

Successful Business Strategies

The Results Group, Inc.TM Business Advisors

Stress

Choose the Right Words

What is a sound bite? "A minimum of sound to a maximum of sense," said Mark Twain who was himself a master of sound bites. I have not heard it put any better. Twain also said, "The difference between the right word and almost the right word is the difference between lightning and a lightning bug." Sound Bites are the lightning flashes of who you are and the message you want to get across. To say what you mean and mean what you say, develop your sound bites word for word. The process of developing your sound bites is about peeling away the unnecessary to arrive at the essential.

*-Susan Harrow
Sell Yourself Without
Selling Your Soul*

A lecturer, when explaining stress management to an audience, raised a glass of water and asked "How heavy is this glass of water?" Answers called out ranged from 20g to 500g.

The lecturer replied, "The absolute weight doesn't matter. It depends on how long you try to hold it.

If I hold it for a minute, that's not a problem.

If I hold it for an hour, I'll have an ache in my right arm.

If I hold it for a day, you'll have to call an ambulance.

In each case, it's the same weight, but the longer I hold it, the heavier it becomes."

He continued, "And that's the way it is with stress management. If we carry our burdens all the time, sooner or later, as the burden becomes increasingly heavy, we won't be able to carry on.

As with the glass of water, you have to put it down for a while and rest before holding it again.

When we're refreshed, we can carry on with the burden. So, before you return home tonight,

put the burden of work down.

Don't carry it home. You can pick it up tomorrow. Whatever burdens you're carrying now, let them down for a moment, if you can.

So, my friend, put down anything that may be a burden to you right now. Don't pick it up again until after you've rested a while.

Here are some great ways of dealing with the burdens of life;

-Accept that some days you're the pigeon and some days you're the statue;

-Always keep your words soft and sweet, just in case you have to eat them;

-Always read stuff that will make you look good if you die in the middle of it;

-Drive carefully. It's not only cars that can be recalled by their maker;

-If you can't be kind, at least have the decency to be vague;

-If you lend someone \$20 and never see that person again, it was probably worth it;

-It may be that your sole purpose in life is simply to be kind to others;

-Never put both feet in your mouth

at the same time, because then you won't have a leg to stand on;

-Nobody cares if you can't dance well, just get up and dance;

-Since it's the early worm that gets eaten by the bird, sleep late;

-The second mouse gets the cheese;

-When everything's coming your way, you're in the wrong lane;

-Birthdays are good for you, The more you have, the longer you live;

-You may be only one person in the world, but you may also be the world to one person;

-Some mistakes are too much fun to only make once;

-We could learn a lot from crayons...some are sharp, some are pretty and some are dull. Some have weird names, and all are different colors, but they all have to live in the same box;

-A truly happy person is one who can enjoy the scenery on a detour".

-Fr. Brian Cavanaugh

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Three Quotes to Start the Year

"Risk in the price you pay for opportunity"

-Tom Selleck

"The only man who never makes a mistake is the man who never does anything."

~ Theodore Roosevelt

"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."

-Steve Jobs

Adversity Enhances Our Resiliency

Wilma was born in Clarksville, Tennessee. The twentieth of twenty-two children. Her mother was a maid and her father was a railroad porter. By the age of two she had scarlet fever and pneumonia. Then, when she was four, she was crippled by polio. Her parents drove ninety miles to the nearest hospital where the doctors explained that very little could really be done for their child, though massaging her legs might help.

Her family took turns, massaging her legs, for four hours every day. She would hop, fall down, keep her sense of humor and laugh. When she was eight, she received a leg brace and a special shoe. By the age of eleven she was playing basketball with the brace and the shoe.

Then, three years later, she was playing basketball, barefoot, without the brace and the special shoe.

In 1960, at the age of twenty, in the Rome Olympics, she won the gold medal in the 100 meters. Then she won the gold medal in the 200 meters. No American woman had ever won three gold medals at the Olympics, but Wilma had one last chance. She was running the anchor leg on the 400 meter relay.

In spite of their speed, the baton passing was not what it should have been

and when Wilma received the baton she was in fourth place, with only 100 meters to go. However, Wilma Rudolph, because of her speed, form and grace, referred to as a Gazelle, caught her competition and won her third gold medal.

Later her college track coach would explain, "When Wilma confronted adversity, she would meet it, greet it and defeat it."

Those were his words, but what are our words? What do we say to ourselves, when confronting adversity, that allows us to become stronger? We develop a philosophy that helps us persevere through difficult times until we have achieved our objectives.

- Art Mortell, Motivational Speaker,
www.artmortell.com



A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.

-Sir Winston Churchill

A Social Experiment about Perception

A man sat at a metro station in Washington, D.C. and started to play the violin; it was a cold January morning. He played six Bach pieces for about 45 minutes. During that time, since it was rush hour, it was calculated that thousands of people went through the station, most of them on their way to work.

Three minutes went by and a middle-aged man noticed there was a musician playing. He slowed his pace and stopped for a few seconds and then hurried up to meet his schedule. A minute later, the violinist received his first dollar tip; a woman threw the money in the till and without stopping continued to walk. A few minutes later, someone leaned against the wall to listen to him, but the man looked at his watch and started to walk again. Clearly he was

late for work. The one who paid the most attention was a 3-year old boy. His mother hurried him along but the kid stopped to look at the violinist. Finally the mother pushed hard and the child continued to walk turning his head all the time.

Several other children repeated this action. All the parents, without exception, forced them to move on. In the 45 minutes the musician played, only 6 people stopped and stayed for a while. About 20 gave him money but continued to walk their normal pace. He collected \$32. When he finished playing and silence took over, no one noticed it. No one applauded, nor was there any recognition.

No one knew this but the violinist was Joshua Bell, one of the best musicians in the world. He played one of the most intricate pieces ever written, with a violin worth \$3.5 million dollars.

Two days before playing in the subway, Joshua Bell had sold out a theater in Boston and the average price of a seat was \$100.

This is a real story. Joshua Bell playing incognito in the metro station was organized by the Washington Post as part of a social experiment about perception, taste and the priorities of people. In a commonplace environment, at an inappropriate hour, do we see beauty? Do we stop to appreciate it? Do we recognize the talent in an unexpected context? One of the possible conclusions from this experiment would be:

If we do not have a moment to stop and listen to one of the best musicians in the world playing the best music ever written, how many other things are we missing?

-Adapted from Gene Weingarten,
Washington Post Staff Writer, April, 2007

The Secrets of Success

A few years ago a friend and I were talking about the period of one's life that seems to have the most influence on who we become and what we end up doing in life. We agreed that probably the most influential time is between the ages of 14 and 24. During this period we begin to form relationships that may well last a life time, choose a university and career, and find a spouse or significant other. The problem is that most young people don't realize this and don't take advantage of the opportunities or challenges before them.

I decided to put together what I believe are The Secrets of Success to help teenagers and young adults become aware of some things that may help them navigate through these challenging years.

I gave these to Tom, who was the Senior Patrol Leader of our local scout troop. I was Tom's Eagle Scout advisor. His father said that he had them taped to the top of his desk. He graduated from Stanford.

Recently I sent them to the son of a valued friend and colleague. This young man was highly recruited by multiple prestigious universities and has just received an appointment to the Naval Academy. They are on the table next to his bed.

If you find them of value, please feel free to copy them or ask me to send you the Word file. I'll be happy to do it.

Our goal as parents, aunts, uncles and friends is to set an example for the next generation. If we can give them a head start then all of us benefit.

Hopefully, they'll make a difference for someone you know.

The Secrets of Success

1. Study as hard as you can to get the best grades. Don't do the minimum to just get by, always work to the maximum of your ability. Whether you are going to college, graduate school or in the job market, education is more important that you realize and it will have a direct impact on what you will do with your life.
2. Build your social and communication skills and become an effective communicator-both orally and in writing. It is important that you be sure to develop the communication skills that are an absolute necessity to effectively lead, motivate and work with others. Developing good social skills will enable you to be comfortable in almost any setting, make an impact and win you the respect of others.
3. Have a positive can-do attitude and always be ready to lend a helping hand to make sure the job gets done. The "doers" in this world are the ones who try to make things happen. A positive optimistic approach to everything you do will make you a better person and someone that others will look up to because they know they can count on you. Carpe Diem—Seize the Day.
4. Take responsibility. Be responsible for your actions and show leadership. We live in a society where people say, "that's not my job" or "I'm not responsible for that" or try to shift the blame to others. The real leaders in life lead by example and take responsibility for their actions.
5. Actively participate in sports and other extra curricular activities. Your ability to develop skills in different sports will help your social and communication skills and provide you with a network of friends and colleagues who can become friends for a lifetime. Don't just limit yourself to sports either. Whether it's the chess club, drama club, a computer club or some other group that sparks your interest, take the time to find what you like about it. Your active involvement in programs like these will help you become well rounded and a global thinker.
6. Volunteer your time to help others during the school year and consider getting summer jobs that can have an impact on humanity. While almost everyone wants a summer job, very few want to get a job that might mean sacrificing money, comfort or being "cool". The jobs that most people don't want are usually the ones that are designed to help people. They probably don't pay much or have a lot of glamour but these are the jobs that can have the most impact and are the ones that you will remember for the rest of your life.
7. Begin watching and listening to what people do for a living. Find out what they like about it. Look for people who have a passion for what they do and find out why. As you begin to understand the wealth of opportunity before you, you can begin to evaluate what you might want to do with your life. Volunteer as an intern just to help you understand more about a particular area. Whether you are an intern or in a permanent job, be enthusiastic and be willing to take any assignment that comes along, no matter how small. Make the people who gave you a chance proud and happy that you were part of their team. One of these people might be someone you would want to write a recommendation letter for you to get into college, graduate school or your next work opportunity.
8. Choose your friends carefully. The world is full of both well meaning and ill meaning people. You have the right to pick your friends and you will be judged by the company you keep. You will surely be tempted by people that could lead you down the path to poor decisions, wasted opportunities or outright wrong doing. Think twice before taking any action and evaluate the consequences of what will happen as a result of the action you take.
9. Never do anything that will embarrass your family. It doesn't leave much room to maneuver, but it is a good rule to live by. Remember that your family will always stick by you, through thick and thin. Just don't put them to the test.
10. Actively participate in a group at church and begin to build a solid foundation in your faith. God gave you a wonderful assortment of gifts and your goal should be to discover each of them and to do your very best to make the most of each one. There is a saying that God's gift to you is your life. Your gift to God is what you do with it.

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time to insure success**

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My Two Cents...

Each of us come across things that make us smile, provoke thought, reflection or spur us on to continue to do better. I hope you enjoy these.

“Good advice is something a man gives when he is too old to set a bad example.”

-Francois de Las Rochefoucauld
French Author and nobleman

“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

-Thomas Edison

Kelly Perdeu's 10 Leadership Principles

1. **Integrity:** Take the harder right over the easier wrong.
2. **Duty:** Do what you're supposed to do, when you're supposed to do it.
3. **Passion:** Be passionate about what you do, or do what you're passionate about.
4. **Impeccability:** If it worth doing, it is worth doing right.
5. **Teamwork:** There is no “I” in TEAM.
6. **Selfless Service:** Give back.
7. **Planning:** Fail to plan, plan to fail.

8. **Loyalty:** Up, down, and across your organization.
 9. **Perseverance:** It's not the size of the dog in the fight; it's the size of the fight in the dog.
 10. **Flexibility:** The person with the most varied responses wins.
- from Kelly Perdeu's “TAKE COMMAND: 10 Leadership Principles I learned in the Military and Put to Work for Donald Trump”.

“I personally measure success in terms of the contributions an individual makes to her or his fellow human beings.”

-Margaret Mead
Anthropologist

In today's unforgiving world of newspaper journalism, reporters have a reliable tool for organizing facts they've collected. Using the traditional 5 W's—who, what, when, where and why (how) - they know how to assemble the beginning of the story. The rest falls easily into place.

Likewise Jean Moroney, who teaches executives how to tackle projects has collected questions from experts that she uses to jump-start a project that feels overwhelmingly complicated.

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For example, to tame uncertainty she'll ask herself:

- What do I know?
- What do I need to know?
- What else is relevant?

“Spending just three minutes answering each question in a set helps you pick your own brain. You learn what you know and what you don't know,” She says. “You go from having a shifting blob of uncertainty to having an overview you can work from.”

Moreover, having put down some thoughts creates momentum that rolls the project to its next step and helps it feel more do-able.

Got deadlines? Use prompting questions.

-Marcia Yudkin
Marketing Minute
marsha@yudkin.com

“If I turn out to be particularly clear, you've probably misunderstood what I've said”
—Alan Greenspan
Former Chairman of the Federal Reserve

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