

# The Quill

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Volume XLIV Issue 1

## PATRIOT BUSINESS COACHING CLARITY OF PURPOSE, SYNERGY OF GOALS

### *Staying Motivated In A Struggling Economy*

Fear is a very powerful emotion. When we live in fear, even of the unknown, there is a tendency to isolate, exert control and be on the defensive. It drains our energy and creates exhaustion.

The majority of coaching conversations I am having these days are about this fear generated by a struggling economy. Worry over business progress, finding a job, salary and bonus eliminations, increased job performance expectations have taken over people's mindsets thus decreasing motivation and focus for themselves and their business.



While no one has a crystal ball to know exactly what will happen with the economy, you do have the keys to move through this time by the actions you take to minimize the fear and maximize your choices. Following are three key tips on how to refocus and regain motivation during a challenging time:

#### **Tip #1 Go Back To The Basics**

What are the critical items you need to do to maintain positive movement forward in your career and in your life? What can you take charge of?

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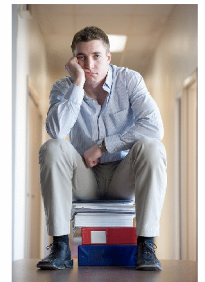
*Failing Employees*

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### Ask the Coach

### *I often find myself Over-Committed. What can I do Differently?*

'Overcommitted' is an interesting term I hear often. Use of the term and your underlying assumptions may be a problem. The verb "commit" means "to obligate or pledge oneself", so you may have pledged your time and energy too broadly. You are likely involved in a number of activities and roles at work, at school, in the community, and at home. You probably struggle "finding the time" and energy to keep your obligations. But are you really committed?



Reconsider the concept of commitment. Are you over-committed or are you under-committed? Over-commitment is an oxymoron. Too many "obligations" creates a watering-down effect, so none of them receive your true commitment. How might your problem look differently if you considered that you may really be under-committed to your real priorities? What new solutions does this shift in thinking generate?

If you find it difficult to say "no" or have ever used the phrase "I didn't have time" you may be under-committing; worse, you may be blaming the clock or your other roles.

- ✓ *What is important to you?*
- ✓ *What opportunities do you have that relate closely to your core goals and purpose?*
- ✓ *Have you prioritized your opportunities before obligating yourself?*

'Over-committed' people prioritize their schedules. The person of integrity schedules his or her priorities. Consider this critical distinction before you make promises in the future.

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# ONE MINUTE IDEAS

## Back Up Important Data

What would you do if your computer suddenly and completely failed, all the contents of your hard drive lost? Do you have a backup of the important information on your computer? It's a good idea to keep regular backups, including some offsite in case of fire or flood.

## Web Site of the Month

This website is a one-stop national resource to learn about the crime of identity theft. It provides detailed information to help you deter, detect, and defend against identity theft.

On this site, Businesses can learn how to help their customers deal with identity theft, as well as how to prevent problems in the first place. Consumers can learn how to avoid identity theft – and learn what to do if their identity is stolen.

Check it out at  
<http://www.consumer.gov/idtheft/>



**Patriot Management Systems** has provided Coaching and Consulting Services to companies nationwide at all levels of the organization from executives, managers, supervisors, and sales managers, to front line staff. We are dedicated to helping people and companies achieve their dreams and goals.

Visit our website at:  
[www.plangoals.com](http://www.plangoals.com)

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There are critical items that you need to focus on day in and day out in whatever your work effort is about. If you are unemployed, there are critical items. If you run a business, there are critical items. What are they? Identify, simplify and take action.

**Key:** Think of this also in your personal life. What critical items do you need to have happen in order to maintain joy and relieve stress? Is it time with family? Time to golf? What critical items do you need that may have been ignored due to your focus on fear?

## Key Tip #2 Define And Honor Your Genius Work

In Ernest Oriente and Judy Feld's book *Smart Match Alliances*, they describe genius work as "Genius work is the highest and best use of your time. When you do your genius work – the activities that produce the greatest results in the shortest period of time for you – the struggle ends...fast."

What is your genius work? What is the work you do that suspends time and delivers the greatest results? Define it, honor it and spend the majority of your day doing it.

**Key:** To define your genius work, answer the following question:

What are three areas of focus and corresponding activities that would constitute the best and most valuable use of my time today?

## Key Tip #3 This Too Shall Pass

Because there is no crystal ball, we cannot predict when this economy will take a positive, sustained turn. However, history proves that it will turn. It has always done so; there is no reason to think it will not do so again.

**Key:** History also shows that YOU have been through challenging times in the past and moved through those times as well. Perhaps it has not been the economy but other life events. Identify for yourself what life challenges you have faced in the past and how you have navigated the uncertainty. That should give you clues as to your ability to face this current challenge AND specific things you could do to make the process less painful.

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*The reward for work well done is the opportunity to do more.*

—Jonas Salk

## Failing Employees



Are your employees failing? Want to save time, money, and a lot of energy for you and your organization? Set employees up to **succeed** not fail. Make sure your employees know:

- **What the job is.** Make sure you explain to each person specific directions and/or goals about the job or task.
- **Explain how to do the job.** Be available to answer questions or give directions on how to do the job or task.
- **Make sure a person or situation doesn't interfere** with employees' ability to do the job.

– Sorrell Associates, Copyright 2009



John T. Capps III of Patriot Business Coaching is congratulated by Rotary International President-Elect, John Kenny. John T. was honored at a recent Rotary gathering in Greensboro, NC for his work in the founding of the Multi-District President-Elect Training Program. This year's program was attended by over 600 Rotarians from Clubs throughout North and South Carolina.



Linda Stinson

## *Why Might I Consider a Coach?*

*So tell me why should anyone spend time and money working with a business coach?* This is the typical question which goes through the minds of people who become aware of the profession. It's difficult to understand the value in developing a coaching relation, so as an exercise, let's consider three questions on the subject. First, how can a coach help me develop my business skills, if they have no history in my industry? Second, there can't be much they can teach me; I've read all the books. Third, is it worth the money?

### *History in My Industry*

Industry specific knowledge should come from someone who has proven their expertise in an industry over a period of years. These people are called **consultants**. They may be either retired executives from the industry or just individuals who have specialized in working with firms in the industry. A business coach is not a consultant and should never pretend to be one.

Business coaches work with their clients on the development of those personal and interpersonal skills practiced by successful people, regardless of their industry or profession. These skills are basic to once success whether your endeavor is the Rotary (as is exhibited by John T.'s accomplishments) or as the owner of a small business. Can you do what you do better? Can you make better use of your time? Do you have a plan for success? Is your team all on the same page? Are you able to adjust your plan to match changes in your market? Coaches open our eyes to these issues and guide us toward their mastery.

### *I've Read all the Books*

Of all the hours spent reading the never-ending volume produced by the greatest and most literate in our world, how much of that information has directly impacted the way you conduct your daily business and the way your employees work together to make your organization successful. There is a disconnect between the knowledge base which is available and an actual improvement in performance and quality. It is like the head basketball coach laying out the plan for the game with the players and then going home to watch the game on television.

There is a gap between knowledge and implementation and a coach's responsibility is to fill that gap. It doesn't always work the way it's described in the book and sometimes your plans are met up with unanticipated surprises. A coach is extremely valuable in guiding an individual or organization through these issues

### *Is It Worth the Time and Money?*

A good business coach will insist that any relationship start with a financial goal. A few might be an increase in sales, increase efficiency or a reduction in employee turnover. Any good business person is looking for a return on their investment and any good business coach gains person satisfaction not from making people more knowledgeable, but by making people more successful.

### *Let Us Help You Achieve a Higher Level of Success Patriot Business Coaching*

- **Leadership**
- **Planning**
- **Team Building**

## *Upcoming Events*

### **The Business Advisor's Series**



### **Effective Communications**

Sponsored By

**Security Savings Bank**

**Thursday, April 23<sup>rd</sup>**

7:30 AM till 8:30 AM

Purple Onion Restaurant Annex

In Shallotte, NC

(Complimentary continental breakfast will be served)

Are you as a communicator, the practitioner of magic or do you often become frustrated with trying to get your message across? Whether its employees, customers, partners, suppliers or coworkers, your ability to communicate is vital. It's easy to take it for granted, but knowing how to communicate can be a valuable tool for your future success. Learn how the words you say are only a small part of the message you send.

This discussion will be lead by Bob and Linda Stinson from **Patriot Business Coaching**.

**Reserve your spot for this session by calling (910) 575-1286 or emailing [linda@plangoals.com](mailto:linda@plangoals.com)**

## **Upcoming Events**

### **Lunch with the Chamber**



### **The Art of Networking**

Sponsored by

**The Little River Chamber of Commerce**

**Thursday, April 9<sup>th</sup>**

12:00 Noon till 1:00 PM

C. B. Berry Community and Historic Center

In Little River, SC

Lunch will be served

Cost \$10.00

The "word of mouth" marketing generated through networking has proven to be the most reliable and cost effective means of obtaining new sales. Many people become easily disappointed when they join a chamber or other networking organization, because it doesn't generate the level of new business expect. We will discuss how to get the most for your networking time and effort. The discussion will be lead by Bob Stinson from **Patriot Business Coaching**.

Reserve your spot for this Luncheon by calling (843) 249-6604 or emailing [mary@littleriverchamber.org](mailto:mary@littleriverchamber.org)  
A \$10 donation for lunch is requested.