

AWARENESS IS POWER®

Insights for Business

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SUCCESS THROUGH INSIGHT!

The Role of Passion in the Hiring Process

There are a lot of aspects to consider when interviewing candidates for an open position – skill set, years of experience, ability to fit into the company culture, etc. The list goes on and on. However, there's one factor that many companies completely overlook, and it can often come back to haunt them.

That factor is passion.

A candidate's passion for what they do could be considered the "X Factor" of any search. That's because when a person has passion for their job, they're compelled and they're driven to not only carry out the duties of the position, but also to do so extraordinarily well. For people with passion, going through the motions is not an option. In fact, it's not even a consideration.

Here are three reasons why employers should hire people with passion over people who lack it:

1. **They're more productive** – People with passion don't leave at 5 p.m. on the dot, and they often work through lunch.

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Do You Consider ALL Factors When Hiring?

What Does it Take to Be a Winner?

What separates those who achieve spectacular results from those who produce mediocre or average results? Success cannot be attributed to gender, upbringing, privilege, environment, luck, credentials, genetics, intelligence level, age, or experience.

Five major characteristics distinguish super-achievers from average producers.

1. Discipline

Winners control their desires and appetites. They control their emotions. They control their time. The most successful people I know are very serious about their schedule. They understand that time is more valuable than money. They set aside time to study, time to read, and time to plan. How many of us have said, "When things calm down and I get my feet on the ground, I'll do some planning"? How about putting planning time ahead of busy time? It takes real discipline. It's certainly easier not to. Winners know the value of practice. Practice, you say? Yes! If you're in sales, you make presentations, right? If you're in management, you probably do interviews, sales meetings, speeches, and negotiations. Top result producers in many fields set aside a portion of their valuable day to practice their presentations, dialogue, meetings, etc.

Sports coaches know that a less skilled but more disciplined athlete will always take the edge, in the long run, over a more skilled but less disciplined athlete.

Neil Armstrong was asked what it was like to actually step on the moon, he answered, "it was just like a drill," because he'd done 300 perfect simulations; more than any other astronaut.

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He earned the privilege of stepping on the moon first. He practiced more than the rest. He was more disciplined.

2. Hunger For Knowledge

Winners and high achievers are hungry. Highly successful people are always in a learning mode, like young children. They ask questions like, “*How can we do this better, what can we implement to make this job easier, how can we serve our customers better?*” Complacency is not a disease winners get, even though the path of least resistance is to stay at our present level than to make the changes necessary to move ahead.

Author Tom Peters said years ago, “*We’re changing at the rate of bonkers cubed!*” Still true today; even more so. In today’s business environment, the experts say the shelf life of our current education is 18 months or less. If we stand still, we will soon be obsolete. The best time to change is before you are forced to by circumstances (like a job loss or business slip). Winners have figured this out. They are always hungrily looking for the next change.



3. Enthusiasm

Everyone knows that winners have a positive mental attitude; that’s nothing new. But it goes further than that. The most powerful part of a winner’s attitude is his enthusiasm. Enthusiasm is the outward manifestation of our inner passion. Enthusiasm enables high achievers to keep going. Enthusiasm is a zeal for living. It is the magic that can carry us far beyond our current skills and talents; it helps supersede our deficiencies. The more enthusiastic we are, the more effort we put forth; the more effort we put forth, the more self-confidence we build; the more self confidence we build, the more likely we are to be consistent in our efforts, which produce the results we were looking for in the first place.

Do you want your workplace full of people putting forth consistent efforts, confidently, having fun, while they produce the results you’ve always wanted? Try sparking a little enthusiasm yourself. Enthusiasm is the best kind of contagious disease I know. If you have read “*The Tipping Point*” by Malcolm Gladwell, you may be thinking about starting an epidemic of enthusiasm.

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4. Personal Responsibility

Winners take responsibility. They don’t blame someone else for their failures. They simply learn by them and make better choices the next time. Rather than use their past as an excuse not to succeed, they make their past become a reason to succeed.

Some Americans dream of earning a fortune by working hard to become a professional athlete, a lawyer, a surgeon, an artist, an entrepreneur. Unfortunately, it seems that more Americans dream of winning the lottery, or have Publisher’s Clearing House show up and hand them a fortune. Waiting for luck, magic and miracles to make us wealthy proves we don’t want to take responsibility and make the sacrifices required to earn our success on our own. The biggest winners I know have failed their way right to success; meaning, they are willing to make mistakes, admit them, take responsibility, face the music, learn the necessary lessons, and move on without fear of making more mistakes.

5. Commitment

Winners are committed. The classic film “*A League of Their Own*” tells the story of the first professional women’s baseball league, formed during World War II. The league athletes faced hardships and ridicule, as they traveled across the country to play baseball. In one scene, one of the star players is about to quit the team, just before the big playoffs. The coach responds “*But I thought you loved baseball?*” The teary-eyed player admits, “*I did, but it just got too hard.*” The coach says, “*Of course it’s hard; if it wasn’t hard, everybody would do it.*” Being successful in many ways, is hard, otherwise, everybody would do it. It’s easier to give up on our rocky road to success, than to continue to put forth our efforts when we’re not getting the results we want. High achievers are willing to give 110 percent, to keep forging ahead, day after day, doing whatever it takes. Skills can be taught. Commitment can’t. We used to have a sign in our office that said, “*Did you ever notice how the luckiest people are the hardest working?*” If you own your own business you understand what I’m talking about.

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Greatness is not in where we stand, but in what direction we are moving. We must sail sometimes with the wind and sometimes against it -- but sail we must and not drift, nor lie at anchor.

~ Oliver Wendell Holmes

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Yet, after years of sacrificing your all to make payroll, tossing and turning at night wondering how you're going to pay the overhead, and trying to set aside a little something for your future, people will call you "lucky." Winners know better. They know what kind of commitment is required to succeed. They know there are no shortcuts to anywhere worth going.

These five common threads weave through the super-achievers, and winners in the world of sales and business. Discipline, hunger for knowledge, enthusiasm, personal responsibility, and commitment: look in the mirror... how many of these threads do you see?



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Continued from page one – **Hiring Passion**

They love what they do, so they do as much of it as they can. That translates into more productivity... a lot more.

- 2. They're more engaged** – You don't have to make sure they're engaged in their job and with the company. If they have passion for what they're doing, they're practically *self-engaging*. This makes it far easier to retain the person over the long haul.
- 3. They're intrinsically motivated** – You don't need to throw huge amounts of money or a slew of perks at these candidates in order to make them happy. Verbal compliments and other forms of recognition for a job well done go a long way. Once again, this increases the chances of retaining their services.

As you can see, passion has a distinctly important role in the hiring process. Failure to identify which candidates possess it and which ones do not can have a negative impact on that process. In fact, it could even result in hiring the wrong person for the position.

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Do You Need To Enhance Your Leadership Skills?

Executive coaching is a powerful way to develop leadership skills and to help drive successful outcomes. Companies are investing in executive coaching opportunities at a rate of about \$1 billion annually and growing at a rate of about 40% per year for one-on-one help for increased performance.

Executive coaching helps create awareness, improve performance, generate action, facilitate learning and growth, and helps develop sustainable attitudes, skills, and behaviors for positive results. It is only effective when the executive realizes that a coach can help them "get where they want to go" and are open to change.

A good coach will help you prioritize your goals, achieve your goals, make better decisions, utilize your potential to its fullest, increase motivation, eliminate obstacles, improve morale, and enhance relationships.

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One Minute Ideas

Volunteering

Trends and Highlights

- Even with the economic crisis, volunteering levels remained relatively stable with 61.8 million adults donating approximately 8 billion hours of service in the U.S. in 2008.
- Conversely, less-formal ways of serving in communities has increased. 31 percent more Americans worked with their neighbor in 2008 than 2007.
- Over 441,000 more young adults (age 16-24) volunteered in 2008 than 2007, up 5.7 percent from about 7.8 million to over 8.2 million.
- In 2008, 78.2 percent of the nation's volunteers made a charitable contribution or non-monetary donation of \$25 or more in value compared with 38.5 percent of non-volunteers.

For more information, go to www.VolunteeringInAmerica.gov



Volunteer Services

Snowflakes are one of nature's most fragile things, but just look what they do when they stick together.

~ Verna M. Kelly

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Coaching should be implemented within a company for new hires, people being promoted or changing roles, handling major company changes, as an intervention, with training and development programs, and/or as a management tool.

Executive coaching is really about understanding where you are today, where you want to be, and learning what is necessary for you to successfully get there. Coaching helps accurately identify strengths and weaknesses, examine the impact of their behavior on others, and regularly and intentionally reflect on values, goals, and effectiveness.

No athlete, actor, musician, or performer has ever excelled without the guidance of a coach. Leaders are like these people in that their success depends on their ability to perform. It is a strategy that many companies are using to build success!

Executive and corporate coaching is leading many companies and professionals to success. Every person and business can benefit from coaching. **Get a coach!** Leverage your leadership, management, and supervisory strengths and build the necessary skills for success today by getting a coach.



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Attitude

It's such a simple word and sometimes it sounds very boring. Sometimes we take the word for granted.

Sometimes people say – it's so trite to hear the words “*have a great attitude.*” It only has 8 letters. But they are very powerful letters – because when you add up the letters and the position they are in the alphabet it comes to 100. We need to live 100% of our lives with a GREAT ATTITUDE.

We've been teaching Attitude in our Team Building and Leadership Seminars for the past 18 years. We always thought we had a great attitude however now it has risen to a whole new level. Attitude has taken on a new and deeper meaning with us.

Bob was recently diagnosed with a large mass in his liver and it is malignant. When we heard the word Malignant – we were shocked and devastated, until we received an email from our very good friend Patty who instantaneously focused our minds and hearts in a totally different direction. “Pat, be at peace. Know that God is with you, and with Bob. And also know that whatever Bob is facing, you guys can overcome! A malignancy DOES NOT HAVE TO BE AWFUL! It can be treated!! He can be fine. Indeed, I feel very strongly that he will be! And I do know that one's attitude about a malignancy absolutely matters as to how that person will respond to treatment.

So, it is absolutely imperative that both of you stay strong and positive! STAY POSITIVE!! You guys can do this. Bob can do this – just find a place in your heart that knows that you can do whatever you have to do to get past this nightmare, and I am confident that you will do just that. Love and many many prayers...” PB

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We received another email from our dear friend Brooke and she said “The Devil is malignant – NOT GOD, NOT BOB! Focus on perfect health, perfect angels, strength, health and joy! Slam the door on the devil! Praise God! All our prayers and angels surround you! NOW! Love, Brooke!”

Then we received a 3rd email from our dear friend Jen. “Hi – Yes listen to Brooke's message...she is right! She is saying what the Secret says...only attract to you the best, the highest, perfect health! Remember in the Secret the women who completely cured herself from breast cancer in 3 months... just focus on he is fine...there is nothing to find!!! Much love and prayers – Jen”

The minute I found out about Bob's liver – our dear friend Michele said – “Bob is going to be fine. Bob is fine.” Our friend Vi said the same thing. “Bob is fine.” Jennifer said the same thing – “I don't have any bad feelings about Bob – he is fine.” We have heard this over and over from so many people. People have popped into our lives we have just met for the first time delivering this message to us.

We could not get through what we are going through now without our friends who are guiding us and keeping us on the path of a positive attitude. **Attitude** is truly believing that everything is going to be all right. Our subconscious doesn't know the difference between what is real and what is imagined. Our minds are so powerful, they can heal our bodies, and they can help us have, be and do whatever we want in life.

Attitude is Everything!

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When Bob and I met with his oncologist on June 6th, he asked Bob “how do you feel?” and Bob said Terrific. He said “if you didn’t know I was an oncologist – would you be wondering why you are here?” And Bob said yes.

He asked Bob – “what do you know?” and “Bob said I have 2 tumors that have come from different places in my body and I am going to be treated with chemo and then I will be healed. I have a good attitude and I know this chemo is going to work for me.” He told Bob he had three different chemo options and Bob didn’t have to make up his mind right now. He had a week to think about which option he would like to choose.

I asked the Doctor “what option would he take?” and he said – “I am different. I am 40 years younger than Bob and I have a 21 month old Baby”. I said “Bob acts 40 years younger, and he has me?” The doctor said “I would choose option two. I would take the heavy duty chemo and take a risk”.

Bob’s doctor started to talk about the side effects of each of the options. I told Bob’s doctor we don’t want to know about the side effects. We don’t want to focus on that. We are in the people development business. We teach the Universal Laws to our clients and we live our lives by the Universal Laws. And one Universal Law is the law of Expectation. Whatever you expect with confidence will become a reality. So if we expect Bob to have these side effects – he will and we don’t want to bring that into reality for Bob. He isn’t going to have any side effects. Bob’s doctor said, “You are absolutely right!”

When Bob and I were driving home he said – “I just don’t know what to do” – I said – you don’t have to worry about it right now. We have several people who will help us – don’t think about it right now. One week later Bob announced he was going to do Option two – the most aggressive treatment.

Synchronicity has been happening for us. People are calling and sending emails – saying just the right things when we need to hear them the most.

Bob’s Doctor – Dr. William Welches called from the Cleveland Clinic four days before Bob was going to begin his chemo. I had been trying to reach him since we found out about Bob’s liver. We played telephone tag – and Thursday was the day we were meant to receive the word from Dr. Welches. I told him everything that was happening and he said you are intuitively doing everything right. He said “you are asking the right questions and your intuition is taking over.” We told Dr.

Continued on next column –

Welches that Bob is playing golf every week and he said that is great.

He said “I want you to continue to golf because there are two things that are very important that you do while you are going through chemo – blood flow and oxygen and golf will help you with both.” It was so encouraging to hear these words of wisdom from Dr. Welches. Bob said

– “OK – I will get through this chemo.” Dr.

Welches said, No Bob – you need to unclench your fists and go in on Tuesday with open arms. This medicine is going to be your friend and cure you. Think of this as a gift.” So once again – Bob’s and my attitude shifted.

July 3rd Bob had his first round of chemo. He had a long and peaceful sleep the night before. Bob was listening to soft, gentle and relaxing music we brought and quickly fell sound asleep. He had not even started the chemo yet.

Rachael – Bob’s nurse woke him and said – it’s time for lunch. Bob was sitting in his bed with a huge smile on his face – we were giggling and Bob said – this is a picnic. I said we can tell everyone we go to Georgetown University Hospital to take a nap and have a picnic. Then Rachael was ready to give Bob his Chemo infusion. Bob held both bags of chemo in his hands and said, “Thank you God for this wonderful gift that you are giving me to nourish my body. Give me no more or no less – just the right amount I need to nourish my body. I honor this medicine.” Our friend Lainie Wrightson who is Feng Shui Practitioner coached Bob to say this. She said it is very important. Then Rachael came back and said I want to talk to you about the side effects and we said – We don’t want to hear about any side effects. Bob isn’t going to have side effects.

Rachael said – well ok... I will give you this book and if you have any problems – look them up in the book and then call us. We told her about the law of expectation. We don’t want to expect the side effects.

So back to **Attitude**. What does this story have to do with Attitude? We were with our dear friend Brooke this past weekend. I was telling her we only want to be around positive people right now. Several people have been calling Bob and telling him things he doesn’t want to hear. “Don’t be surprised when you start to have difficult times, chemo is so awful. I am sure you are having a nightmare of a time with this chemo, isn’t it awful. Aren’t you having terrible side effects?” And Bob’s response is “No, I am not having any problems at all.” It is so draining to hear negativity. Brooke said “It is hard work to stay positive. It’s a big job to keep a *positive attitude*.”

And she is so right. When your life seems to be falling apart – it’s easy to talk about your life falling apart.

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It's hard to get on the happy trail – but once you are there – it's much easier to stay there and have much more energy. Even if we aren't terrific or fabulous, when people ask us how we are – we say we are terrific or fabulous – because our subconscious doesn't know the difference and then we will start to feel that way.

So what does Bob's liver story have to do with Business and your organization? *Attitude is everything!* Did you know that over 50% of the people do not like their jobs? People are hired for their intelligence, education, experience and expertise and they are fired or derailed for their inability to get along with other people. Once we identify, understand and appreciate what each member of our team brings to the table, then we have the power to win in every single situation because we are able to adapt our behavioral styles to what the situation

is calling for. Check out your co-workers attitude. Perhaps you can help them the way Patty, Michele, Brooke, Jen, Jennifer, Vi, Dr. Welches and so many of our friends have done for us.

Have a great day and keep on smiling. My father sang this song to me years ago – *“When you're smiling, just keep on smiling – Because the whole world smiles at you.”*

By the way, Bob did not have any side effects after his first chemo treatment. He is walking faster and longer than he has in the past three months. His appetite is tremendous. He has a smile on his face, he golf's at least once a week has a milkshake every night and if you call and ask him how he is doing – he will respond – *“Terrific!”*

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Bob Bender died unexpected April 19, 2009. He never complained about anything. He didn't complain about his chemo treatments, surgeries, health issues and challenges. He was always looking from the inside of the umbrella. Bob Bender was the kindest, most gentle, loving person I have ever met in my life. He was a true Gentle Man and a fabulous husband. His friends called him a Prince. I am so grateful he came into my life and thankful we were married for 23 years, 9 months, 27 days, 12 hours and 7 glorious minutes. Bob Bender taught me so much about having a GREAT ATTITUDE, being kind, caring and empathetic. The Sun will always shine when I think of Bob. His spirit is always with me and I feel very blessed and thankful.



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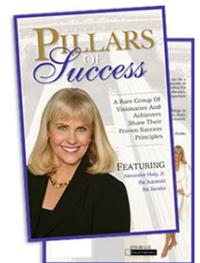
PILLARS OF SUCCESS

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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