individuals that would indicate a propensity for Entrepreneurial success.

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You Can Develop Into A Great Leader!

Leadership Development: How To Develop Yourself Into A Great Leader

As leaders of businesses, it is often hard to keep up with the times and mold yourself into a great leader. Many people look on to people who are great leaders like: Bill Gates, Warren Buffett, and the late Steve Jobs to get inspiration. They mentor these people to see what they have done to make their

businesses into international superstars. There are many leaders to pull on for inspiration. Finding the right niche to help you advance is an important factor to focus on. When you have the right motivation and niche to help you, you are ready to begin the process of becoming a great leader. It is going to be a long road full of difficulties and stress, but like so many leaders, it will be worth your time to invest. Here are a few suggestions to help you develop yourself into a great leader:

1. Look to the past – Whether this is through mentors such as Roosevelt or Truman, focusing information from great leaders of the past and the traits they carried is a way of developing great leadership traits of your own. Leaders in the past had experiences that will help you learn from their mistakes. Granted, you are not running a country, but you are running something that is your livelihood. You can gain experiences when you listen to their counsel and utilize their strategies.

2. Train like the rest – A great leader is also a great follower. By going to training with the rest of the followers, you can gain insight to where your employees are at in the company.

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They have not yet found them. However, there are two traits that I believe are essential to entrepreneurship and new business start-ups: They are Ideas and Innovation.

I cannot think of a single circumstance where a new business has been started without both. I call these two the engine and the fuel of entrepreneurship. To explore these two factors, let's call them the "I Factors." First, let's define both; **Idea** = a thought, a mental conception, an opinion or plan; **Innovation** = the process of introducing new methods. It is my belief that entrepreneurs and those that start new business are those that are capable of converting ideas into innovation.

The absolutely magnificent outcome of this analysis is that both idea generation and innovation application are learned skills. Yes, it is true, that many are capable of generating more ideas than others and many find it easier to see how a new idea can become a business than others, but more often than not, it is a learned skill. On that premise alone, I believe you, your neighbor and even I can become an entrepreneur simply by learning a new skill. It is also exciting to think that average people can be taught to become more Innovative and the value of an Innovative workforce increases the value of an organization exponentially.

If you agree with my premise, and even if you don't, I encourage you to build a culture in your organization that will foster new ideas and innovation and measure the difference in outcome after just one year. *Here are seven things you can do to make your organization more innovative:*

Building A Culture That Encourages Innovation

1. **Remember you are not the only source of new and innovative ideas.** Hire people that want to change the world. Hire people that are inspired by finding a better way. You do not do that by accident, you do it by design.
2. **Make it OK to make mistakes but not OK to fail.** You fail when you quit. Build a culture that never gives up.

Continue on next column –



3. **Expect and encourage change.** Many still believe that tomorrow will look like today. Nothing ever stays the same. You and it are either getting better or becoming worse. Make sure it is the former. You are in control!
4. **Always maintain the highest expectations.** We live in-side two boxes, one that limits us by what we believe of ourselves and the other that limits us only by our physical abilities. Make certain your self-image pushes your physical limits.
5. **Encourage initiative.** Initiative is not only about doing the expected without being asked, it is about doing the unexpected and asking for more.
6. **Measure and reward creativity.** Few things worthwhile ever happen without goals. Goals demand measurement and hunger for recognition. Create a tribe believing in themselves because they are change agents. Build a system that recognizes, and measures the value of ideas and innovation.
7. **Teach people to challenge all they do.** Never stop looking for a better way.

I believe that there are essentials to entrepreneurship. I believe that ideas are the engine and innovation is the fuel to entrepreneurship. I believe that you cannot be a successful entrepreneur without them both. But the good news is you can learn how to be an idea generator and an innovator. Maybe you will want to help your organization start today. ♦

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Awareness Calendar – November

American Diabetes Awareness Month

Diabetes is a disease in which the body does not produce or properly use insulin. The cause of diabetes continues to be a mystery, although both genetics and environmental factors such as obesity and lack of exercise appear to play roles.



There are 20.8 million people in the United States, or 7% of the population, who have diabetes. While an estimated 14.6 million have been diagnosed with diabetes, unfortunately, 6.2 million people (or nearly one-third) are unaware that they have the disease.

For more info, visit The American Diabetes Association

Doing Math By Hand To Keep Your Mind Active

In the early years of school we learned the basics of math. Those skills are used in many aspects of our lives. However, as adults we tend to rely on other methods for calculating things. As a result our skills aren't nearly as sharp as they used to be. Have you ever been out with friends for lunch and then struggled to divide the total bill three ways? Simple math can become a struggle if you don't work on it.

One of the main reasons why this part of your brain isn't as sharp as it used to be is that we have too many handy resources. We tend to use calculators for everything including balancing our checkbook and setting up our budget for the month. Most software programs have built in calculators too so that you don't have to check the math as you create spreadsheets or other materials either.



The retailers do this for us as well. For example when there is a big sale on clothing many of the items have a percentage off on them. The sign on the rack may say 30% off the retail price. Instead of having to figure out that savings on your own though the will have a chart attached to the rack. This tells you the full price and then the sales price with that 30% reduction.

So how do we get that ability to do math very well back? The answer lies in taking the time to practice it. Do your math by hand and you will be able to strengthen that part of your brain. Put the calculator aside and do your math by hand. Many people are able to do it quickly when they can visually see the numbers they are working with.

$$\begin{array}{r} 6 \\ \times 4 \\ \hline 24 \end{array}$$

As your skills significantly improve, you need to challenge yourself to do more of the math in your head. The more you do this the better you will get. You will be able to quickly determine how much of the bill is yours as well as how much of a tip you should leave.

When you go back to doing math by hand, and in your mind, it may be a little more time consuming. This can be frustrating if you deal with numbers often throughout the day. However, keep in mind that such exercises for the brain really do have a significant purpose. You will be pleasantly surprised as you notice your skills improving over the course of time. ♦

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"One of the true tests of leadership is the ability to recognize a problem before it becomes an emergency."

~Arnold Glasow



One Minute Ideas

Want To Make Your Company More Successful?

Creativity is the key to keeping a business flourishing. And while creativity will help your business grow stronger, there are other tools and opportunities businesses should use to their advantage. *Here are some quick tips:*

Make your business appear bigger than it may be. You might not have a huge warehouse or dozens of employees, but you can still give your business the professional appearance of one 10 times your size. **First impressions are important. Start branding.** Design a great logo for your company and put that logo on all of your media. Have a company newsletter with information that focuses on the reader. Utilize your Web site and blog, and see if you can get them linked to your community's Chamber of Commerce or city Web site. Join social networking sites like Facebook and LinkedIn to broaden your network of people.

Focus on your X Factor. Recognize what you do and why you do it, and then research your competition. When you discover the factor that makes your business better and different from the competition, learn how to focus and multiply that "X Factor" to achieve success.

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You will be able to understand what they as employees know and the best way you can instruct each individual further. This also looks good to you as an owner or supervisor. A higher authority that puts oneself into that situation is looking for ways to improve themselves. Having an authority figure who is improving is a good place to be. Not to mention, you will have the best training session there is.

3. Listen – This seems simple enough, but it's not. Listening to your employees is the most important step of all if you want to develop yourself into a great leader. This leadership development strategy is practiced simply by hearing and responding to what employees have to say. Listening to complaints, suggestions, and overall compliments is very important to your employees. A great leader trait is listening. When a leader wants to have a group that is efficient in their work duties, he listens to what they suggest to be done to make the process less strenuous.



It is very difficult to develop yourself into a great leader, but it can be done.

Looking at the present great leaders of multi-billion dollar companies, you can see the many techniques they use. Have well-organized methods to help you develop yourself into that great leader you have always wanted. Keeping employees happy is how you can truly help yourself develop. This is through setting the example first. When you have employees who want to help your company grow, you will be able to become a great leader. The road will be rough. Don't give up and endure to the end. ♦

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Pillars of Success. Don't miss this book! It's a Great Gift for your team, family, friends, or co-workers. Call Janine to order 301-439-8317 or click on the image for more information!

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 the three important things leaders and successful people have in common.



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Leadership Excellence Seminar: January 30 - February 1, 2013

This three-day course allows you to focus on every aspect of your professional and personal life, to build on your strengths and bring out the best in yourself and those around you. **The seminar provides you with the tools to raise your game and take the rest of the team with you!** The benefits are both personal and professional:

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- Setting your professional and personal goals in life • Visualize, implement and achieve your goals • Learn how to reduce stress in all areas of your life • See and develop the strengths in yourself and others •

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