



The Navigator



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Providing Direction for Individual and Organizational Performance

'The Dictionary is the Only Place where Success comes Before Work!'

I was driving down a local highway the other day and I noticed a company's marquee that displayed a quote that really struck a cord with me. *"The dictionary is the only place where success comes before work."* My immediate reaction was "wow"...is that statement profound or what...

We currently live in a society that has a prevailing attitude that success, financial rewards, sometimes even happiness, should be given to us automatically by just being part of that society – that those things are somehow owed to us. This thought process is also rampant in businesses and organizations today. People often believe that by existing within an organization, they deserve financial rewards, benefits and company privileges.

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– COMMUNICATION –
Concentrate on the outcome, not the process!

Communication is an Outcome, Not an Activity

You've all read the survey results – *[Employees place communication problems at the top of their frustration list.]*

[Effective communications between management and employees is lacking in the majority of organizations.]

There is an interesting paradox in most organizations because it is typical for the managers to feel they are quite effective communicators. In fact, one study showed that 80% of managers think they are better communicators than they really are.

In many of the corporate assessments that I have done, this has been proven time and again. The good news is that, once the situation is acknowledged, communication and understanding from both parties tends to improve.

So much has been written about how to communicate better, usually about improving the process of communicating. Do this, don't do that. It all becomes a bit tiring, doesn't it?

We need to do a major shift in our thinking. We must concentrate on the outcomes, not on the process itself. Let's look at some key outcomes of communicating.

Building trust

You may not often think of this as a desired outcome, but you should. In order for people to truly follow a leader, they must trust that leader. Without trust in the person, whatever is being communicated may not be fully understood, accepted and supported.

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Trust is at the core of effective communications.

Lack of trust creates a barrier or disconnect that is difficult, and time consuming, to overcome. No matter how important or impressive a title someone holds, no matter how big their bank account, or how much authority they have, what is really important is that others trust him or her and what is being said.



Sharing Knowledge

Bob Noyce, one of the founders of Intel, the high tech giant that runs most of our computers, once said, “*Knowledge is power and knowledge shared is power multiplied.*” That is one of the guiding principles that caused Intel to be so successful.

Have you ever worked on a jigsaw puzzle and got to the last piece and found it missing? How did you feel? Now, what if someone had that last piece in his or her pocket and they gave it to you?

The feeling you get is similar to someone who shares his or her knowledge with you to finish a project, make a decision or solve a problem. You feel pretty good about them, they’ve shared and you’ve succeeded.

On a broader scale, if you share with an individual or team of people where and how they fit into the bigger mission, you’re creating value and gaining their trust. Sharing knowledge is the basis for understanding – the foundation of co-workers’ cooperation and support.

Providing Feedback

One thing that seems to stay the same in business is the need to change. Change is continual, change is renewal, and change is progress. It also creates the need to constantly have an effective feedback mechanism so managers and employees can stay on target.

According to author David Cottrell, “*Everyone has four basic feedback needs.*”

Continued next column –

A good feedback system encourages connected communications between managers and co-workers by addressing those needs.”

Employees need to know what is required of them, especially during times of change.

Employees need to know how they are doing. It’s not enough to just tell them at the annual or semiannual performance reviews. Make it a point to be sincere, be timely, and give feedback to others.



Employees also need to know

their manager cares about them and about how they are doing. Be available when they need you. Get them involved in decision-making by asking their opinion. An email “*thank you*” is not nearly as effective as the face-to-face, look ‘em in the eye, and say “*thank you*” technique.

In summary, if you change your way of communicating to focus more on the outcome rather than the process, as discussed above, you will have taken a significant step towards better communications. Try it this next week, I think you will be pleased with the results.

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B.Z. Toons

by Brian Zaikowski



We should probably look busy.
Here comes one of the “Big-Wigs”

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The attitude that financial reward, prosperity and happiness are earned through a process of hard work, dedication and constant goal achieving seems to be fading away more and more rapidly.

The issues that you face as a business owner or as an entrepreneur are very different. None of those corporate luxuries exist for you. It is your company and unless you do what is necessary to build your company, (unless you do what is necessary to grow your company) there will be no financial rewards, benefits, or privileges to be taken advantage of by anyone or given to anyone.

However, before any measure of success can be achieved, three things are required. There needs to be a well-defined plan, specific action steps to accomplish that plan that are measurable, and the personal determination and desire to make it happen.

- As you look at your day-to-day business activity, does it reflect the actions necessary to accomplish **your** long-term plan?
- Have you taken the time to develop and establish a written strategic plan for your business?
- Have you written down all your critical success factors and your personal goals on paper and do you review them daily or at least weekly?
- As you review the names of the prospects in your sales funnel, does the number of qualified prospects reflect an activity level that is sufficient for you to accomplish your sales goals?
- Are you evaluating every sales interaction for learning opportunities so you can hone your skills?
- Are you putting yourself in the most opportune places of marketing so that more qualified prospects become aware of your services?
- Are you doing what is necessary to build a business that your closest advisor, spouse, significant other, or the person that you respect the most would be proud of?

These are powerful and direct questions that only you can answer. You do not have the luxury to let yourself off the hook; ever, and you are the only one who knows the “true” answers. If you have not accomplished all the milestones and all the goals that you have committed to writing for yourself and your business...you may want to revisit your strategic plan or your personal action plan. You may need to commit to developing a plan of action that will directly result in the success for which you are searching.

Nothing good in life is ever easy and it will always require hard work. Remember, hard work that is dedicated to a clear plan of action, fueled by commitment and passion is always rewarded!

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ONE MINUTE IDEAS

Web Site of the Month

Reference Desk is a free and family-friendly web site that indexes and reviews quality, credible, and current web-based resources and assists readers in navigating and extracting needed data from these resources.

Refdesk.com has been operating since 1995.

Check it out at:

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Is Fear Holding You Back?

What is it that you really want to do with your life? If you already know the answer to this question then you are ahead of 99 out of 100 people in the world. If you do know the answer to this question, then what is holding you back? The most likely answer to this question is *feared* – specifically fear of failure. Fear of failure can keep people from doing the tasks needed to accomplish their lifelong dreams. People paralyzed by fear hesitate, and when they hesitate, they prolong the period of time where they think in a manner that is not constructive.

Just think, if you go ahead and do that task you've been putting off for so long, then you will be free to move on and do the next constructive move. What is it that you are putting off doing? Is it a really difficult task to accomplish, or is it relatively easy but your mind is throwing up unnecessary and fear provoking obstacles?

What people need to do is make up their minds that they are going to do a thing, and then they need to make up their minds that nothing is going to stop them. The fear of failure has stopped many very capable people from achieving their highest levels of success.

- Don't let your fear whittle down your courage.
- Don't let your fear render your destiny to be a mediocre performance in your life.
- Banish fear – and you will meet success head on.

— Adapted from *An Inspiration a Day* by Jerome A. Waterman



Providing Direction for Individual and Organizational Performance!
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