



Coaching Works *Monthly*

It's a Matter of Perspective!

November 2008

Tools and Tips

Asking the right questions, when the economy appears headed in the wrong direction, provides powerful grist for the mill for professional and business growth and development

What are the growth opportunities now being presented to either yourself or your business?

Food for Thought

In sailing, every wind direction is leveragable

What will you need to do differently, to leverage the current economic direction to your advantage?

On Sale Now!

At One With the Economy

While mountain biking with a friend recently, I unexpectedly became at-one with the economy - going downhill and completely out of control. While accelerating down a tree-lined trail, my front tire became stuck in a rut, and I was airborne. It was pause for thought.

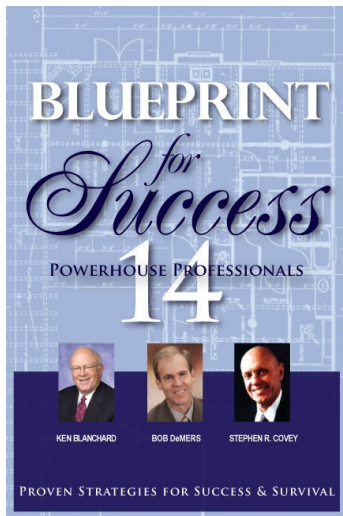


That's the paradoxical nature of losing control. While flying though the air, I gained a brief moment of clarity - about the precariousness of my flight path. With the ground rushing up to meet me, I tucked my chin, and rather than doing a painful face plant, rolled over a couple of times when I landed. Other than some minor scratches and bruises, I was fine.

Sometimes, the best decisions in life occur while being out of control.

In recent months, the precipitous drop in the economy has taken center stage, both nationally, and here in Charlotte. The sub-prime lending crisis, stock market collapse, commercial banking crisis, upward spiral in energy prices, rising food prices, and increasing unemployment rate - in conjunction with the viral nature of fear - have all helped to create a collective sense of being out of control - and especially in the business world. From commercial banking to real estate to retail sales, there's been a seismic shift in the economic lay of the land.

Traditional business development strategies,



[Blueprint for Success](#) is a compilation of success strategies gleaned from interviews with 14 professional success experts, including Steven Covey, Ken Blanchard, and Coaching Works President Bob DeMers. *Blueprint for Success* illuminates straightforward pathways for your success, however you define it!

Questions, Comments, or Suggestions?

Your feedback is both welcome and important!

If anything in this article catches your attention, or if you have suggestions for future articles

[Please let us know!](#)

through strong leadership, teamwork, strategic planning, marketing, development, and sales, emphasize the importance of maintaining as much control as is possible, while striving to achieve the bottom line. When the ground shifts as it has recently, however, all sense of control can go out the window.

Is this a bad thing? Not necessarily.

Jim Collins, in *Good to Great*, describes the importance of being able to confront the "brutal facts", when moving towards greatness. Loss of control provides this very same opportunity. Being ejected from the driver's seat can unexpectedly:

- illuminate vision and clarity
- offer a powerful reality check
- force honest and open discussion
- expose flawed thinking and strategy
- unearth untapped values, strengths, and passions
- expose layers of mistrust
- bring "true north" into focus
- provide powerful motivation for change

Whether it's the bank executive - job now on the chopping block - who decides to ignite a long smoldering entrepreneurial passion, or the auto manufacturer - powerless to contain rising energy prices - deciding that it's finally time to go "green", loss of control can be just what the doctor ordered, in order to achieve significant, meaningful, and sustainable long-term success.

As Carl Rogers once noted, the facts are friendly.

For those who bury their heads in the sand - or attempt to exert too much control - during times of uncontrollable transition, the opposite direction is taken. Strategies become reactive and avoidant, with flexibility, innovation, and vision disappearing from view. Caught up in the zero-sum conundrum of which came first - the chicken or the egg - or in this case, the revenue stream or the seeds of thought behind it, fear and anxiety increase, profits decrease, while opportunities for new growth, creativity, and revenue go out the window. It's a self-fulfilling

prophecy.

So where do you stand in all of this? Are you successfully leveraging this current economic free-fall to your advantage? Have you adjusted your sights and strategies accordingly, to accommodate newfound clarity, focus, and vision?

Or, have fear, resignation, and adherence to the status-quo prevented you from seeing the bigger picture provided by this [quantum](#) experience?

For those with the courage to look, the possibilities are limitless. [Coaching Works](#) to achieve your success.

Here's to your success!

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