

# 7 Tips for Business Success

## **Email Management Success Under Pressure Remembering Names Resilience & Bouncing Back Shatter Glass Ceilings Solving Problems Getting More**

Dear Reader,

We have created this complimentary TipBook for you to give you some simple and effective tips and tools to improve your business. You will find that that these tips also help you outside the business spectrum. That's ok; we won't tell anyone if you don't!

If you like what you see here, please pass it on to your team and your network to share the knowledge. We are happy for you to pass it on as long as you pass it on in its entirety with the relevant acknowledgements in the blue boxes.

If you want further detail on any of the concepts and tools given here or you just have some questions on actions to take, please feel free to contact the relevant person directly using the details on that page. We would love to help!

Wishing you success and happiness

Donna, Jen, Jennifer, Michael, Sandi, Tanya & Warwick



## Tip # 1 – Email Management

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### Three Lessons about Email from Mum

I can barely remember back to the time when the only way we communicated was via the phone and snail mail – yes I am older than I look! Then came the fax....then EMAIL. In the early 90's when we were introduced to this fast, cost effective means of communication it was revolutionary. We could send a message anywhere in the world, literally for FREE and the recipient got it in a matter of minutes or seconds!

Some sort of training on the “how” to use the features of email was provided to many people, but little was said about the when and how email should be used. What do I mean by that? Well, for example, when should you cc or bcc? As a computer productivity specialist, I am privy to the inner workings of a number of national and international companies. Many of them have systems and processes in place for doing their day to day business but nothing to assist their staff with the silent business killer – EMAIL.

To make it easy, here are 3 Lessons I learnt from my Mum and how it applies to Email.

#### 1. **Switch off Your Email Notification Message**

Why? Like Mum said, “if Johnny told you to jump off a cliff, would you do it?” The same applies to email. I might be accountable to my clients or colleagues, but I am a responsible adult who knows what I need to be doing each day. By switching off my email notification message (the one that pops up when you are part way through something else and entices you to read it!) I determine when I deal with email and don't let “Johnny” influence me.

#### 2. **Set Aside Designated Time to Read and Respond**

Mum always said “there is a time and place for everything”. By setting aside some designated time to deal with your email, you know they will be done at a time that suits you. If I am out all day on a client site or travelling, I want to focus on what I am doing, not checking my email. At the end of the day, they will still be there and they will keep coming tomorrow.

#### 3. **Create Your Own Personal Email Protocol.**

“Just because Johnny does it, doesn't mean it's right”. Mum's words apply to email too. We often just click the REPLY (or worse REPLY TO ALL) button by habit. A simple way to overcome this is to create your own personal email protocol. What does this mean? Every time you receive an email and are tempted to hit REPLY, ask yourself if email is the best way to respond? Would a quick phone call achieve the outcome you require more effectively? Decide WHEN and HOW you are going to use email – are you going to send confidential information? When will you use cc or bcc? Do you expect those people to take any action?

As Mum always said, lead by example. Show others how you use email and you will be surprised what happens. Make the choice NOW to change the way you respond to email. Not only will you be less stressed but you will be well on your way to RECLAIMing Your Inbox!

#### About this Tipster

Donna Hanson is “The Technology Translator”. She translates everyday technology use into workplace productivity. Visit [www.primesolutions.net.au](http://www.primesolutions.net.au) to sign up for her complimentary monthly computer productivity pointers. Contact her on +61 3 9457 4745 for more information.

## Tip # 2 – Success Under Pressure

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### Don't Grumble, GROW

When times are tough and the market slows, successful people don't grumble, they GROW. Several years ago I coached a stock broker for just two months on a specific area. Let's call him Dave (not his real name). At our initial meeting, it was clear that without help, Dave would miss out on his performance targets and annual bonus payment. The end of the financial year was six weeks away, the market was slow, and Dave needed the bonus badly. He wanted me to work with him to reach his goals. We agreed to work on three areas to get the result he needed.

#### 1. Sharpen your Mind

As Dave sat in our first meeting hunched over in the chair dressed in a semi-ironed shirt, average tie, worn suit pants and scuffed shoes it was clear that his appearance did not have the sharp, crisp edge he needed to succeed. Now I'm sure you've heard the saying you must 'dress for success'. Well, most people take that statement literally and think that it's their clothes that sells them. That's not entirely true. Your appearance reflects your level of thinking. Your mind is much more able to take control of the bigger tasks with all the little things taken care of. The other factor is that when you are dressed well, you feel fabulous – and that impacts your attitude. So, the first thing Dave did after our meeting was go home and change. From that day forward, Dave only wore his best suits to work and looked like the most professional broker in the city.

#### 2. Re-evaluate and Commit

The second thing I asked Dave to do was re-evaluate his position. Dave worked out he needed \$X in broker fees and \$Y in assets under management. He figured how many transactions and how many appointments he needed EACH DAY to get the results. Dave went white when he realised he needed ten transactions and four successful meetings per day, every day for six weeks. Let me tell you, there is nothing like reality to give you a moment of truth. You ask yourself... how badly do I really want this? This is where successful people step up, face it, own it and WANT it. Dave wanted it badly enough to commit to the goal fully.

#### 3. Create a Game

When you commit 100% to the goal and know what the target and deadlines are you can create a game with yourself. Dave became creative and started to network. He focused on contacting all the people he knew. He had to fill four meetings and close ten transactions each day. He re-organised and worked a schedule. Appointments were in the afternoon with an hour in between for transaction calls. He chased his existing customers for referrals. He spent time at night re-learning all the product information about the funds he was selling. He became more confident as he trained himself, caught the occasional glimpse of himself in the mirror in his suits and closed deals. He did a short happy dance in the office every time he closed a deal and came closer to the target. He also kept going when he had an off day and didn't meet the targets. Dave kept in mind that the game was six weeks long, not just a day.

In just five weeks, Dave met his targets and received his bonus. He also learned the biggest lesson of them all, the state of the market or economy is irrelevant to how you play and win the game!

#### About this Tipster

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## Tip # 3 – Remembering Names

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### Hello, err, what's your name???

Don't you hate it when you run into someone and you can't remember their name! Remembering people's names is vital for every business. But why is it that we remember the face but not the name?

No, there's nothing wrong with you. Actually, our brain stores the face in one section and their name in another. Five parts of our brain light up when we recognise someone and try to put a name to their face, so we need to create links to help us connect the dots.

### Here are some simple tips to remember their name next time:-

- 1. Prime your brain** - when networking, remind yourself to actively remember people's names. Going in with a mindset of 'being present and interested in others' will increase your ability to remember people later on.
- 2. Listen!** - often it doesn't even go in one ear and out the other. Their name just swishes straight over your head while you are busy thinking about what you are going to say. Listen intently and say "Sorry, I didn't catch that" if you didn't quite get it the first time.
- 3. Link** - Make a connection or association with the person and their name. If their name is Nick and they have a scar on their face (as in a nick) or if Julia looks a bit like Julia Roberts then use these obvious connections. If you have a family member or a close friend of the same name, think how much alike or different they are - is there some distinguishing feature that you can link to?
- 4. Repeat Repeat Repeat.** Restate their name "Hi, John, great to meet you! And use people's names in conversation as much as possible. By the way, have you ever been in a meeting when someone mentions someone else's name and you think "Ahh, that's what their name is"? Help others remember the people in the room, particularly when you have a client or new staff member attending the meeting, by using everyone's name as much as possible.
- 5. Business cards** - write down a few key words on where you met them or what you offered to send (because networking is about adding real value)
- 6. Pace yourself.** Don't rush to meet everyone at the beginning. Take it slow and give yourself time to link the details together.
- 7. Memory and Memorability** – how memorable are you? Flip these techniques to help others remember your name. My friend Vanda tells people her name is like Panda with a V.

Memory works like Velcro hooks. You need a few hooks to keep the connection strong. Practice these techniques while watching a movie or at social gathering and you will be amazed at how quickly your skill builds.

#### About this Tipster

Jennifer Goddard, crowned 'Memory Maven' by Anthill Magazine, is uniquely qualified to help you improve your memory and Upgrade your Neck-Top Computer™. The Convenor of the Australian and World Memory Championships and with a Master's of Entrepreneurship and Innovation, Jennifer works with individuals, teams and organisations around the world to help them be more creative, innovative and of course, memorable. Visit [www.fuzz2buzz.com](http://www.fuzz2buzz.com) for more tips, tools and techniques on how to shift your brain from Fuzz to Buzz or contact her on 1800 060 982.

## Tip # 4 – Resilience

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### Bounce Back Fast from Setbacks

Do you become stressed when you don't succeed in achieving what you want? The very reason why failure and setbacks damages so many egos, breaks so many hearts, and steals so many dreams may lie in how resilient you are to pressure. Being able to bounce back quickly from any setback, instead of dwelling in self-pity, allows you to get on with your life and keep working towards your target. Here's how to use your mind to bounce back from any setback with glory...



### Focus on the upside

Why does a setback hurt so much? Is it because it makes you feel like a failure? Is it because you feel as if you are not good enough and that no matter what you try you aren't going to succeed? No. Setbacks hurt when you focus your mind on the pain. Have you noticed how well people can cope with pain or injury well until they see blood?

By refocusing your mind on the empowering aspects of the setback, instead of the painful ones, you will bounce back quickly without feeling drained by the event.

Tip: Acknowledge how you feel, but don't dwell on the setback. Why waste your time focusing on something that hurts? It won't get you any closer to what you want. It sounds harsh (because it is) but you have to tell yourself 'Get up - Get over it – Get on with it'.

### Is it a disaster or a learning experience?

Look at setbacks as a stepping-stone that point out the path to where you want to go. In that sense, the setback is actually a helping hand that shows you the way that didn't work, so that you can find what path that will work.

As a child, you would have fallen over many times before you finally took your first steps. As I watch my own children grow and learn how to walk, I notice how each failed attempt teaches them how to improve, adapt and overcome. A setback is your arena to learn how to improve, optimize and strengthen so that you can get what you want.

Tip: Describe your setback experience in empowering terms instead of 'put-down' language. Instead of wallowing in self-pity, look at how it is showing you the way to getting what you want. Ask yourself:

'What can I learn from this?'

'How can this situation make me stronger, smarter or happier in my life?'

'What do I know now, that I didn't know before the situation?'

'How will this outcome help me improve in my next challenge?'

Is that being a Pollyanna, pie-in-the-sky optimist who is less in touch with reality? To a certain degree, yes. Will being positive and optimistic help you bounce back from rejection faster; keep your self-esteem intact and your motivation strong? Absolutely! Becoming resilient to pressure is a choice of how you wish to react to the obstacles and setbacks that life throws at you.

It's your move.

#### About this Tipster

Michael Licenblat B.Sc. (Psych) is a Resilience Expert who helps people in business bounce back fast from pressure, stress and burnout in their work and life. He is a professional speaker, coach and author of three books. Contact him on +61 3 9579 7098.

To download your free special report on the 'Seven ways to prevent yourself becoming Over-Worked, Stressed-Out, and Run-Down', visit: [www.BounceBackFast.com](http://www.BounceBackFast.com)

## Tip # 5 – Shatter Glass Ceilings

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### What's Your Glass Ceiling?

The term 'glass ceiling' is one readily recognised by many people as referring to the barrier(s) women may face as they progress towards more senior levels in organisations. But is it something that only affects women? And does it exclusively refer to roadblocks in our careers?

www.Answers.com suggests the 'glass ceiling' is "an unacknowledged discriminatory barrier that prevents women and minorities from rising to positions of power or responsibility." www.thefreedictionary.com says this term describes "a situation in which progress, especially promotion, appears to be possible, but restrictions or discrimination create a barrier that prevents it." And their Thesaurus suggests the synonyms of 'ceiling', 'roof' or 'cap', as in an upper limit on what is allowed.

In truth, a glass ceiling is any barrier that keeps anyone from progressing in their desired direction. And I sincerely believe the most resistant of these –and the most important to breakthrough – are those that reside in our minds.

We have more direct and effective control over ourselves than we typically have over other people, company processes or government legislation. So if you're ready to shatter some of your glass ceilings, here are 3 steps to get you started!

#### 1. Put your Beliefs under a microscope.

Although formed for what were originally good reasons (to protect or guide us), as we progress through our lives, we can find that many of these no longer serve us. Do you believe you are unworthy of success? Not capable of advancement? Too old (or young, set in your ways, inexperienced, tired, unintelligent – insert any adjective here) to achieve your heart's desires? Remember **beliefs are not truths**. If they were, we'd still think the human body would explode if we ran one mile in less than 4 minutes! Discover if there is any real evidence that supports your beliefs – and if not, discard them.

#### 2. Define your unique value to the world

Others won't buy you until you do. What is it you offer? What skills, abilities and characteristics are your strengths and can add value to projects and tasks you undertake? Knowing yourself well and being able to articulate your uniqueness is a vital skill in advancing your career – and life – towards your desired destination.

#### 3. Focus on what you can influence

Too often, we can find ourselves spending time fretting and frustrated as we attempt to change things that are well beyond our control. Not only does this fail to produce any tangible, beneficial result, it leaves us feeling disempowered and exhausted. Our overall motivation drops as we feel increasingly less capable of achieving a positive difference in a situation that concerns us. Choose to focus your energies instead on those things that are under your control and over which you can exert some influence. You will find that with time, experience and making strong connections with others in your network, your circle of influence expands – and you will gradually find an increasing number of areas in which you can make an impact.

There is no better time than right now to shatter the glass ceilings that have held you back – believe you can and you will!

#### About this Tipster

A specialist in Shattering the Glass Ceilings that Limit Success, Sandi Givens is a provocative, passionate and authentic Speaker, Facilitator and Executive Coach that creates success in teams and individuals. To receive her bi-weekly Snippets of Wisdom or learn more about how she can catapult you towards your desired future, contact Sandi on +61 3 9844 4612 request@sandigivens.com.au – or visit her at [www.sandigivens.com.au](http://www.sandigivens.com.au)

## Tip # 6 – Solving Problems

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### Intercept Problems and Solve the Root Cause

“Bring me the solution, not the problem” is a familiar expression used by many business leaders. While asking for solutions may be a positive step, are you, as a leader, fostering an environment that is truly aligned with this request?



### Set your business up to succeed.

If you are leading your business to succeed, it is key to relentlessly take stock of your own expectations of others. Our Intercept programs enable business leaders and their teams to do just this, to Intercept aspects of approaches that limit execution of business strategy.

Interestingly one limitation that often gets glossed over is the expectations of the leader.

### Problem Solving and Solution Finding

As boss, while you may expect your people to go away and find a solution because you have asked them to, it is important to ensure that the business environment is set up in such a way that enables them to find solutions. Do your people have the problem solving savvy you expect? Or do you need to develop it?

So ask yourself:

- What ‘physical’ (hard) resources, tools, equipment, finances are needed to support my team to problem solve?
- What ‘know how’ (soft) resources i.e. building their capability to innovate, think laterally, enrol and engage others, influence, are needed to support my team to problem solve?

Matching expectations to resources is essential. If these resources are not in place, you will find yourself being frustrated time and time again - and, the definition of insanity is the doing the same thing over and over again expecting a different result. If the success of your business is a reflection of you, it will pay dividends for you to work on matching your expectations to the resources available to your people.

### Tanya’s Tips

- Intercept excuses as a way in your culture - Create rigour in your conversations
- Intercept broad brush statements – Ask specific questions
- Intercept limited thinking - Ask for the solution
- Intercept complacency – Expect the root cause to be found
- Intercept repeated incidents – Isolate and contain the problem for resolution
- Intercept resource obstacles – Enable the resolution
- Intercept unrealistic expectations - Communicate the resolution, acknowledge the resolvers

#### About this Tipster

Tanya Lacy has in 12 years built a franchised business system that delivers the Intercept Program here in Australia and overseas. Intercept® enables leaders and their people to root cause problem solve. Tanya’s key-notes and forums cover leadership, influence, coaching, entrepreneurship, franchising, social entrepreneurship & micro-franchising.

Reach her at [tanya@tanyalacy.com](mailto:tanya@tanyalacy.com) or +61 3 9397 4697. Tanya has written for a number of publications including CEO online, Business Franchise. She shows individuals and businesses how to make a big difference in the world, using existing skill and talent in small ways. C.S.R (corporate social responsibility) for business, E.S.R (economic self reliance) for the third world.

## Tip # 7 – Get More

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### Get More from the Bucket List

I love to watch films for enjoyment. Sometimes when I watch them I learn things too!! Recently I saw The Bucket List with Morgan Freeman and Jack Nicholson. To watch two great actors having a great deal of fun in a heart warming tale was superb. As I walked out of the cinema, I thought how the film reinforced what I had been advocating for years.

What both characters were after was to Get More out of the rest of their lives. Here are four tips on how they did it and a bonus tip for you:

#### **The first tip to getting more is to know exactly what you want.**

They were specific in what they wanted. Not just to laugh more, but to laugh with someone so much until they cried. So what do you want more of? Don't worry, it can change down the track but you have to know the detail for right now! Do you want more money? Exactly how much more money? Do you want a certain salary, a certain investment portfolio, a certain style of car or house? What do you mean by more time? Do you want to spend more time with your partner, work only 9 hours a day or have 3 hours a week for a hobby? What is it you really want?

#### **The second tip is to write it down.**

They had a list that they could check off when it was done. They knew what was outstanding on that list every day. I have done plenty of work with people and groups who have done goal setting sessions. They have all set goals before and then promptly forgotten the goals at the end of the session. You want to “ink what you think”. How much more powerful is it to cross off your completed tasks versus just knowing it has been done? How much more focussing is it to look at your list every morning knowing that it is your aim versus trying to remember what you want to do?

#### **The third tip is to take daily action.**

Each day, they were working towards their bucket list. How important is your list? The question I like to ask is, “What do I have to do today to move towards achieving my goal?” It can be a simple action. A single phone call, an email, an appointment, it could be anything. The secret is to CHOOSE your action or inaction versus falling into it or being pushed along by others.

#### **The fourth tip is to get support.**

They shared the list with each other and gave each other the support they were after in achieving it. You are not going to make all the changes on your own. You don't have to do everything yourself, even though you may be responsible for the work. You will need people on your team to help. It may be other professionals, it may be a coach, it may be your partner just cheering, or it may be someone who calls you at the end of the week to ask you how you are going (with no judgement attached). It may be subscription different newsletters that inspire you. The key is to know that you are not alone and you don't have to do it all yourself.

#### **The bonus tip from the film is Don't Wait.**

Don't wait until you are diagnosed with some terminal illness or until you realise that much of what you want has slipped away from you. Write your bucket list now. Work towards it, share your joy with others and you can't help but Get More from life.

#### **About this Tipster**

Warwick Merry is the Get More Guy. He works with individuals, teams and organisations to help them Get More. He does this via his keynote presentations, workshops, consulting and coaching services. Visit [www.warwickmerry.com](http://www.warwickmerry.com) to sign up for his weekly Get More Goer for tips tools and techniques on how to Get More out of life or contact him on +61 408 592 158