

AWARENESS IS POWER®

Insights for Business

June 2007

Volume 7 Issue 15

BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Phony E-Mails Claiming to Come from the IRS

WASHINGTON — The Internal Revenue Service is alerting taxpayers about Internet scams in which fraudulent e-mails are sent that appear to be from the IRS.

The e-mails direct the consumer to a Web link that requests personal and financial information, such as Social Security, bank account or credit card numbers. The practice of tricking victims into revealing private personal and financial information over the Internet is known as “*phishing*” for information.

The IRS does not send out unsolicited e-mails or ask for detailed personal and financial information. Additionally, the IRS never asks people for the PIN numbers, passwords or similar secret access information for their credit card, bank or other financial accounts.

The information fraudulently obtained by scammers is used to steal the taxpayer’s identity and then his or her financial assets. In the on-going e-mail schemes that use the IRS name, the recipients are asked to click on links to take them to the “*IRS*” Web site.

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Leadership Is Learned

The Qualities of Skillful Leadership

"If you wish others to believe in you, you must first convince them that you believe in them."

— Harvey Mackay

If you want to be a leader who attracts quality people, the key is to become a person of quality yourself. Leadership is the ability to attract someone to the gifts, skills, and opportunities you offer as an owner, as a manager, as a parent. I call leadership the great challenge of life.

What's important in leadership is refining your skills. All great leaders keep working on themselves until they become effective. Here are some specifics:

- 1) **Learn to be strong but not rude.** It is an extra step you must take to become a powerful, capable leader with a wide range of reach. Some people mistake rudeness for strength. It's not even a good substitute.
- 2) **Learn to be kind but not weak.** We must not mistake kindness for weakness. Kindness isn't weak. Kindness is a certain type of strength. We must be kind enough to tell somebody the truth. We must be kind enough and considerate enough to lay it on the line. We must be kind enough to tell it like it is and not deal in delusion.
- 3) **Learn to be bold but not a bully.** It takes boldness to win the day. To build your influence, you've got to walk in front of your group. You've got to be willing to take the first arrow, tackle the first problem, and discover the first sign of trouble.
- 4) **You've got to learn to be humble, but not timid.** You can't get to the high life by being timid. Some people mistake timidity for humility. Humility is almost a God-like word. A sense of awe. A sense of wonder.

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The links appear authentic and connect the victim to sites that resemble the genuine IRS Web site (www.irs.gov). The sites then prompt the victim for personal identifiers, credit card numbers, PIN numbers or similar financial information. The phony sites appear legitimate because most of the images and content are copied from actual pages on the genuine IRS Web site before being modified by the fraudsters to include their loaded questions.

The schemes have a few variations. In one, the bogus e-mail tells the recipient that he or she is eligible to receive a federal tax refund for a given amount (often \$63.80) and sends the recipient to a Web site to complete a form to “submit the tax refund request.” The form then asks for the personal and financial information.

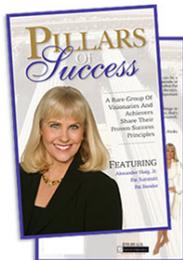
The IRS does not notify taxpayers of refunds via e-mail. Additionally, taxpayers do not have to complete a special form or provide detailed financial information to obtain a refund. Refunds are based on information contained on the federal income tax return filed by the taxpayer.

Recipients of questionable e-mails claiming to come from the IRS should not open any attachments or click on any links contained in the e-mails. Instead, they should forward the e-mails to phishing@irs.gov (the instructions may be found on IRS.gov by entering the term phishing in the search box) or contact the toll-free hotline at 1-800-366-4484. The only genuine IRS Web site is IRS.gov.

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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.

CLICK ON THE IMAGE FOR MORE DETAILS AND TO GET YOUR COPY TODAY!!

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An awareness of the human soul and spirit. An understanding that there is something unique about the human drama versus the rest of life. Humility is a grasp of the distance between us and the stars, yet having the feeling that we're part of the stars. So humility is a virtue; but timidity is a disease. Timidity is an affliction. It can be cured, but it is a problem.

- 5) **Be proud but not arrogant.** It takes pride to win the day. It takes pride to build your ambition. It takes pride in community. It takes pride in cause, in accomplishment. But the key to becoming a good leader is being proud without being arrogant.

In fact I believe the worst kind of arrogance is arrogance from ignorance. It's when you don't know that you don't know. Now that kind of arrogance is intolerable. If someone is smart and arrogant, we can tolerate that. But if someone is ignorant and arrogant, that's just too much to take.



- 6) **Develop humor without folly.** That's important for a leader. In leadership, we learn that it's okay to be witty, but not silly. It's okay to be fun, but not foolish.

Lastly, deal in realities. Deal in truth. Save yourself the agony. Just accept life like it is. Life is unique. Some people call it tragic, but I'd like to think it's unique. The whole drama of life is unique. It's fascinating. And I've found that the skills that work well for one leader may not work at all for another. But the fundamental skills of leadership can be adapted to work well for just about everyone: at work, in the community, and at home.

— Reprint permission granted by Dr. James M. Wendling of The Wendling Group Authored by Jim Rohn

PONDERISMS

These are worth a little "pondering."

- ✓ The nicest thing about the future is that it always starts tomorrow.
- ✓ Money will buy a fine dog, but only kindness will make him wag his tail.
- ✓ If you don't have a sense of humor, you probably don't have any sense at all.
- ✓ Seat belts are not as confining as wheelchairs.

Bayley & Bender

"We help organizations around the world increase their Growth, Profitability and Productivity by helping them Hire, Develop and Retain Top Performing Sales Talent. We also provide Leadership Development and Team Building to drive Organization Effectiveness."

Motivated to Action

Have you ever had a time in your life when you just couldn't get motivated? You knew what you wanted to do, you had the desire, but you just couldn't get motivated to take the first step. When your get-up-and-go has gone and you find it difficult to get motivated to take action, consider this – you may be going about it all wrong.

Experts in the field of human motivation tell us that instead of waiting until we are motivated to take action, we need to reverse the process and **take action to get motivated**.

Nothing makes us feel enthusiastic like acting enthusiastic. Nothing inspires creativity like getting started on a new project. Nothing gives us the energy to move ahead like taking that first step, and then another. Your emotions take their clues from your actions, not the other way around.



Many lack motivation because of fear: fear of failure, fear of rejection, fear of too much success, fear of what others might think, fear, fear, fear. It can leave us paralyzed and ineffective. What is the cure for fear? **ACTION!**

- ◆ If you are afraid of rejection, contact more people.
- ◆ If you fear ridicule, make your presentation audacious and dynamic.
- ◆ If you worry about failure, take action that will move you toward success.

The truth is, most of the things we worry about never come to pass. So why worry? Instead, take decisive action to cure your worry and overcome fear!

So, next time you just don't feel like it, do it anyway. Few things are as bad as we imagine they will be if we will simply jump in with both feet pretending that we can't wait to get started. Pretty soon you **will** feel like it. Shakespeare said it like this, "assume a virtue if you have it not." In other words, if you want to be happy, try acting happy. If you need energy, act as if you have barrels full! If you want to feel motivated, take motivated action. Ham it up! Make it fun. Without a doubt, your feelings will follow your actions and pretty soon your actions will help you feel truly motivated. Try it!

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Being busy does not always mean real work. The object of all work is production or accomplishment and to either of these ends there must be forethought, system, planning, intelligence, and honest purpose, as well as perspiration. Seeming to do is not doing.

— Thomas Alva Edison



ONE MINUTE IDEAS

Web Site of the Month

Product Safety: Recalls & Press Releases

President Bush asked all federal agencies to streamline communications with the public and improve interagency information sharing in order to enhance public security.

To provide better service in alerting the American people to unsafe, hazardous or defective products, six federal agencies with vastly different jurisdictions joined together to create a "one stop shop" for U.S. Government recalls.

- ✓ Consumer Product Safety Commission
- ✓ Food & Drug Administration
- ✓ U.S. Coast Guard
- ✓ National Highway and Traffic Safety Administration
- ✓ Environmental Protection Agency
- ✓ U.S. Dept of Agriculture

Check it out at:
<http://www.recalls.gov>

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Why Have A Coach?

What if you could identify your inner motivation to achieve more of your goals more often? How would your life be different if you developed a keener sense of purpose?

A professional coaching relationship creates value through a powerful, highly tuned process of communications and problem-solving that is “*co-creative*” between coach and client. It focuses totally on the client’s interests, challenges and goals. Coaches help you improve performance and enhance the quality of your life. Great coaching helps you self-coach more effectively, not simply by helping you solve problems; it transforms the way you solve them. Coaching will not simply improve your life; it will transform the way you live.

Clients and coaches achieve more significant results together than either could achieve alone. While some people hire coaches purely for incremental growth, increased wealth or reformation, great coaching asks transformational questions. Instead of creating or developing the potential of the person being coached, effective coaching reveals and releases untapped value.

If you recognize that you may have untapped potential, suspect a “*blind-spot*” in your professional or personal relationships, or simply want help in moving from “*good to great*,” coaching may be for you. You may be ready for a coach if you seek a safe space to expand your thinking with someone who will listen and respond rather than advise or try to “*fix*” you.

— Reprint permission granted by Mark Sturgell, Performance Development Network



Creating A Coaching Relationship

1. Create a coaching contract that essentially says that you have permission to coach the person.
2. Find out what the person's sincere and honest intention is and align your intentions with it.
3. Give the other person the gift of your presence by setting a time and place to hold a coaching conversation.
4. The primary medium for all coaching intervention is conversation.
5. To have an empowering coaching relationship, you must recognize that people have the inherent creativity, intelligence, and tacit knowledge they need to succeed but may need help in gaining access to it.
6. Be willing to discuss the un-discussable.



Source: Robert Hargrove, Masterful Coaching, Pfeiffer & Company (*Smart Business Supersite*)

Be on the lookout for coaching moments

Coaching isn't appropriate for every situation. Sometimes, staffers want to work on their own, uninterrupted by the boss.

To spot employees ready for coaching, pay attention to when things aren't going well or when they could use an extra hand on a tough project. That's when they'll be eager to work with you.

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