



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.

MANAGING MOTIVATIONS: Gun-shy Bosses, Coworkers & Friends



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Some folks just don't like confrontation and will do darn near anything to avoid it. I could go into the whole personality profile thing referencing the Myers-Briggs, the DISC Profile, the 16PF--but all that would show is I know some stuff that doesn't really solve your problem (*or mine for that matter*) when you come face to face with a conflict hater (CH).

Here are my three principles when dealing with a CH at work:

- #1 Emphasize work, not personality.
- #2 Emphasize solutions, not obstacles.
- #3 Emphasize information, not feelings.

Why #1? Because in general, when you and I deal with conflict head on (we pride ourselves on that and look down on the CHs...right?) we love to get into the personality analysis business. CHs feel badly doing

that, hate being too judgmental (less they be judged) and would rather deal with performance, rather than personality. (Come to think about it, that sounds OK – moving on to #2).



Some folks just don't like confrontation.....

Why #2? Because CHs want a way out of the jam, the problem and the pain. If they had a solution ready-made, they would have done it. It's harder to come up with creative solutions than creative description, right? So... come up with a few alternative solutions, don't just ramble on about the problem or the problem causer.

(Come to think of it, even I get tired of hearing descriptive rhetoric – moving on to #3.)

Why #3? Feelings are so – well, emotionally charged, unpredictable, risky.

Things can go sideways



in a confrontation – even get worse rather than better. Facts and information are hopefully less subjective, harder to dispute, and can serve as a solid foundation for alternative solutions. (These CH folks just might have something.)

Heck, now that I think about it, maybe I'll become a CH. I kind of like these three principles and the "whys" behind them. Anybody interested in forming a CH group?

MANAGEMENT METHODS: *Managing Your Time and Life*

The best time management thought I ever read was one sentence: **Organize and execute around priorities.** I don't know how many books, articles and tapes I've read and listened to over the years, but that about sums it up: **Organize and execute around priorities.**

For nice folks like you and me, one of the biggest obstacles to doing the above is simply being able to say NO. So here's a guide to "nay saying" that actually works.

A hypothetical situation: You are asked to join a committee

at work.

The **POLITE** No: "I appreciate the invitation, but no thank you." (The keys – being genuinely appreciative, being sincerely polite, being firmly definitive – and after saying no just this way, **SHUTTING UP** and living with the temporary discomfort.)

The **ACKNOWLEDGING** No: "I appreciate the need for someone from our department on the committee, but I can't do it." (Here you acknowledge the significance of the request so

that the asker knows you understand, but conclude with a firm NO. Remember: Shut up and live with the temporary discomfort.)

The **EXPLANATORY** No: "I can't join the committee because (fill in the blanks with a real reason—lest you be caught in a lie.) Again—be silent.

The **RAINCHECK** No: "I can't join the committee now, but as soon as I (fill in the blank) I'll be glad to come on board.

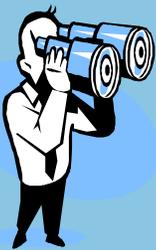
Being able to say **NO** firmly and politely is a critical adult skill, and it must be honed and polished; otherwise, you'll never be able to manage your time and life around the principle...**organize and execute around priorities.**

I know who you are
and I know what
you do...
and I'm going to tell
everyone I know!



"...my universe just
went from 285 to
81,225 contacts!"

"They're coming
for miles....and I
only told 285 of
my closest
friends!"



MULTIPLICATIONS: *It's Not Who You Know...*

Finish that sentence before you read on. Don't cheat – how would you finish it?

In the worlds of sales, small and service businesses, as well as nonprofit fundraising, the sentence should be completed this way:

It's not who you know that counts, it's who they know! The Gallup organization concluded some years ago that the average American knows 285 people (*heck, I couldn't get past my two hands and one foot*). So let's do the math. If I know 285 folks and I want to build a sales career or a business, or get folks to donate, it shouldn't take me too long to ask them if they're interested. On the other hand, if my original 285 contacts each know 285 others and pass along:

- who I am,
- what I do, and
- what value I bring to my clients and benefactors,

my universe just went from 285 to 81,225 (285x285)

contacts!

Now, if I could show you how to use this multiplication principle to build your sales career, small business, or donator list into a wealth-producing machine, would you like that?

There's no magic... no voodoo... no great technology trick. There are, however, keys to unlocking the door to customer development. In fact, it's more like getting the modern-day castle owner, surrounded by his dual moats (of caller ID and voice mail) to voluntarily lower the drawbridge and invite you in! The keys are:

- building, qualifying and sorting your relationship database
- turning satisfied customers into referring customers
- offering items of value to those "285 or 81,225" so they think about you, value you, and refer you when what you do comes up in conversation, and
- rewarding the referral – not simply the done deal.

For more on how to:

- build a thriving (not just surviving) business,
- propel a sales career (not just a sales job), and
- create a wealth-producing system for your non-profit...

Contact me or ask about our Mentoring Program, or to see some positive results of this process without having to interact with me or get involved with a conversation you're not ready for yet, go to www.LegacyDG.com and click on The Mentoring Program.



"We found the key!"

MANTRAS: *Quotable Quotes You Can Use Immediately*

At the end of your life, you will never regret having passed one more test, not winning one more verdict, or not closing one more deal. You will regret time not spent with a spouse, a friend, a child, or parent. ~Barbara Bush

The purpose of life is to matter – to count, to stand for something, to have it make some difference – that we lived at all. ~Leo Rosten

The greatest use of life is to spend it for something that will outlast it. ~William James

There are two things to aim for in life; first to get what you want, and then, to enjoy it. Only the wisest achieve the second. ~Logan Pearsall Smith

As long as you live, keep learning how to live. ~Seneca

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Musings: Wondering What I'll Be When I Grow Up???

Is anybody else experiencing this or am I alone...weird (*well, that's a given*)...confused (*only slightly*)...unstable (*don't ask my kids*).

Here's what I mean:

While mentoring a young professional who's not certain he made the right career choice (at the tender age of 25), I told him it's a question I'm still answering. Somewhat incredulous (*because, of course, at 57 I look like I have it all together*), he responded by asking, "What else have you done besides owning your own consulting business?"

I went over to my white board and started the list:

- The Catholic ministry (7 years)
- High school teacher (5 years)
- A school district administrator (2 years)
- A college administrator (5 years – University of San Francisco and California School of Professional Psychology)
- A licensed marriage and family therapist (10 years)
- A college professor (10 years)
- A corporate learning officer (2 years)
- A corporate general and sales

manager (12 years)

(Doing some slick math, you can quickly determine that some of these "careers" were done simultaneously. Talk about simultaneously, my wife and I did Masters and Doctoral programs at night and on weekends while raising a blended family of five kids!)

My young "coachee" was now totally incredulous (*and probably wondering what the heck he was talking to me for – Mr. What Will I Be When I Grow Up!?*) Fact is, I'm still wandering and wondering around this question.

I know my mission: *to bring comfort to the challenged and challenge to the comfortable.*

I know my value: *I propel progress.*

I know my abilities and talents: *a quick study and able to deliver the tough news in a way folks can hear it and take positive action.*

But with all that clarity, I'm still searching for new frontiers to conquer, challenges to undertake, and ways of expressing and sharing my God-given gifts. Is this resonating with anybody else besides my therapist (*just kidding – although there have been times...*)

Here's the image that best describes this for me. Our subconscious is like having a file cabinet

in our minds. Each file is a different aspect of our self image/belief system (my physical self-image, my image as a man, parent, husband, father, businessman, what I believe about life, wealth, aging, etc.)

P T → F → A = R, right? **Programmed Thought** (the stuff in our file folders) leads to **Feelings**, and **Feelings** lead to **Actions**, and **Actions** lead to **Results**. So, the more I keep taking the journey within myself, connecting the results I get in life with their causes (my Programmed Thoughts and Feelings that lead to the Actions I take that create my Results), the more I discover new ways (hopefully more effective ways) to re-program my thinking – thereby getting new results – new opportunities, new ways of being and working in the world! (*Is there anybody still with me?*)

This leads me to think:

The worst advice I've ever heard: *Just be yourself! (Which self would that be?)*

The best advice: *The purpose of our lives is to add value to the people of this generation and those that follow.* (Buckminster Fuller)

The most comforting advice: *"How will I know I've completed my mission? If you're still breathing, you are not done."* (Richard Bach, J.O.L. Seagull)

Are you done figuring out what you'll be when you grow up?



Out subconscious is like having a file cabinet in our minds...

GMP Response

Our Greatest Management Principle (GMP) article (Issue 2) drew a big response both for its two lessons and for the snake story. Let me highlight both lessons (#1 – You get more of the behavior you reward, and #2 – it's easy to unintentionally reward the wrong behavior) with a politically incorrect, but nonetheless humorous story.

Story of a Sister and Nathan

The Sister stood before her very young parochial-school class. She held up a shiny silver dollar and said, "I'll give this dollar to the first boy or girl who can name the greatest man who ever lived."

"Was it Michelangelo?" asked a little Italian boy.

"No," replied the Sister, "Michelangelo was a brilliant artist but he wasn't the greatest man who ever lived."

"Was it Aristotle?" asked a little Greek girl.

"No," the Sister answered. "Aristotle was a great thinker and the father of logic, but he wasn't the greatest man who ever lived."

Finally, after several more incorrect answers, a little Jewish boy raised his hand and said, "I know who it was, Sister. It was Jesus Christ."

"That's right," she replied and promptly gave him the dollar.

Being somewhat surprised at the Jewish boy's answer, she approached him on the playground at recess and asked,

"Nathan, do you really believe Jesus Christ was the greatest man who ever lived?"

"Of course not, Sister," Nathan replied. "Everybody knows Moses was the greatest. But business is business."

You don't need a doctorate in psychology to understand why Nathan behaved the way he did. All you have to do is ask the magic question:

WHAT'S BEING REWARDED?

Contact Info@LegacyDG.com to learn how to assess your organization or management practices by using GMP.

LEARNING SUMMARY

- FOCUS ON PERFORMANCE, NOT SIMPLY PERSONALITY.
- ORGANIZE AND EXECUTE AROUND PRIORITIES.
- MULTIPLY SALES CLIENT LISTS BY BUILDING, QUALIFYING AND SORTING YOUR DATABASE REGULARLY .
- IF YOU'RE STILL BREATHING, YOU'RE NOT DONE.
- **P**ROGRAMMED **T**HOUGHTS LEAD TO **F**EELINGS WHICH LEAD TO **A**CCTIONS WHICH CREATE **R**ESULTS. FOR AN IMPROVED BUSINESS, CAREER, AND LIFE, TAKE 100% RESPONSIBILITY FOR YOUR RESULTS WHICH LEAD BACK TO REPROGRAMMING YOUR THINKING!



Inspirational Resources:

- ◆ Brian Buffini
- ◆ T. Harv Eker
- ◆ Michael Le Boeuf, Ph.D.
- ◆ The Manager's Intelligence Report

THE BRAIN FOOD CHALLENGE

In just two months, the Brain Food subscriber list has doubled. Help us reach our goal of 5000 subscribers by year end!

As a “thank you” to the largest referral source, Legacy will provide any of its services absolutely FREE to you or your organization (maximum value of \$2500).

Thanks for your support!

Frank

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