

The Finish Line

February 2009

Volume 9 Issue 2



Measure Your Activity

*‘When Performance Gets Measured,
Performance Improves’*

This old adage remains true year after year. The question is will you do the measuring that can get you the improved performance that you desire this year? We see time and time again in the sports world how records are broken. They constantly measure past performance in order to set new levels of expectation.

During the year, if you want to achieve improved performance, set up a system to measure all your activities that will insure success for yourself and your organization. It is much like a dashboard on your car.



The dashboard measures the activity of the car to insure that it is performing at its expected levels. So if you want to perform at the levels that will achieve success, set up a dashboard that will measure how you are doing.

The first step in setting up your dashboard is to determine what is important to measure. What sort of activities should you be measuring? The answer is every significant activity that will help you achieve your goal.

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Goal Setting – It’s all About Getting There!

As we begin the year with hope, promise and a handful of resolutions, we may find ourselves sidlined before we even get started because we simply do not have a plan.

In any personal or professional enrichment endeavor, it is often the task of defining goals that can become the most elusive. We can easily contemplate where we want to be and what we want to do in the next year or two, but find much challenge in establishing what needs to be done to get there.



To successfully define those activities and actions that will get us where we want to be, we must first simply envision. Envisioning is not only a pleasurable escape, but can also become very liberating. Sometimes the best way to begin setting goals is to think about them as reality. Instead of “listing” those things that we think we *should* be doing/completing/achieving, envision those things as if they had already occurred. Envisioning is a powerful tool. We actually do it more often than we are conscious of. The problem is that we often just leave it at that. We need to take the next step – establishing concrete objectives to get us to that place we want and deserve to be.

Goal setting is essentially determining where you want to go and the steps needed to get there. It is both methodical and purposeful, but more importantly, goal setting should be fun.

When we think about setting goals, many of us look to the larger end result rather than the small steps needed to achieve the desired outcome. These small steps are critical to our long-term success and many times become wonderful achievements in and of themselves.

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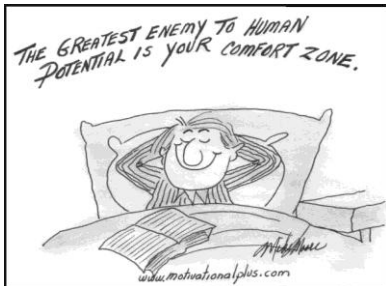
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ONE MINUTE IDEAS

Where is Your Comfort Zone?

Does the following cartoon speak to you?



The Choice Question

Are you making choices because they are in your comfort zone or are you making choices to take you where you need and desire to go?

Success

“Success tends to go not to the person who is error-free, because he also tends to be risk-averse. Rather it goes to the person who recognizes that life is pretty much a percentage business. It isn't making mistakes that's critical, it's correcting them and getting on with the principal task.”

– Donald Rumsfeld

Pat Gruber is the president of **Pat Gruber & Associates**. His company has provided **Coaching and Consulting Services** to companies nationwide at all levels of the organization from executives, managers, supervisors, sales managers, to front line staff. His company is dedicated to helping people and companies achieve their dreams and goals.

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As an example, if you are in sales and you make cold calls to generate prospects, then you would want to track the number of phone calls made, the number of times contact was made and the number of appointments generated.

Once you have determined the activities to measure set up your dashboard using a simple form to track your progress. You can use an electronic spreadsheet or simply make tic marks manually. Don't get hung up on what type of method to use, just use a method that works for you. Keep it simple and easy.



Remember, the purpose of maintaining the dashboard is to improve performance. So you'll need to set benchmarks to measure your actual activity. If you need to make four sales appointments a day, then measure it every day and keep track daily, weekly, monthly, quarterly and annually. On a regular basis, review your results to determine if you are performing at the level necessary to achieve your goal.

So in summary, if you want to be your best, begin today by keeping track of those activities that will get you there.

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Admittedly, determining what steps are needed is often the most difficult task. But, if we follow the advice of the great Mark Twain we can be instantly on our way.

“The secret of getting started is breaking your complex, overwhelming tasks into small manageable tasks, and then starting on the first one.”

– Mark Twain

– by Alison Sfreddo, The Training Connection

Troubleshooting a Stagnant Meeting

Be ready to propel a meeting forward when it hits trouble spots. Here are three classic meeting problems and how to solve them:

- ✓ Problem: *“We always peter out.”* Solution: End the meeting on a high note. If 17 minutes into the meeting, you reach the climax of the gathering, stop the meeting there. That way everyone walks out revved up – and more productive.
- ✓ Problem: *“Everyone's bored out of their minds.”* Solution: Make attendees laugh. Here's a trick from Sheldon Arora, CEO of Esoftsolutions in Plano, Texas: The last person into the room at the monthly companywide meeting has to tell a joke. It loosens up the room and fills the seats on time.
- ✓ Problem: *“No one retains a thing.”* Solution: Do a five-minute recap at the end. You want everyone to leave knowing exactly what they're supposed to do. Clarify potential outcomes, outline next steps and make assignments.



– Adapted from *Escape From Meeting Hell*, Patrick J. Sauer, Inc., www.inc.com

