

AWARENESS IS POWER®

Insights for Business

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BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Coaching Top Talent For Successful Growth

An organization's top talent holds the greatest promise to facilitate accelerated growth for that company. This group of employees consists of promising individuals who have career experience that stands out in their abilities, talents and commitment. Among them are the managers who have the advantage of broad experience and are being groomed for senior leadership roles. Corporate coaching can be valuable in helping these individuals unleash their potential and take their abilities to new levels.

Contrary to popular belief, corporate coaches are not just glorified business consultants. Though sometimes mistaken as psychotherapists, the corporate coach does not perform therapy. Instead, he or she specializes in helping organizations improve their top talent's managerial performances in a manner that is customized to suit that individual's specific skill set.

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*Are You Inspiring
Leadership In Others?*

The Spirit of Leadership Do You Have It? How Do You Know?

You quite possibly have the competitive advantage within your people / staff to drive your company to the next level. Leadership and the spirit of leadership may exist within your company, but how do you take advantage of and / or inspire your people to recognize, utilize, learn, and develop into incredible leaders?

It starts with you! If you are not a great leader it is hard to inspire leadership within others. If you are a great leader... what is it that makes you the leader that everyone wants to follow?

If you think about the traits of a great leader, you will quickly notice that all (or most) of the traits are learned and developed.

Leadership characteristics like:

Being a good communicator, creativity, sincerity, leading by example, good decision making skills, listens to others objectively, being open minded, having a positive attitude, hiring the right people, providing direction, focus, commitment, and determination are all skills, traits, & characteristics that can be developed.

There are other characteristics that are important too... this is just a small list of some important traits.

Think about someone you hold as an excellent leader. Think about how this person relates to others, the specific skills, behaviors, traits, & characteristics that they possess. Now write down all the characteristics that you find admirable.

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They are called coaches because they coach an organization's top talent similarly as a sports coach would help a star athlete. They help them stay on track and to maximize their full potential. Coaches dip into a corporate talent pool and emerge having taught these individuals to dramatically sharpen their natural talents and abilities.

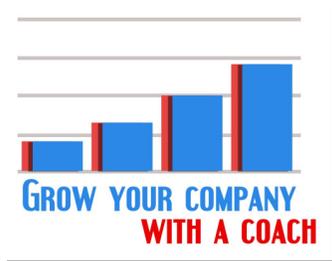
It is the coach's job to help top talent create new foundations for their work by encouraging them to unleash their potential and discover their best critical skills. They spend time insuring that the employee fully understands where his or her real talent lies and they help them develop additional skills that further increase the potential for organizational growth.

The coaching process focuses on the employee's personal strengths and weaknesses and draws a clear-cut picture of those traits so that the employee knows exactly what needs to be done to meet his or her goals and the company's objectives. Coaches guide employees toward being better managers and assist them in developing collaborative skills that will propel their company's growth forward at a steady pace.

Coaches encourage their trainees to find their own voices as managers and to optimize every task as a matter of course. They cause employees to be able to harness the impetus to make successful transitions from one area to the next. A corporate coach can teach a managerial hopeful how to be a confident leader with strongly defined strategies to replace ineffective job behaviors with highly effective behaviors. They teach strategic planning and teamwork, they increase the self-confidence of the employee, and help them develop effective communication skills.

In the end, the corporate coach becomes the driver for defining an organization's core business culture, and through its top talent, makes it grow.

~ Written specifically for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected worldwide.



KEEPING AND MAINTAINING YOUR NEW YEAR'S RESOLUTIONS

The coming of a new year is the perfect time to turn a new page, which is the reason so many people create New Year's Resolutions. It's a great opportunity to eliminate bad habits and establish new routines that can help you grow psychologically, emotionally, socially, physically or intellectually. As always though, resolutions are much easier to make than to keep and by the end of January many of us have abandoned our resolve and settled back into our old patterns.

The following are steps to help you to keep your New Year's Resolutions:

- ✓ **Choose a realistic goal and make it specific** – Instead of choosing an ambiguous goal, focus on something you can realistically set your sights on. For example, don't just say you are going to "lose weight", make it specific, such as you are going to lose 10 lbs.
- ✓ **One Resolution is Enough** – You may have a long list of things you would like to do during the year, however, the best idea is to NOT spread yourself too thin by choosing one to focus your energies on.
- ✓ **Take Small Steps** – Start with small steps to help you reach the larger goal because trying to take on too much or doing too much at one time is the primary reason New Year's Resolutions often fail.
- ✓ **Understand Change is a process** – Recognize that the unhealthy habits or behavior that you wish to change have taken years to develop. This is not a race to the finish line and once you have made the commitment to make a drastic change you will be working on it for years to come.
- ✓ **Support From Friends and Family is Vital** – It is always a good idea to explain what your goals are to your close friends or family and ask them to help you achieve your goals.
- ✓ **Find Sources of Inspiration to Renew Your Motivation** – During your first few days of your commitment to change you will probably feel confident and highly motivated to reach your goal. However, it's important to have a list of resources that will keep you motivated when the times get tough.
- ✓ **Constantly work your goals** – Consider keeping a resolution journal, where you can write about your successes and struggles during your journey. Typically after the first 30 days most people have lost the excitement and initial spark of keeping their New Year's resolution. Therefore it's important to keep yourself inspired by constantly working on your goals.

"Success means having the courage, the determination, and the will to become the person you believe you were meant to be."
~ George Sheehan

Continued from page one – *Spirit of Leadership*

Do you possess all of the same characteristics? Of the ones that you don't possess, are they learned & developed?

Does this give you an action plan for self-development? Could you use this exercise for developing leadership within your company?

Your role as a leader is to provide the vision, direction, goals, values, framework, resources, and long term direction for your company. It is also to inspire & motivate others to give their best. A great place to start is by getting your entire staff into the spirit of leadership so they too can help your company be successful.



Having well organized methods to help you develop yourself and your people into great leaders, and utilizing mentors & coaches to keep you focused is a method of success.

Start today!

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IRS Announces 2011 Standard Mileage Rates

WASHINGTON — The Internal Revenue Service issued the 2011 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes.

As of Jan. 1, 2011, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- ✓ 51 cents per mile for business miles driven
- ✓ 19 cents per mile driven for medical or moving purposes
- ✓ 14 cents per mile driven in service of charitable organizations

The standard mileage rate for business is based on an annual study of the fixed and variable costs of operating an automobile. The rate for medical and moving purposes is based on the variable costs as determined by the same study. Independent contractor Runzheimer International conducted the study.

A taxpayer may not use the business standard mileage rate for a vehicle after using any depreciation method under the Modified Accelerated Cost Recovery System (MACRS) or after claiming a Section 179 deduction for that vehicle. In addition, the business standard mileage rate cannot be used for any vehicle used for hire or for more than four vehicles used simultaneously.

Taxpayers always have the option of calculating the actual costs of using their vehicle rather than using the standard mileage rates.

~ Source: www.irs.gov



One Minute Ideas

Serial Entrepreneurs Driven by Need for Practical Return on Effort

Featured in the Harvard Business Review's – The Daily Stat

62% of serial entrepreneurs see it as a top priority to get a practical return on time or money spent; a value that is viewed as primary by only 38% of U.S. adults, according to a study by TTI Performance Systems.

Only 10% of repeat entrepreneurs rank the desire for personal power number 1, about the same proportion as the rest of the population, says the firm, a developer of assessment tools for job matching and other functions.



The Literacy Site provides a feel-good way to help promote awareness of the importance of literacy — through easy and quick online activities.

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AWARENESS IS POWER®
Insights for Business

2024 Powder Mill Rd Silver Spring,
MD 20903

Tel: 301-439-8317 E-mail:
aip@awarenessispower.com

Visit Our Web Site at:
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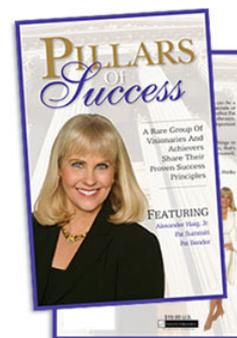
PILLARS OF SUCCESS

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!!



DYNAMIC LEADERSHIP SEMINAR

[Click Here For More Info](#)

Leadership Excellence Seminar ♀ ♀ May 6-8, August 24-26, October 19-21

This three day course will allow 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 offers the chance to raise your game and take the rest of the team with you!** The benefits are both personal and professional:

- The SEVEN KEYS to professional and personal success • The daily Mental Laws to help you achieve your goals •
- 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 • Understand what success is and how to achieve it • Improve your time-management strategies • See and develop the strengths in yourself and others •

January Seminar Comments –

“This isn't a birthday card...It's a thank you card Pat. Do you know how powerful you are? You unlock stuck folks, unleash desire and unblock stubborn nagging fears. Pat you are UNbelievable. For me personally I will always have a vision of you “Liking yourself”. I saw it...the difference was the feeling you put into it. What the difference that made. For whatever reason I have tabled my passion for a bit. But look out now. I am unleashing it again. I have dreams and desires to chase. And for Robin, who I adore, I can tell you rocked her- good- we should always be on a journey and not in a Rut. But most of all Pat, the stories you shared and the love you radiate is an example to all of a beautiful love. You should write a love story and share what you know with the world. You are one Lucky and Special!!! Lady. And another thing, you bring out the song in our hearts.”

~ Lucinda, Leadership Excellence Seminar participant

The January seminar was rated 4.7 out of 5.0 – [Click Here](#) for the complete critique and comments!

CONTACT BAYLEY & BENDER FOR MORE INFORMATION TO BRING THIS OR ANY OTHER SEMINAR TO YOUR ORGANIZATION!

Bayley & Bender 301-439-8317 or E-mail: ajp@awarenesspower.com
2024 Powder Mill Rd, Silver Spring, MD 20903 Visit Our Web Site at: www.awarenesspower.com