

# The Finish Line

March 2009

Volume 9 Issue 3



## *Tips for Making this the Best Year Ever!*

### **Create a vision for your company.**

A vision statement crystallizes what you want your company to look like in the future. It is a clear image of the end result. (Even though you may never really have an end)

*"Nothing was ever achieved without dreams, goals, and actions!"*

### **Create a vision for yourself.**

Describe your future the way you would like it to be. Avoid slipping into the negative of what you think your future may really be. Allow yourself to dream big. Now write it down!

### **Set personal and professional goals**

Set goals that will take you closer to your vision statements. Start with only 4 or 5 goals for each personal and professional vision statement. Make sure each goal is necessary and sufficient. Also, each goal needs to be **SMART**. Specific, Measurable, Attainable, realistically high, and Time bound. And again, *write it down!*

### **Have fun**

I have never heard anyone laying on their death bed saying: "I wish I would have worked more". Take time for yourself, family, and friends. Enjoy life!

*Copyright protected. Author Sorrell Associates, LLC*

## **INSIDE THIS ISSUE**

- ≠ *Tips to Make this the Best Year Ever!*
- ≠ *We're Working on the Wrong End of the Problem!*
- ≠ *One Minute Ideas*
- ≠ *Keeping on Track*

All articles, quotes, and material in this newsletter are copyrighted. © 2009. No part can be reproduced in any form without specific written consent from SA and copyright holder(s). All rights reserved worldwide.

## *We're Working on the Wrong End of the Problem!*

*"The illiterate of the 21<sup>st</sup> century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn." – Alvin Toffler, Futurist*

**T**oday, like never before... you must be open to change to be successful. You and your organization must constantly change and evolve to survive. You've heard it... we face more change in a year than our grandparents faced in a lifetime. For us that means Technology, Customers, Markets and Competitors.

HOWEVER; most people (even entrepreneurs) choose death over change.



In *Change or Die*, Alan Deutschman asks, "What if you were given that choice? We're talking actual life and death now. Your own life and death. What if a well-informed, trusted authority figure said you had to make difficult and enduring changes in the way you think, feel and act? If you didn't, your time would end soon--a lot sooner than it had to. Could you change when change mattered most?"

**THE BAD NEWS:** Although we all have the ability to change our behavior, we rarely do. Research shows odds of nine to one...when faced with the dire need to change, we won't. How many of you made, and stuck to, a New Year's resolution? We are 30 days into the New Year...how's it going? Will you make it through the month? The odds are not in your favor.

**Insanity** – doing the same thing and expecting different results. We KNOW we should change, but habits, attitudes and behaviors make us regular practitioners of insanity.



# ONE MINUTE IDEAS

## It's Tax Time

The IRS has an excellent web site resource to help in preparing your 2008 income tax. There is a [Tax Info For Businesses](#) section that provides forms and publications along with an all the tax info you need for your business. In addition, there is a [Frequently Asked Questions](#) section and an [e-file section](#) for free Federal on-line filing to those who qualify.

Check it out at [www.irs.gov](http://www.irs.gov)



## Frustration & Venting

When people come to you and vent feelings and frustrations, they probably want to do just that – vent. Listen to them to really hear what they are saying. Don't try to solve the problem unless they ask.

*The toughest thing about success is that you've got to keep on being a success. Talent is only a starting point in business. You've got to keep working that talent.*  
- Irving Berlin

## ANNOUNCING MY NEW BLOG!

[Pat Gruber and Associates](#)

[Thoughts on Life,  
Leadership and Success](#)

I hope you will visit the blog site and leave your comments about the topic of the day!  
<http://blog.patgruber.com>

Continued from page one – Problem

What is the answer for businesses, entrepreneurs and professionals, wanting to create and maintain a competitive edge? John Kotter, a recognized leadership expert, says, "The central issue is never strategy, structure, culture, or systems. The core of the matter is always about changing the behavior of people."



There you have it. To change your results, you must change your own and others' actions.

**THE GOOD NEWS:** Change is possible and the formula includes common ingredients. So what's the secret to significant, sustainable change? It's not tough to do, just tough to maintain.

Deutschman's Relationship, Repeat and Reframe model includes: Building relationships with someone or a group that believes in you and that you trust. Utilizing the new relationship(s) to learn, practice and master new success habits and skills. And, through the new relationships and repetition, begin to look at things in ways that would have been foreign to you before.

**To HAVE you must first BECOME.** Rarely do people consider what they have to change about themselves to meet their goals. To have a six-figure income – become a person with skills and capabilities worth someone paying you that amount. For a great relationship with spouse and children – become someone they see as worthy of the relationship. To have a single digit golf handicap – become a golfer with the skills, discipline, and attitude required for that level of play.

If, when faced with death, only 10% of people will make sustainable change, how can organizations hope to make change stick? Too many people look for a fast fix. Change is a process, not an event. The best thing you can do is become someone who learns, unlearns and relearns... faster than your competition.

Reprint permission granted by author Allison Darling, President and Founder of Management Concepts, Inc. 913-649-4833 or [allison@mgmtconcepts.biz](mailto:allison@mgmtconcepts.biz).

## Keeping on Track

Every month or so you should step out of the day to day of doing business and evaluate the course of your organization's actions.

Ask yourself these questions:

- ✓ Are we working towards our most important goals?
- ✓ Are we getting closer to or further away from our vision?
- ✓ What should we be doing?
- ✓ What is our next step?
- ✓ What should we not be doing? Source: Sorrell Associates copyright 2009

