

## Foundational Success – excerpts from our expert authors

### Building on a strong foundation

**W**hether you are planning on building a house, a successful career, or a profitable business, starting with a strong foundation ensures whatever you build is better equipped to stand the tests of time and storms that might come your way. We trust that **Foundational Success** will provide solid guidance in laying a strong foundation for your ongoing growth and long-term success.

Each of our expert authors is committed to providing ‘building blocks’ for your personal and professional success. **Building Blocks:**

- Drawn from their personal experience and expertise.
- Drawn from various areas, interests, and sizes to allow you to fit them where most helpful and needed.
- Drawn from their interaction and engagement with people like you and me around the world.
- Drawn from generous hearts and engaged minds.



*"The house we hope to build is not for my generation, but for yours. It is your future that matters. And I hope that when you are my age, you will be able to say as I have been able to say: We lived in freedom. We lived lives that were a statement, not an apology."  
Ronald Reagan, former USA President*

Dream **BIG** dreams, think **BIG** ideas, and seek **BIG** successes! Never let your memories become larger than your dreams. You can build the personal and professional success you seek. We are pleased to help!

On behalf of our amazing team of experts and authors I wish you a successful journey. It has been my privilege to work with these amazing people and to learn along with you.

Bob ‘Idea Man’ Hooley, **Creative Lead**

I hope to wet your appetite enough that you will 1) invest in a personal copy of **Foundational Success** and, 2) tell all your friends and colleagues to invest in one for themselves.

## The 10 Biggest Traps to Avoid When You Speak: How to Turn Dull into Dynamic!

Patricia Fripp, CSP, CPAE

**W**henever you open your mouth, whether your audience is one person or a thousand, you want to get a *'specific'* message across. Maybe you want your opinions heard at meetings, or perhaps you are giving a formal presentation, internally or externally. Possibly your sales team needs to improve its customer communication or you're in a position to help your CEO design an important speech.

Anyone who sets out to present, persuade, and propel with the spoken word faces **10 major pitfalls**.

**1. UNCLEAR THINKING.** If you can't describe what you are talking about in one sentence, you may be guilty of fuzzy focus or trying to cover too many topics. Your listeners will probably be confused too, and their attention will soon wander. Whether you are improving your own skills or helping someone else to create a presentation, the biggest (and most difficult) challenge is to start with a one-sentence premise or objective.

**2. NO CLEAR STRUCTURE.** Make it easy for your audience to follow what you are saying. They'll remember it better--and you will too as you deliver your information and ideas. If you waffle, ramble, or never get to the point, your listeners will tune you out. Start with a strong opening related to your premise. State your premise. List the rationales or 'Points of Wisdom' that support your premise supporting each with examples: stories, statistics, metaphors, and case histories. Review what you've covered, take questions if appropriate, and then use a strong close.

[Read the complete article...](#)

## 12 keys for 'Bringing Out the Best in People'

**Bob 'Idea Man' Hooey, CKD-Emeritus, Accredited Speaker**

**A**lan Loy McGinnis wrote a book in the last century about bringing out the 'best' in people. It was well-received and gained exposure and acceptance among progressive leaders at that time.

Over the years, I've had the chance to reflect on what Alan outlined. In fact, I have his '12 Rules' sitting on my wall above my desk as I write this piece. I've come to think of them as **12 'strategic keys' for effective leadership or building blocks for personal and professional success.**

They serve as a *visual* reminder of their importance in leading and coaching the people, *like yourself*, whom I have the privilege of working with across North America.

If you are *committed* to being an effective leader, perhaps they should be sitting somewhere close, so they are not far from your mind's eye.

I include them, along with my own reflective thoughts, for your personal inspiration and illumination.

- **Expect the *best* from the people you lead.**

See them performing at their best. People will often rise or fall to the level of our expectations. See them as they could be, not as they are! Don't limit them by expecting or accepting less than their best. You owe it to them to set realistic, but challenging expectations.

[Read the complete article...](#)

## The Tensions of Leadership

Patrick J. McKenna

**T**he responsibility of being a leader should come labelled with a clear warning: *This job could seriously change you and how you behave within your firm!*

During the past couple of years I have had the privilege, through my consulting, research, and interviews, to peek behind the veil surrounding the challenge of becoming a **'new'** leader. From candid discussions about the stress involved in looking like you know what you are doing and the huge time demands imposed by your colleagues requests, to feeling disorientated by the scale and scope of the leadership mandate, many quietly struggle with the various pressures that accompany their term in office. I discovered that the great majority of leaders, in any position of responsibility, are at their most vulnerable early in their tenure.

**As a new leader** you may be surprised to feel confused and indecisive just at the time you want to appear clear and strong-minded. You may feel overwhelmed and anxious just when you would far rather be seen as composed and dynamic. In fact what I've discerned is that there are a number of what I'll call 'leadership tensions' – the more or less ongoing dynamics of the job that incumbents wrestle with, to effectively handle the job of being a leader. Among the many tensions, **these are the top five:**

- Do I shake things up or do I preserve the status quo? (determining appetite for change)
- Do I strengthen my bonds with people or do I maintain a distance? (developing working relationships)

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## Intelligent Motivation™

Jim Cathcart, CSP, CPAE

**I**ntelligent Motivation™: is determining what is important, identifying what action is needed and doing what is necessary to generate and sustain that action.

### Conscious, Intentional & Relentless Action

Firm Standards, Clear Agreements, Meaningful Work,  
Accurate Measures, Appealing Rewards

The more I work on 'Intelligent Motivation™' the better shape it takes. There is now a System to bring it together. Whenever I consult with a client organization these are the areas upon which we focus. You can apply these to your own life or organization too.

- **Firm Standards**
- **Clear Agreements**
- **Meaningful Work**
- **Accurate Measurement**
- **Appealing Recognition and Rewards**

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## How to Gear Up for Success As a Professional

Nido Qubein, CSP, CPAE

**B**enjamin Disraeli once said: *"The secret of success in life, is to be ready for opportunity when it comes."* My staff and I have discovered that there are **10 basic requirements for success as a professional:**

- (1) You must have a solid, marketable idea and the commitment to do whatever it takes to make it work.

- (2) You must have the skills and expertise to translate that idea into concrete action.
- (3) You must have a clear vision as to where you want to go - both personally and professionally.
- (4) You must have a solid plan of action which is based on workable strategies.
- (5) You must have or be able to create the resources to implement that plan.
- (6) You must be willing and able to motivate and guide the people who can help you put your plan and ideas into action.
- (7) You must be able to always see the big picture, yet be willing to get your hands dirty in the day-to-day activities - to become involved in both the macro and micro dimensions of running a successful practice.
- (8) You must develop the systems which make the right things happen at the right times.
- (9) You must exercise the disciplines to constantly be doing the right things, at the right times, and in the right ways.
- (10) You must be able to measure your success in tangible terms and predetermined timetables.

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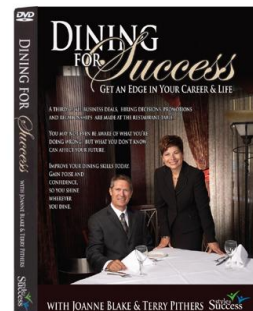
## Dressing for Credibility

### A Return to Formality

**Joanne Blake, AICI CIP**, Style for Success Inc.

**B**usiness attire is not fashion for fashion's sake. Thank goodness it doesn't change every season, but it does follow certain trends and rules.

Business attire as part of our personal image is an incredible business tool that is often taken for granted. As competition in our careers, products, and services becomes tougher and more sophisticated, one needs to consider image as an important tool to communicate success.



**Rule number one** is that business clothing must be business driven. It must promote our credibility and meet client expectations. For the past decade this rule has been ignored.

[Read the complete article...](#)

## The Relationship between Time and Values

**Paul du Toit, CSP**

**P**erhaps no more than 50 years ago some of the most pressing problems facing society were boredom, what to do with one's time, how to spend it wisely, and how to equip oneself for the future. Much has changed in 50 short years. The issues seem far more complex and things now seem to move at lightening pace. We now have a range of electronic distractions like SMS, MMS, MySpace, MXit, podcasts, blogs, Facebook, LinkedIn and...heaven knows what. The most compelling personal issue we now face is undoubtedly distraction. Quite simply, distraction has replaced boredom. There has never been a time in history that we've been more distracted. The accessibility of high tech distractions continues to escalate, led perhaps by the communications industry.

How to wisely distribute one's precious time has become one of the most puzzling questions of modern times, with a multitude of varying and contradictory theories. Many people feel permanently overwhelmed by a sense that they are unable to create effective time balance in their lives and accomplish that which is important to them in the available time.

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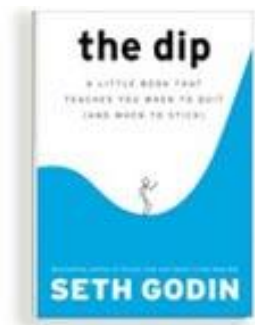
## Scarcity

### Seth Godin

**O**ne day, you may be lucky enough to have a scarcity problem. A product or a service or even a job that's in such high demand that people are clamouring for more than you can make.

We can learn a lot from the recent performance of Apple. They took a hot product and totally botched the launch because of a misunderstanding of the benefits and uses of scarcity.

First, understand that scarcity is a choice. If you raise your price, scarcity goes away. If your product is going to be scarce, it's either because you benefit from that or because your organization is forbidden to use price as a demand-adjustment tool. I'm going to assume the former. (But, I riff a bit on the latter toward the end)



[Read the complete article...](#)

## Marketing and the Power of Personal Contact

### Michael Hughes

**P**eter Drucker, one of the gurus of business for the last 50 years, states that the purpose of a business is to create 'new' customers. Using this definition as a starting point, it stands to reason that marketing plays a significant role in the success of every company. But to fully evaluate the contribution required from marketing, it is necessary to define it in the context of its part in an overall business philosophy.

**1. Defining marketing: *The entire process needed to bring a product or service to the marketplace or to improve sales and profits of existing products and services.***

Marketing is an extensive and complicated process. In its most expansive form, it becomes a fourteen-step process that encompasses every part of a business, from research to support. It is a crucial part of business success and is in many cases a misunderstood and misdirected process. Let's take a moment to review some of the myths about marketing and the corresponding facts.

[Read the complete article...](#)

## **The Specialization-Differentiation Imperative**

**Michel Neray, MBA**

**L**earn how to carve out your own slice in the market and charge more, attract more clients, and enjoy greater confidence. In the olden days, when there was just one blacksmith in each town, it was easy to brand yourself as the best blacksmith around. If someone needed a blacksmith, you're the blacksmith they called. Then villages grew into towns and a new blacksmith moved into the neighbourhood. All of a sudden, people had a reference for comparison and competition was born – along with the need for 'differentiation'.

So what happens as more and more people enter into a profession and as the profession itself becomes more widely recognized as a helpful service?

The needs of the market get sliced and diced in a variety of different ways – and the professional that focuses on one of those slices is more highly valued than the professional who continues to try to be all things to all people.

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## Achieving business success

Taking a salesperson's approach could be the answer.

**Bob Urichuck, CSP**

**T**he world market is heating up. Competitors are appearing out of nowhere and expectations are high, especially from the top. In today's market both the business owner and seasoned professional salesperson have to be producing at their absolute best to stay up with the industry leaders.

Business people are sales professionals who today have to be pro-active, highly energetic, entrepreneurial, self-driven and really concerned about efficiency. He or she needs to be honest, sensitive, a master problem solver, and, above all, a personal marketing genius with a win/win philosophy.

With this in mind, a sales results system was designed to help business people develop all the above characteristics and skills and more. The profession of being a salesperson is no different than any other profession. All business professionals go through years of training and continuous learning. The main difference of the sales profession though, and one that you must learn to deal with, is the amount of rejection that you can face in one day.

[Read the complete article...](#)

## The Ten Commandments for Getting Visible

**Roz Usheroff**

**I**mproving your visibility is a lot like playing chess. You develop a strategy and make your moves, always working toward the goal of attracting positive attention to the work you do, the skills you possess, and your ability to connect with others. Don't be the 'Lone Ranger' who believes that he or she does not need anyone.

You may like to think of yourself as being in charge of your own destiny. This, however, is not always the case. You, like everyone else in business, are influenced by other people. You, in turn, influence a host of others.



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