



Bayley & Bender

# AWARENESS IS POWER®

## Insights for Business

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BAYLEY & BENDER, INC  
SUCCESS THROUGH INSIGHT!

### *Time Management*

During the past month I heard a number of people who have brought up the same issue over and over: Time management. Questions like:

*"How can I be better focused so I can handle all the things that come my way every day?"*

*"Is there a better way for me to manage my time?"*

*"My company seems to want me to do more with less! How do I do more with less?"*

*"It seems impossible to manage home, kids, work and a life." Can you help?"*

#### **Sound familiar?**

I call these questions, CHAOS management questions. We only have so much time. We can't add more, unfortunately. During the time we have each day, we each have a level of energy that we can use and allocate to our advantage.

If we understand and utilize the energy we have to achieve what is important, we can better manage and enjoy the chaos that is delivered to us each day.

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### *Observe The Secrets Of Your Best Employees*

*"Lauren has to get a shot at her next doctor's visit so you have to take her," my wife said.*

Lauren is thirty years younger, two inches shorter, about ten pounds heavier than my wife, and terrified of shots. So I took my daughter to the doctor. When the time came for her shot, she reacted as always. She recoiled, backed into the wall, turned her face within a moment of crying and said, *"Wait, don't give it to me yet! It's going to hurt!"* The nurse said, *"Don't worry. You will feel a little pinch but I will do it quickly so I won't hurt you so much."* My twelve-year-old daughter turned her head away and down, tensed up a little, and took her shot with little trepidation.

I never really paid much attention to what the nurses did or how they gave the shots because I was almost always preoccupied with chasing, cornering or restraining Lauren. This time I may not have noticed what the nurse was doing or how she did it, but I couldn't help but notice the result. This nurse had somehow established a relationship with my overly timid daughter that caused most of her fears to dissolve into quiet cooperation.

Similarly, many managers pay attention to the result of their employees' efforts while failing to notice exactly what the employees did to get that result. They don't really know what makes their best employees the best at what they do. They only know that great employees reliably turn out great work. In most cases, not even the performance appraisal process reveals how they do what they do.

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1. *Observe the Secrets of Your Best Employees*
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Let me give you an example. If you have a 75-watt light bulb, are you going to get 150 watts of light from it? Of course not, the bulb only has 75 watts to give. If you have a 150-watt light bulb in a lamp, can you expect it to light all the rooms in a 3 bedroom home? Of course not, it will do an excellent job in one of the rooms and you may see the shadows of the light in other rooms, but some of the rooms will never see that light – nor would we expect this.



In order to best use our energy, we need to understand how to keep a consistent energy flow and what choices we have to keep from draining our energy. Here are some exercises to assist you in answering these questions.

1. Start with keeping a log of all your activities, both work and home related, for three days.
2. Review the list identifying what aspects of this schedule increased, maintained, or drained your energy.
3. Once you see the patterns, now you can make the choices. From the patterns that drain your energy, indicate which of the following choices you COULD make. (No one is asking you to take action yet.) Here are your choices:
  - ✓ Do It! – Take care of yourself. This action is for things only YOU can do. Often the action of DOING IT will decrease the stress and increase your energy.
  - ✓ Delegate It! – Transfer these tasks to someone else or outsource it. We often take on things that should have never ended up ours in the first place. You may resist letting someone else take over these items, but get over it! Allowing someone else to clean your house, attend a meeting, or coordinate a project, are not signs of weakness but signs of wisdom.
  - ✓ Dump It! Throw it out. Chuck it! – Sometimes we keep things on our task list that just need to be dropped.



*Continued on next column –*

There are ways to make it less painful but for now just identify what choices you could have made to eliminate the chaos on your list.

4. The next day, review your calendar and your TO DO list before the day begins. Notice any of the patterns you've identified? Notice any opportunities to take action? Now is your chance to manage the chaos!
5. Make this a daily part of your schedule review. You will be amazed at the energy it saves and the increased ability you have to address the issues that deserve your attention.

— Adapted with permission. Author Cheryl Leitschuh  
[cheryl@career-future.com](mailto:cheryl@career-future.com)

*Continued from page one – Observe*

In today's business world the search, acquisition, and retention of valuable employees is a war for talent. You can not afford to just pay attention to the end result without knowing the methods your employees used to get there. You must invest the time needed to observe the nuances that make the difference between good and average performance.

A relationship should be established and maintained with each employee and a line of communication opened to determine not just their skills, but also their passion. It is in this passion that you will find the secrets of your best employees.

You see it was not the nurse's skill in giving a shot that calmed my daughter that day. After all, any nurse can give a shot. A relationship was established between the nurse and my daughter. It was an exchange of a passion for excellence that turned Lauren from scared to okay.

It's not really a secret. All great employees have passion. Employers just have to find it in them, and then learn how to find it in others.

— Reprint permission granted by Lonnie Harvey, Jr.,  
president of The JESCLON Group, Inc.,  
[www.jesclongroup.com](http://www.jesclongroup.com)



## SALES

### *Develop Trust With Your Prospects*

**A** Champion Salesperson in the 21<sup>st</sup> century will need to make a paradigm shift beyond 'old school' selling philosophies. One of the things that 'old school' selling teaches is a salesperson should be liked or approved. To be successful in the 21<sup>st</sup> century, the Champion Salesperson has to go beyond being liked or approved to being trusted. Prospects buy based on their perception of how well the benefits of a product or service satisfies their needs and wants. In order to get an understanding of the prospects needs and wants, you have to develop trust. Therefore, one of the keys to closing more sales is to develop trust with your prospects.

First, you have to know the difference between needs and wants. While much debate has occurred on this subject, the difference is: needs are fact-based and wants are emotion-based. Needs are organizationally based, wants are personally based. A prospect is less likely to tell you their wants, because these are personal, until there is a high level of trust. When you understand both needs and wants you are better positioned to close a sale. As the old saying goes: "When you see things through Jim Jones' eyes, you'll know what Jim Jones buys."

You demonstrate your desire to understand a prospect's needs and wants by asking questions. Some salespeople want to dominate the conversation to demonstrate their knowledge of their product or service thinking this will impress the prospect to buy from them. However, statistics show that this turns buyers off. When you ask questions, you give the prospect the chance to tell you their concerns and goals. Remember, you can't learn anything when you are talking. Focus on asking the right questions in the right way. Don't interrupt the prospect when they are talking. Show that you are listening by making brief summaries of what is said. When you totally focus on your prospect and not on yourself, you will be well on your way to developing trust with your prospects.

— Author Shari Roth of *CAPITAL iDEA*

## CALENDAR OF EVENTS

Bob & Pat Bender request the pleasure of your company at the Awareness is Power® seminars:



May 8, 2007 – Advanced Personal Excellence Seminar at Serenity

May 9 – 11, 2007 – Dynamic Leadership Seminar at Serenity (See Pg 5)

**Develop Your Professional & Personal Goals And A Plan To Get You Results!**

**Contact Pat Bender at 301-439-8317 to Reserve Your Place Today!**



## ONE MINUTE IDEAS

### 2007 Filing Season Kicks Off with New Features

WASHINGTON — The Internal Revenue Service began a busy 2007 filing season that features telephone excise tax refunds, a new refund deposit feature and recently enacted tax breaks that may require extra attention from taxpayers.

"Taxpayers will have a number of new tax benefits and features available this year," IRS Commissioner Mark W. Everson said. "We encourage taxpayers to take a few minutes to review these changes, particularly those involving the recently enacted tax law provisions. The IRS will do everything it can to minimize the impact on taxpayers."

The IRS expects to process about 136 million individual tax returns for 2006, with more than half of those filed electronically.

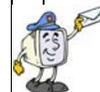
Among the major changes taking place this year:

- ✓ Telephone Excise Tax Refund
- ✓ New 1040EZ-T Form
- ✓ Recent Tax Law Enactments
- ✓ New Split Refund Option
- ✓ 'Free File' Improvements

For More Information visit the IRS web site at: [www.irs.gov](http://www.irs.gov)

**Don't miss next month's issue. Subscribe now!**

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**Insights for Business**



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**12 Issues For Only \$97**

## Future Insights

**Stay flexible.** Change will be constant. New opportunities will present themselves. Unexpected challenges will throw themselves at you. Be ready to duck, bob, weave, side step, and hop-scotch. Agility is power.

**Stay alert to your own environment.** Even carefully watching the trends, we can't predict everything that will happen to you and your company. Futurists work at the "30,000 foot" level; corporate leaders operate at the mountain top level. Keep your head in the clouds and your feet on the ground.

**Practice "Future Thinking."** Always look ahead in everything you do. Anticipate, project. Consider the future consequences of every decision you make. Train and encourage your executives, managers, and supervisors to think the same way. Build this kind of active futures perspective into your company's culture.

**Clarify your mission.** While consultants have preached the importance of mission statements ad nauseam, a surprising number of companies still have not put their purpose on paper. Involve all your people in the creation-or confirmation-of your mission. Crystallize your reason for being, and your direction into the future. People support what they help to create.

**Streamline your company.** Sell, spin-off, discard diverse businesses that are not central to your core business. Consider establishing divisions or tangential business as separate businesses on their own, partnering through strategic alliances. Outsource functions you don't need to support in-house.

**Raise your standards.** Clearly define your standards for employee qualifications and performance. Gain acceptance and support first from your leadership team, then "sell" the standards to everyone. Recognize that some of your current employees may not meet your newly-delineated standards. They may be forced out by peer pressure.



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*To accomplish great things, we must not only act, but also dream; not only plan, but also believe.*

— Anatole France

*You're not obligated to win. You're obligated to keep trying to do the best you can every day.*

— Marian Wright Edelman

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## NEW PRODUCTS

**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!**

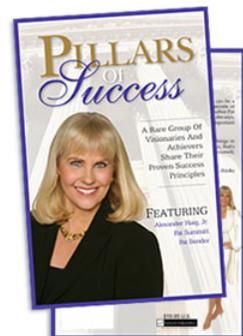
### PILLARS OF SUCCESS

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 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!!**





Pat & Bob Bender request the pleasure of your company at the **Awareness Is Power®**

## **DYNAMIC LEADERSHIP SEMINAR**

**MAY 9th-11th, 2007**

**Develop Your Professional & Personal Goals And A Plan To Get You Results!**

*The Serenity Retreat* is privately situated on twelve beautiful, tranquil, waterfront acres in Talbot County, Maryland, and is the perfect place to feed your heart, soul, mind and body.

*Our 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 the people around you. *The Dynamic Leadership Seminar* offers you the chance to raise your game, and take the rest of your team with you!

*Day 1 - Discover the seven keys to your professional and personal success*

*Day 2 - The daily Mental Laws designed to help you achieve your goals*

*Day 3 - Setting your professional and personal goals in life*



### **Professional Benefits**

- ▶ Visualise, implement and achieve your goals
- ▶ Increase attitude and morale
- ▶ Develop your professional and personal life
- ▶ Raise profit levels
- ▶ Improve customer service
- ▶ Improve your time-management strategies
- ▶ See and develop the strengths in yourself and others
- ▶ Create and bolster enthusiasm to become the best
- ▶ Increase productivity



### **The Three Day Seminar Includes...**

- 270 page workbook per participant
- 13 Audio cd's per participant
- Certificate Of Completion plus Travel Log
- Customised Awareness Is Power® Reports
- Continental Breakfast & Lunch, Afternoon High Tea *and...*
- Wed 9th - Boat Cruise Thu 10th - Crab Feast**
- Fri 11th - Graduation**

*You'll Have Access To* fishing, crabbing, boating and birdwatching, and opportunities to find yourself getting in touch with nature and all of Serenity's array of wildlife, as you go walking and hiking through the woods.

*And The Breath-taking* sunsets complete each day with the perfect chance for reflection!

## Personal Benefits

- Discover if your life is in balance
- Uncover your stumbling blocks
- Enjoy your journey in life
- Learn concepts to share with friends and family
- Rid yourself of stress
- Create more adventure in your life
- Discover yourself and what you want
- Find your passion and what makes you happy
- Create a plan to get you there



The **Dynamic Leadership Seminar** is perfect for **Incentives or Rewards!**  
**Don't miss this wonderful opportunity!**

Our Serenity retreats are rated **5 out of 5** - here are just a few comments from our participants...

## Testimonials

"This seminar has changed my life... my friends can see the difference. They are all very impressed with my new outlook."

*"You must set goals, remove yourself from negative thoughts - and the world is your oyster!"*

"This is by far the most important workshop I have ever participated in. This helped me visualize my myself inside and out, not only my career but in my personal life. Thank you!"

*"Realization that success is up to me - that I hold the keys."*

"Well done! Nice progression, building one concept on the other."

*"Very interesting, full of energy, enjoyed every minute."*

"Positive thinking - learn, energy, visualize and the ability to achieve!"

"A lifetime change in my attitude. Thank you, from the bottom of my heart!"

*"This is just what employees need to learn, understand or reemphasize the way to be successful."*

"It has been a tremendous growth experience. I have learned so much that can be applied to my personal and professional life. Pat and Bob are the best!"

*"I agree with the name of the workshop - Awareness Is Power® - success through insight. I've been able to focus on myself and have gained so many insights. It's AWESOME."*

"So very professional and sincere."

*"Very creative in the manner it was presented. Excellent knowledge of the material."*

"Great information - motivating."

"I am thankful to have had the opportunity to attend the class."

*"It was well planned and executed, interesting and actually exciting! I feel renewed and energized."*

"I enjoyed every day. It gives me a new outlook on life."

*"The workshop was great. Pat and Bob are exceptional motivators and instructors in this area."*

"The most comprehensive goal setting seminar I've ever attended. I will never forget these seminars!"

*"A fantastic course - the best three days spent!"*

"Very useful information that can be used on a daily basis."

*"I loved it! The ideas were excellent and can easily be used in daily life."*



The greatest investment is in your leaders and yourself!

Call **Pat Bender** today on

**301-439-8317**

[www.awarenessispower.com](http://www.awarenessispower.com)



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