



Graduation at Del Mar College in Corpus Christi, Texas

Backyard Heroes #2 **The Bedrock of Generations**

by Marc Chinoy, Regis President

The best community college systems do a great deal more than provide an educational opportunity to those, who for a variety of reasons, are unable to immediately enter a four-year, baccalaureate institution.

A wide range of individuals, including myself, have directly benefited from courses offered by local community colleges, without attending for the purpose of achieving an AA.

Almost a decade after receiving my BA, I found that Northern Virginia Community College could provide me with a much-needed overview of the

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Professional Coaching Secret #4 **Believe!**

by David Basch, Regis Senior Associate and Professional Certified Coach (PCC)

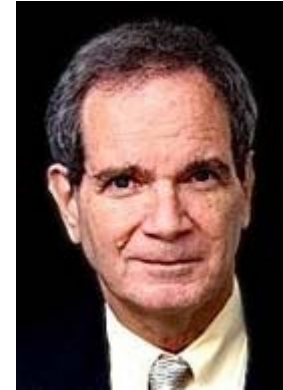
What stopped men from running a four minute mile before Roger Bannister did it for the first time?

Nobody had ever been able to break the four minute mile barrier. The "experts" and the general public -you and me- said that it was impossible. Humans are more than willing to sign up for what is considered accepted belief. We like to think that we think for ourselves and come to our beliefs independently, but I hate to tell you it just ain't so. Roger Bannister broke the barrier on May 6th 1954.

Was he simply a super human man? Nope, because very soon after he accomplished this feat everyone else piled on and it became commonplace to run a four minute mile. Another runner, only weeks after Bannister, ran an even faster mile and broke the record but we don't remember him because he was the second. So Bannister was just another normal human albeit he did have one quality that other runners of his time lacked.

What Bannister had more than anybody else in his era was --- Belief.

He believed that he could do it and he was not willing to let the conventional wisdom stop him. The only thing that stopped people from running the four minute mile before Bannister did it was the belief that it couldn't be done. And the only thing that allowed those who followed to break through their barrier was the belief that it could be



Marc Chinoy

President's Letter **Hard times can Lead to Grand Solutions**

The Great Depression spawned numerous projects with legacies of immeasurable value today.

Throughout the thirties, a massive focus on infrastructure and social systems changed the face of America. Key governmental support systems that have served to blunt the edge of our current crisis, were in fact children of the great Depression.

Looking around from the center of the current global economic crisis, one truly American,

then-emerging world of the micro-computer.

An Odd Twist

In an odd twist of circumstance, that course, taken on sequential Saturday mornings so as not to interfere with my professional responsibilities, turned out to be taught by my neighbor, an electronic engineer whose son played with mine and who saw teaching the course as a good way to focus his thinking about his discipline.

Accessible Quality

Those cadres benefiting from quality courses provided locally within a cost range that makes them generally accessible include:

1. Two year Associate degrees leading to a wide array of skills that can lead to immediate employment.
2. Either a one or two year sequence leading to, and generally accepted as credit toward, a full baccalaureate program.
3. Specialized courses that allow an individual already in the work force to enhance their skills and/or convert their professional path.
4. Courses developed either in cooperation with or specifically for the benefit of employers interested in improving the skill of their employees.
5. Single subject course allowing anyone to acquire a single set of skills in support of a hobby, home-life, or

done. So it's not the barrier that is stopping you, it is the belief behind it.

Belief is either inspiring or inhibiting. Belief will send you over the top of any goal or objective you are committed to having, or stop you cold in your tracks.

Achieving Goals Requires Belief

One thing that usually comes up as soon as you set up a goal is fear. Fear that; you can't do it, don't know how you'll get there, maybe you're not quite good enough, you fill in the blank.

Fear is part of being a human. And fear is inexorably tied in to your beliefs. Not only that, but the universe is set up to put roadblocks in your way as soon as you create a big goal.

So how do you get past your hurdle and how do you get past your beliefs?

The first thing you have to do is to recognize and own the fact that you do have a belief system. That is hard to do because as I said elsewhere, we think our thoughts are the truth rather than a belief. So know that you have beliefs and they drive thoughts. Get comfortable with that.

Once you can own your beliefs you have the power to change them.

Owning your beliefs means taking responsibility and knowing that you created them. Try this little trick that trainers use. Stand up and reach with your hand as high as you can on the wall. Do that now. Is that as high as you can go? If you are like 99.5% of people you'll say that it's the highest you can go. Now reach a little higher-really, really stretch as high as you can go. I guarantee you will be able to go at least a millimeter higher. So it wasn't as high as you could go the first time was it?

Same thing with Roger Bannister. He just kept saying "I can go higher", or in his case faster. It is that little millimeter that makes the difference between mediocrity and success. And it starts with believing.

I work with people to find out what their limiting beliefs are.

Once we identify the underlying belief there

grassroots effort stands out as worthy of considerable notice: The progressive rise of our nation's Community College systems deserve a great deal more than a second glance.

Changing Role

Old perceptions of Community Colleges for decades labeled them as second tier, compared to schools offering baccalaureate degrees. But in reality the role they play in advancing the capabilities of both millions of individuals, as well as a wide array of local and regional businesses, calls for immediate attention. In our lead article we speak about the cadres of society that are supported by our community colleges.

Please consider this letter a tip of the hat in the direction of the excellent men and women of these critical educational systems, who are making a difference daily in the quality of our culture going forward.

Marc



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community-focused intention. In many instances the community college has been the only source of readily available, economical or convenient advanced education that is monitored and fully credentialed.

The Bedrock

While many highly credible sources of educational enhancement exist, the community college system has proven to be the bedrock of generation after generation of reliable, cost effective education beyond the mandated secondary system.

is usually an "aha" moment or some sort of epiphany. Now we can work from there to take ownership of the belief and see if you are willing to change it or at least observe it in action. Anytime an underlying phenomenon is observed it loses its power. An underlying belief is like a vampire. Its power lies in darkness. As a coach I shine the light and the belief tries to shun the light. The light in this case is the observation of a limiting belief. The more light the less power the belief has over you.

Now you can consciously develop a new belief, one of possibility and growth for you. Given the power over your own beliefs and the choice of picking new ones, you will always create positive, forceful and fulfilling ones.

Coaching tip:

Look at an area where you are stuck. Now ask yourself-what do I believe about this? Be ruthless in your exploration. Where in your beliefs are you holding the position that it has to be this way? That is your limiting belief. Doing this exercise will not eliminate the belief overnight, this will take some work, but the key is to start owning and taking responsibility for having created the belief in the first place. Once you own it you can decide if you want to keep it. If you are reading this far, I'm betting you'll want to discard that belief and create a more empowering one. Do this now.

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Look for more top ten professional coaching secrets in upcoming newsletters, and [on our web site.](#)

Focus on the Future

Guest Predictions: Leslie Durr

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.

Leslie M. Durr, PhD, RN, PMHCNS-BC, is the President and a principal of CES Associates, Inc., a nurse-owned company that provides consulting and education services to a range of healthcare organizations.



Dr. Leslie Durr



Sky Magazine October

Effective Executive & Sky Magazine Interview Regis Associate Richard Earle on Social-Cause Marketing

Effective Executive Magazine, a publication of Icfai University in India recently contacted Richard Earle for an interview in their special issue on Social-Cause Marketing. Some excerpts follow:

Effective Executive Question: What are the origins of Social-Cause Marketing? Is it similar to Cause-Related Marketing (CRM)?

"The two terms both refer to CRM. And it is extremely important today. The time of abundant free media donated to PSAs is over. As social marketers become more sophisticated, they are discovering the need to target more tightly-defined demographics. These are not predictably reached via free media, which is scheduled at the whim

Dr. Durr is an advisor, counselor and an advanced practice psychiatric nurse with a private psychotherapy practice centered in Charlottesville, Virginia.

Leslie received a Bachelor of Science in Nursing from Syracuse University, a Master of Science with a major in Psychiatric/Mental Health Nursing from Hunter College, and a PhD in Healthcare Systems Administration from Virginia Commonwealth University

Q: What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?

A: Ironically, the global shortage of nurses has, once again, led organizations to ask what they need to do in order to attract and retain nurses to care for their patients.

The shortage can also serve as an agent of change in pushing the edge of nurses' scope of practice. For example, it is clear that there is a shortage of doctors in primary care, an area that is perfectly filled by advanced practice nurses.

Q: What changes have been the most troubling to you?

A: Unfortunately, as nursing has become an attractive choice for people considering a change of career, many new clinicians are not basing their decision on a real desire to help others.

Their decision to enter nursing seems to rest more on job security and perks and the difference can be felt in the patient care environment.

Q: How will globalization (e.g. the emergence of new global powers, such as China and India) affect your professional area in the near term?

A: Many organizations are trying to solve their shortage of nurses by recruiting nurses from countries such as India and the Philippines.

These countries are also experiencing a shortage of nurses for their populations and, while the nurses send needed resources back to their countries of origin, the trend does nothing to address why there is a shortage in the U.S.

Q: What significant challenges might be

of the media outlet, usually aired at 3 in the morning! And as paid, precisely-targeted internet placements increasingly replace the traditional broadcast media and declining print publications, CRM is one of the few ways that financially-strapped non-profits can be certain to reach their targets. They need a corporate partner with deep pockets."

("EE"): What according to you would be the new trends in social cause marketing - both in developed markets and emerging markets?

"I do believe that there is much more awareness of important social causes throughout the world today. Therefore, social-cause campaigns that are honestly and sincerely designed can have an increasingly important role to play in any brand marketing strategy. And if the brand and the cause have an inherent synergy or "fit," then the campaign is considerably strengthened. The uses of the new media; the Internet, social media sites like Facebook and Twitter, and interactive media in everything from the web to cell phones to billboards can only increase the effectiveness of these campaigns, particularly among the young. Marketing executives in both developed and emerging markets that ignore this trend, do so at their peril!"

anticipated in your professional area in the next few years?

A: As nurses in my age group retire, there is not a steady stream of well-educated nurses in the 'pipe-line'.

If fundamental changes in healthcare are not achieved - the way it is delivered, the way it is financed - there will be temptations to substitute lesser-educated personnel for nurses; this was attempted in the early 90s to the detriment of patients and hospitals.

Q: What are the greatest challenges confronting young professionals in Western culture today?

A: There are two challenges, in my opinion: The ability to think critically and to write well. Enough said.


[To read the complete article, click here](#)

Sky Magazine, available on Delta and Northwest flights in October, devoted their lead article "Seeing Pink" to Cause Marketing for Breast Cancer Research. Again, they interviewed Richard Earle:

"When you are talking about a cause, it's a much more sophisticated type of marketing," says Richard Earle, author of the book *The Art of Cause Marketing*. "You can't treat it the same way you would if you were advertising a detergent. You aren't simply talking about a series of product benefits. You have to go into the psychology and the attitudes and what makes this demographic tick. It's critical that the cause is important to the demographic you want to target."

[To read the full article Click Here](#)

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