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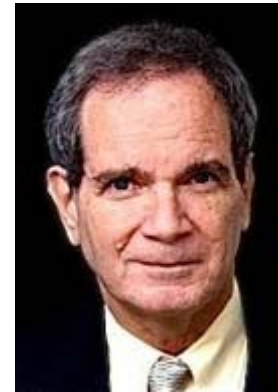


THE AGENDA

March 2010

Professional Coaching Secret #8
Show up when the bus hits you

by David Basch
 Regis Group Affiliate and Professional Certified Coach (PCC)



Marc Chinoy

President's Letter
How to Avoid Uninventing the Wheel

"Those who don't know history are destined to repeat it."

-Edmund Burke (1729-97)

While the marketplace struggles to re-align itself, one of the best (and surprisingly simple strategies) for leaders to finding a winning path to profitability is to better understand a range of winning strategies from other industries, circumstances, and times.

Even during the Great Depression wealth was accumulated and winning innovations took hold.



Crisis in Haiti
Positively Emerging from the Negative



by Claudia Barrientos
 Vice President Client Services
 The Regis Group

The current American economic climate has caused most individuals and companies to take a closer look at their spending habits and cut any unnecessary spending.

Non-profits in particular, have experienced a steep decline in available grants from the government or foundations and donations from individuals.

Add to that the existing concern of the "compassion fatigue" most of us are feeling, and altogether, it creates a poor formula for the success of charitable organizations.

Compassion prevails

Thomas Edison once said that success is 10% inspiration and 90% perspiration. One of the simplest and most powerful secrets to success is just showing up. That means not just being there physically but being there totally. You need to do this in all areas of your life, whether it's being a parent, a spouse or a CEO of a global corporation.

No matter how inspired you are, doing the hard work makes all the difference. "Showing up" means you are responsible for everything that happens. This is especially true when you are not inspired or when you are playing victim to your circumstances. When things are going well it's easy to take the credit. But when everything is falling apart around you, then that's the time when we tend to want to blend into the woodwork. If you sit in the back of the room and grumble about lousy management or complain about how the country is being run and what a terrible marriage you have, you are not showing up 100%. You and only you are the one

But in spite of it all, the human spirit of compassion prevails. When the country of Haiti was recently struck by a massive earthquake the American public took immediate action and responded to their need.

Individuals from all walks of life united to donate their money, and in some instances, their time, to help the people of Haiti during their troubled time.

The outpouring of compassion, kind sentiments, and funds was a pleasant surprise.

Haitian Resiliency

The images transmitted to us were devastating and heartbreaking, yet altogether hopeful. Watching interviews from various individuals, one thing seemingly remained in their minds - the resiliency with which Haitians were handling their conditions.

Emerging Stronger

Many Americans can likely empathize with the attitude of not simply surviving, but coming out stronger from an experience.

America has faced more difficult things in the past than our current economic realities, and through it all, it came out stronger. It's important to keep in mind that our attitudes determine our actions and resulting outcomes.

A better future

Two months after the earthquake, bodies are still being recovered and people are still in dire need. The story is no longer front and center on the news channels but their plight remains; and with it, the hope of a better future.

responsible. No matter what the circumstances are, if you show up 100% then you'll be in control of the situation, or at least your role in it.

My coaching secret is to not let clients hide out.

Often we want to stay under the covers in areas where we may feel insecure. But in every encounter in your life, you are the one responsible for how it goes.

This is where the bus comes in.

Let's imagine that you innocently walk out into the street and a bus runs you over. Stay with me, this is just a metaphor. I offer this outrageous example simply by way of letting you know that there is never any excuse or reason to not take responsibility for everything. Did you want the bus to hit you? No. Did you cause the bus to hit you? Well not literally, but once it did, you have two choices. You can be a victim to your circumstances and blame your bad luck, or just own the reality and be at cause in the matter. When you are at cause, you show up as the owner of your experience.

Why is it so important to be the owner?

Say you go to a chain store to buy a box of 2" nails. There are no owners there, only employees. They may be polite and even provide good service, but they are just doing their job. That is called a "renter" environment. Now you go to a small, local shop for the same merchandise and deal with the owner. You are treated very differently, right? Honored for your patronage and treated like a king. That owner is showing up. He needs to be in a powerful relationship with you, even if you're just buying a box of nails. His business survival depends upon it. So does yours. Treat yourself as the owner of your job, organization, life. Try it.

Smart leaders should be looking to both tie down selected costs of necessity, but without throwing in the towel on stimulating meaningful growth through studying winning examples.

Try asking

Try asking the question of those organizations and individuals who are thriving now or who managed to thrive during previous recessions, "How did they do it?" Try to avoid the impulse of saying, "That was then, and this is now..." thereby dismissing the answer.

Try formally pursuing an assumption that there is something to be immediately learned from past successes. Industries without a platform of historic information should reach into their membership to better understand who is or was winning.

Willingness to share

To those who say, "No one will ever tell us anything meaningful," please consider the old adage "If you don't ask, you don't get." A surprising number of successful, fully competent individuals are fully willing to share an amazing range of knowledge, either directly, or inadvertently through the Internet.

For businesses hit by reduced revenue (many to most), immediate efforts to calmly and deliberately diversify offerings by expanding targeted client types and locations can be a winning order of the day.

Let's not forget our past experiences that have made us stronger and wiser to serve us in getting through tough times now.

And let's not forget the people of Haiti.

Branding Workshop **Richard Earle to speak on Brand Essence at The Enterprise Center at Salem State College**

Regis Affiliate Richard Earle will conduct a Branding workshop as part of the Spring Marketing Seminar Series co-sponsored by the Enterprise Center and the Small Business Development Center on Thursday, April 8, at 8:30am.

During his 30-year career in advertising, Earle created campaigns for over 50 national Brands.

The workshop is free. For more information, registration, and directions to the Center,

[Click Here.](#)

Focus on the Future

Guest Predictions: Ed Wax

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

Ed has been Chairman Emeritus of Saatchi & Saatchi since the beginning of 1998. Prior to that he was Chairman and Chief Executive Officer, responsible for the worldwide operations of 161 offices in 91 countries. He has spent over 40 years in the advertising



Ed Wax

Work from the outside in

A great way of showing up as an owner is to do something you would not normally do. What I mean by working from the outside in is to change your behavior first and your attitude, your inside, will follow. Often we wait to do something, holding out for inspiration or for the mood to strike. Instead, just "do it" as Nike used to say. Action is a powerful tool and experience is the best teacher.

Coaching tip-Be an Owner:

Make a list of all the attributes and characteristics of a "renter." Imagine a rental car, an apartment, or anything that you know is not ultimately yours. Think about who you are in relationship to that. How do you treat a rental car vs. one that you know is yours? Now make the same list of attributes and characteristics for an "owner." See the difference in how much you care and how you operate? Now choose. Would you rather go through life as a renter or an owner? Realize that you not only "own" your life but in fact everything and everyone in it. If you extend the analogy out far enough you come to the realization that you "own" the organization you work in, you own the world. What kind of world do you want to own?

Give it a try... all you have to lose is a dead-end rut or two.

Regards,

Marc



BizSpeak: **Bells & Whistles**

Definition:

Making much to do of something in a most visible and tangible way.

Related Terms:

Frills, froo-froo, pulling out all the stops

How it Sounds:

"The new release had all the BELLS & WHISTLES, but it still didn't work!"

For More BizSpeak, check out the Book. [Click here.](#)

business including two overseas posts. He also was Executive Vice President of Wells, Rich, Greene. Throughout his career he worked closely with major clients including Toyota/Lexus, Procter & Gamble, Johnson & Johnson, Philip Morris, Ford Corporation, British Airways, Delta Airlines and American Motors/Jeep.

He earned his undergraduate degree in chemical engineering from Northeastern University and an MBA from the Wharton Graduate School of Business. Ed is a former Chairman of the American Association of Advertising Agencies and currently serves as Chairman of the 4 A's Foundation for Diversity. He has also been President of the Jury for the 1993 Cannes International Advertising Festival. He has also been a past director of Dollar Thrifty Automotive Group and Golf Trust of America.

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

A: The advent of the Internet has dramatically increased opportunities for advertisers to reach and engage with their target audiences in a more meaningful way. Because of the limitations of mass media with respect to cost of time/space, advertising used to be pretty much mono-dimensional. We tried to persuade consumers via high impact message delivery, but found it very difficult to achieve what I refer to as "depth of sale."

In many ways, the Internet has allowed us to return to the world of "one-on-one" selling in a more cost effective manner.

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

A: Two things come to mind:

First is the area of compensation. Pressure on agencies to lower compensation seems to have gotten out-of-hand, exacerbated by the negative economy. At some point it has to come down to "you get what you pay for."

Great advertising requires great creative talent and sharp strategic thinking. Smart advertisers need to find ways to incentivize their

agencies. This can only happen if they are willing to pay for it.

Secondly, I believe the creative quality of television commercials has declined dramatically. It seems that in an effort to engage the viewer, many commercials have crossed the line and emphasized entertaining at the sacrifice of distinctiveness. The best media buy in the world is useless if the viewer doesn't remember the product or service being advertised.

Q: How will globalization affect your professional area in the near term?

A: Globalization has been a primary factor leading to the creation of the worldwide advertising conglomerates such as Publicis and WPP among others.

At the outset, some theorized that advertisers might be able to deliver a clear, constant advertising message across borders and achieve incredible cost efficiencies. This has never fully come to fruition, given cultural and linguistic barriers.

However, a global approach does allow a single advertising agency to develop and ensure the highest quality approach across borders although it may not be the same message everywhere. A full understanding of the product/service globally and the ability to identify and understand consumers wants and needs on a global basis can result in optimum performance across the board.

Q: What significant challenges might be anticipated in your professional area in the next few years?

A: The negative effect of the economy on consumer spending and companies' bottom lines should continue to provide a challenging hurdle in the short term. Innovative marketing and cost effective use of the digital media should provide opportunities to overcome some of these challenges.

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

A: "Business as usual" has gone the way of the dinosaur. Management will continue to face new and unexpected challenges economically, politically and culturally as the world market becomes smaller.

Businesses of all kinds need to embrace and master enterprise risk management. Long range thinking and planning must allow for sufficient flexibility to adjust and change direction in the face of unexpected challenges.

Cost cutting by itself without a willingness to overhaul and reorganize may satisfy short-term needs but not solve the deeper, core problem.

What worked yesterday may not suffice for the challenges of tomorrow and companies need to be leaner and less bureaucratic. The plight of the American auto industry gives testimony to the dangers of inflexibility and insensitivity to changing markets. Young professionals need to think more like entrepreneurs.

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