



[Welcome to the February Issue of Think.Act.Talk.](#)

Wow, a whole month of the year already gone. It is hard to believe! Well, I just wanted to say 'hello' and tell you how grateful I am for your input, comments and well-wishes for the newsletter. It is my hope that you will continue to use our *Think.Act.Talk.* tools and bring them to life with ACTION!!! -

*Helanie Scott*

## In This Issue

- ▶ Extraordinary Year
- ▶ Here's How!

### *One Question Survey*

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## *An Extraordinary YEAR - 2009!*



Do you want to make 2009 an extraordinary year, regardless of the predictions?

Of course you do! So what stands in the way? In visiting with executives, in recent months, the most common challenge I hear, is the unwavering need to 'do-more-with-less'. Budgets are tight, lay-offs abound and generally people are running scared. Except you maybe. After all, you have a job, you are OK, right? So what does all this have to do with you?

It has to do with seizing your opportunity. Seize this year, like no other! I believe this is the year to make your mark. The year that will set you apart from the pack. Yet it is also the year where you **MUST** shine through **performance** and NOT one that will allow you to eek by on your laurels, waiting for success to happen to you!

Just one short month ago, most of us set New Year's resolution, annual Goals, targeted Objectives and made Plans for all varieties of improvement. While different for each of us, those aspirations all have one thing in common...they require a change in behavior and actionable steps to generate success!

I'm sure that isn't NEW news to you, but isn't it amazing the number of times

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this advice has been, and continues to be, given in print? Consider these authors...

- Collins writes about making a 'not-to-do-list';
- Covey advises that we should focus on the 'Big rocks';
- Gerbyshak recommends that we need to do more 'on' less; and
- Now, *I'm urging you to ALIGN* yourself, and your team to the profit-generating priorities of business.

Why 'urging'? Because it has been my experience and observation that we start the process of planning and strategizing, but we don't finish. My guess is that you have likely participated in the following activities (*while you may have been thinking something completely contrary to the activity*)? Consider it!

- You created a solid 'Plan' (*that should satisfy the boss*)
- You made your Goals 'SMART' and meaningful (*I'm trying to connect them to a solid reason, but this seems like such a meaningless exercise in futility*)
- You made a very personal 'Goal' poster to help maintain the visualization of your goals (*I really should be using my time participating in more important activity*)
- You wrote down your 'not-to-do' list (*yeah right, 'not-to-do', why should I listen to some 'guru'?*)
- You mentally designed a strategy of how to navigate past the human barriers (*...FIRE them all! They're not going to change! I'm not going to change.*)
- You selected an accountability partner (*there is no way I need someone to support me, I can do this thing on my own. Those silly stats are wrong when it comes to me. There is no power in peer pressure and how it helps create change.*)
- You have a back-up plan for support, when you slip (*Like I'm going to need that! I'm not going to slip - I'm disciplined!*)

Great! (*I hope*) So what now? How is 2009 going to be any different, except that I will now have to do more with less?

## Here's How!

While most organizations develop clear strategies, our critical finding is that insufficient focus is placed on aligning the hearts, minds, behaviors, and actions of employees behind the profit-generating priorities of business. To do so, consider each component individually, knowing you have to execute them simultaneously.

1. **HEART** - *Align! Align! Align!*  
Align your heart by GETTING PASSIONATE! Discover and identify with the primary driver behind why you WANT what you want! Being grounded in your 'why' will automatically align you to your purpose, your

dreams, and your goals. Know the one 'thing' or 'wish' that will keep you motivated and driven throughout the year! "The most powerful weapon on earth is the human soul on fire." *Field Marshal Ferdinand Foch*

2. **MIND** - [Plan! Plan! Plan!](#)

Be a nerd for a day! Take 8 hours and engage in the process of writing out your goals, making them S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, Timely) and actionable. Use the power of analytical thinking combined with creative visualization and make a goal poster that has meaning. Create a purpose statement and decide which of your priorities will make the biggest impact on your life. "Big thinking precedes great achievement." *Wilferd Peterson*

3. **BEHAVIORS** - [Make it Easy!](#)

Whatever the flavor and the color, make a two-sided list. On one side, the behaviors you will start doing and on the other side, an equal list of the behaviors you will stop doing? Focus on the behaviors that will make a meaningful difference for you in this calendar year.

Educate yourself on the behavior and how it can best benefit you. Ask friends, seek a role-model. "Unless you are prepared to give up something valuable you will never be able to truly change at all, because you'll be forever in control of the things you can't give up." *Andy Law*

4. **ACTIONS** - [Create the activity](#)

Just like the construction steps that come with a bicycle that must be assembled, you need to dissect your goal into action steps. Generate daily activities that will put you closer to the achievement of your goal. Post reminders on your wall, in your calendar on your phone and through your email that will ensure that you don't forget the steps you've established. "Nothing is easier than saying words. Nothing is harder than living them day after day." *Arthur Gord*

**Commit! Commit! Commit!**

To Change4REAL, then  
Celebrate!

*Good luck this YEAR!  
STICK to your RESOLUTIONS  
ACHIEVE your GOALS  
REALIZE your OBJECTIVES  
MAKE your PLANS HAPPEN*

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*The difference between a goal and a dream is the written word.*

~Gene Donohue