

## COMPLIMENTS OF

Frank Easterly's



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### ARTICLES:

#### • MANAGING MOTIVATIONS

HOLY SH-T!

#### • MANAGEMENT METHODS

THE GREATEST  
MANAGEMENT PRIN-  
CIPLE IN THE  
WORLD

#### • MUSINGS

THESE ARE AMAZ-  
ING TIMES

#### • MULTIPLICA- TIONS

ACCOUNT  
PENETRATION  
AND VALUE

#### • LEARNING SUMMARY

# BRAIN FOOD...

Published for the clients, associates, and friends of Frank Easterly's LEGACY DEVELOPMENT GROUP who search for unique tools, tips, and techniques to improve the human side of organizations... and who yearn to leave a lasting legacy both personally and professionally.

VOLUME 1 ISSUE 2

## MANAGING MOTIVATIONS: HOLY SH-T!



Frank Easterly  
President/CEO  
Legacy Development Group

The year...1971.  
The setting...10 AM mass at a Catholic parish church in Rochester, NY.

A young, seminary deacon (a buddy of mine) approached the lectern to give his first Sunday homily. Jim had worked in the parish for almost six months as part of his pre-ordination training and internship. Most parishioners saw him as a bright, energetic, talented, and loving future priest. They knew how important his first sermon was to him. What they didn't know...couldn't have known... was how important it was going to be for them!

"Sh-t, damn, hell, f-ck," Jim began. He said each word softly, slowly, and deliberately. He paused for what seemed to be an eternity.

"This week in Vietnam, over 1000 North Vietnamese soldiers and citizens were killed; over 700 South Vietnamese

died; and scores of American soldiers lost their lives."

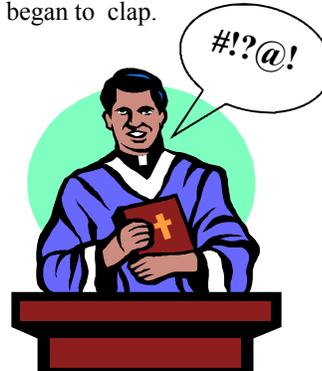
*Another long, long pause.*

"Which set of words bothered you the most?" Jim asked. Another silence.

And then, Jim left the pulpit.

The congregation was frozen...stunned. No one moved...not even the children.

Then, the old pastor who was saying the Mass, stood up from his chair situated to the side of the altar, half facing the pulpit where Jim had just left, and half facing the congregation and began to clap.



One by one, parishioners stood up and joined the pastor until the entire church was filled with applause. With a few words and one simple question, Jim transformed an ordinary church service into an extraordinary, emotionally moving, thought-provoking, spiritually-deepening Sunday call to action.

Frank, you might be saying to

yourself, have you gone bonkers...using or implying swear words in a professional journal? And what does this have to do with "improving the human side of organizations" (the stated purpose of BRAIN FOOD)? My response...Holy Sh-t, don't you get it? Organizational leaders would be more effective today if they would:

- ask more fact-based, open-ended, probing questions followed by silence.
- keep the focus of their questions on the world outside the "walls" of their organization: their customers, competitors, strategic partners, etc.
- keep the sermonizing to a minimum.
- exhibit thought-filled preparation rather than spouting org-doublespeak.
- INSPIRE those they lead.

In his most recent book Winning with People, John Maxwell refers to the Elevator Principle: We can either lift people up or take people down. That Sunday in 1971 Jim lifted people up, not by a lot of fluffy, ego-enhancing, new age feel-good affirmations, but first by creatively getting their attention, and then by asking one simple question that:

- opened minds
- moved hearts
- inspired action

The gut-level response to such inspirational leadership is Holy Sh-t.

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*“Feeling sorry for the hungry snake, but having no food, our compassionate fisherman took a flask of bourbon and poured some down the snake’s throat.”*

Still thinking about  
Managing  
Motivations, are you?

Visit  
[www.LegacyDG.com](http://www.LegacyDG.com)  
for current  
Coachshop  
Information.

## MANAGEMENT METHODS: *The Greatest Management Principle in the World*

A weekend fisherman looked over the side of his boat and saw a snake with a frog in his mouth. Feeling sorry for the frog, he reached down, gently removed the frog from the snake’s throat, and let the frog go. Feeling sorry for the hungry snake, but having no food, our compassionate fisherman took a flask of bourbon and poured some down the snake’s throat. The snake swam away and all were happy: the frog, the snake and the fisherman.

A few minutes later the fisherman heard a knock on the side of the boat and looked down. With stunned disbelief, the fisherman saw the snake was back---with two frogs in his mouth!

There are two lessons in this fable:

1. You get more of the behavior you reward, and
2. In trying to do things right, it’s very easy to fall

into the trap of rewarding the wrong activities and ignoring or punishing the right ones.



Here are a few questions to answer. Does your organization:

1. Favor those who look busy and talk a good game over those who quietly produce results?
2. Expect work of the highest quality and want it yesterday?
3. Have difficulty understanding why people aren’t more committed to their jobs?
4. Have a disconnect be-



5. Respond to the squeaky wheel, while those who daily do a solid job get ignored?
6. Reward those who accomplish tasks well and fast with more work that others can’t seem to handle?
7. Have folks with great ideas who seldom speak up because they’ll either be ignored, their ideas will be minimized, or their ideas will be used with credit going to “the boss”?

As Edward R. Murrow observed: “The obscure we eventually see. The completely obvious, it seems, takes longer.”

The Greatest Management Pinciple? If you’re not getting the results you want, examine what is being rewarded.

**Learn how to assess your organization using GMP. Contact [Info@LegacyDG.com](mailto:Info@LegacyDG.com)**

## MANTRAS: *Quotable Quotes You Can Use and Live By*

“As I grow older I pay less attention to what men say. I just watch what they do.”  
~ Andrew Carnegie

If Moses had been a committee, the Israelites would still be in Egypt.”  
~ Anonymous

The key to working smarter is knowing the difference between motion and direction.  
~ Anonymous

Good management is the art of making difficult things simple, not simple things difficult.  
~ Anonymous

The two greatest abilities are response-ability and depend-ability.  
~Frank Easterly

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# MUSINGS: These Are Amazing Times

Maybe it's the kind of work I do, or maybe it's the kind of clients I see, or maybe it's the kind of folks I attract into my life...but something awesome and wonder-filled is going on with people of all ages and stages of life. Success is in! Progress is king! And I LOVE IT!

More than twenty-five years ago I heard Denis Waitley define the meaning of success as "the progressive realization of worthy ideals." It struck a chord and rang a bell with me. This definition was personal, customizable, and open-ended. What it lacked was an implementation structure. Here's my suggestion:

Stages of Progress	LifePoints							
	Personal	Family	Professional	Finance	Fitness	Fun	Relationships	Contributions
1. Survival								
2. Stability								
3. Success								
4. Significance								

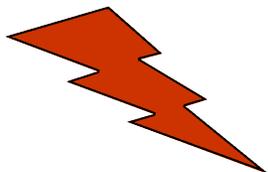
You can use this matrix in lots of ways. Here are three:

- assess** each LifePoint along the four stages,
- define** what it would take to move from stage to stage for each LifePoint,
- determine** how balanced (or out of balance) your life is and do something to improve the situation...  
TODAY! Living a reasonably balanced life is a key to avoiding a rollercoaster lifestyle.

But here's what I am really amazed about... the sheer numbers of people who are re-inventing the wheel in their development initiatives and who do not know how to accelerate their progress. At the risk of sounding too simplistic, there are five accelerants to progress that can be used across all LifePoints. They are:

1. your **beliefs**
2. your **attitude**
3. your **goals**
4. your **abilities**
5. your **skills**

At each stage of progress... in each LifePoint... you'll need to **assess**, **define** and **determine** what beliefs, attitudes, goals, abilities and skills you need to achieve the next level. Sounds like work? Yes, but it's a labor of love. Sounds like it will take a long time? Yep, but that's why we all have a lifetime. Why wait another minute! As St. Irenaeus (who?) said: The glory of God is man (and woman) fully alive."



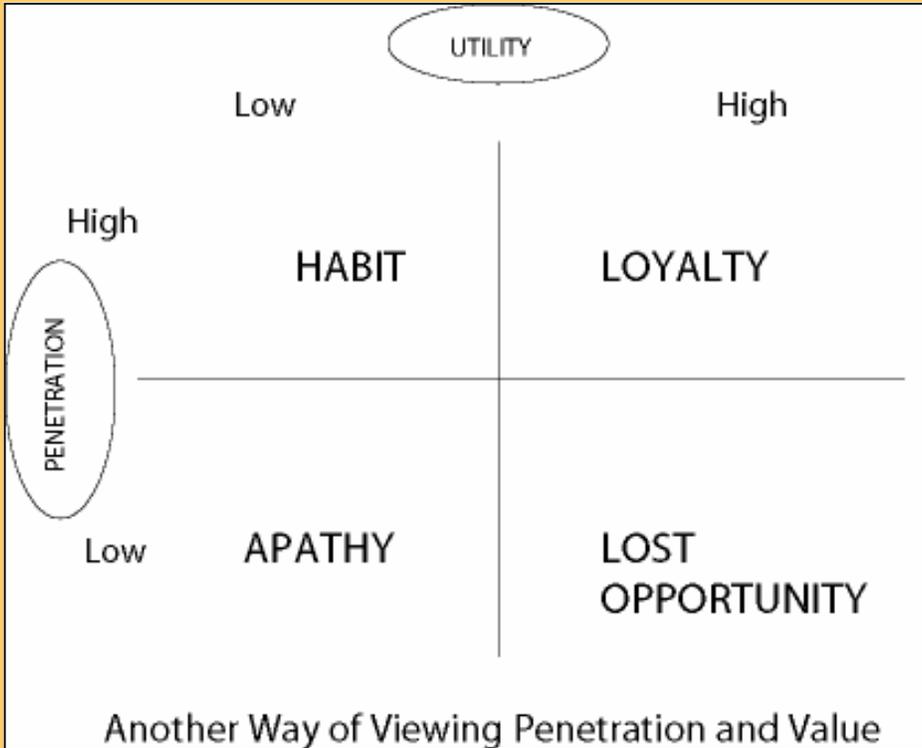
#### Inspirational Resources:

John Maxwell, *Winning With People*  
 Michael LeBoeuf, *GMP*  
 Alan Weiss, *The Great Big Book of Process Visuals*  
 Brian Buffini, *Turning Point*

**Looking for  
motivational  
keynotes? Contact  
Info@Legacy DG.com**

## MULTIPLICATIONS: Account Penetration and Value

Take a look at this double axis chart developed by Alan Weiss:



In Weiss' words:

“The chart compares the utility—pragmatic usefulness—of the vendor’s products and services with the degree of acceptance within their clients. If the utility is high and the acceptance low, there is a huge lost opportunity, which is a key hot button for sales management. If acceptance is high and utility low, however, that is a red flag for potential lost business.”

Here’s my read on this instructive chart:

The depth of customer loyalty is directly related to how many products and services each customer uses of yours AND the degree to which they are satisfied with the results they get from these products and services.

There are two key lessons here:

1. DON’T just sell one product or service to a customer. Selling add-ons not only increases revenue per clients, but potentially increases customer loyalty.
2. The more services a customer uses AND the greater the satisfaction with each service, the greater loyalty that customer has to you. So when the winds of change blow strong (like increased competition, downward price pressure, and so on), the more likely your loyal customers will stick with you...or at least give you a fair chance to respond to their needs before they decide to quietly slip out the back door.

# LEARNING SUMMARY

- Think of yourself as an elevator: Lift people up or take them down...the choice is yours.
- The things that get rewarded get done.
- Customer loyalty = greater product use X increased satisfaction.
- Success is balanced and accelerated progress on worthy ideals.

*Frank Easterly's*  
**GREAT HIRING Workshop**

**Date/Time:**  
**Thursday, June 30th**  
**8:00-11:00am**

**Place:**  
**Legacy Development Group**  
**783 Rio Del Mar Blvd., # 67**

**For Reservations Call:**  
**(831) 662-8025**

*Legacy Development Group is a human resources and organization development firm headquartered in Aptos, California.*

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