

# [[Newsletter Name]]

Issue 89

Volume 9

[[TITLE MOTTO]]

[[COMPANY:25]] [[PHONE:35]]

Ask the Coach

## We're Working On the Wrong End of the Problem!

*"The illiterate of the 21<sup>st</sup> century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn."*

*Alvin Toffler, Futurist*

Today, like never before... you must be change to be successful. You and your must constantly change and evolve to survive. You've heard it...we face more change in a year than our grandparents faced in a lifetime. For us that means Technology, Customers, Markets and Competitors.

HOWEVER; most entrepreneurs) c  
In *Change or Die*  
"What if you were talking actual life and death. V  
authority figure enduring change act? If you didn't sooner than it had change mattered most?"

*Continued on page three – problem*

## INSIDE THIS ISSUE

*We're Working On the Wrong End of the Problem!*

*Ask the Coach*

*One Minute Ideas*

We've made it simple for you to customize each issue for your company. Everything in "RED" you will need to change with your information. Plus we give it to you in MSWord format... so it is easy to use.

We will provide the content for your newsletters. You can make any changes by adding one of your articles, inserting a calendar of events, customizing your masthead, etc...

Within minutes you will have a newsletter for your company.

Think of the time and money you will save....and the increased marketing you will be able to provide



## I often find myself overcommitted. What can I do differently?

"Overcommitted" is an interesting term I hear often. It's a condition where you and your underlying assumptions may be off. The verb "commit" means "to obligate yourself", so you may have pledged your time too broadly. You are likely involved in a number of activities and roles at work, at school, in the community, and at home. You probably struggle "finding the time" and energy to keep your obligations. But are you really committed?

Reconsider the concept of commitment. Are you over-committed or are you under-committed? Over-commitment is an oxymoron. Too many "obligations" creates a watering-down effect, so none of them receive your true commitment. How might your problem look differently if you considered that you may really be under-committed to your real priorities? What new solutions does this shift in thinking generate?

If you find it difficult to say "no" or have ever used the phrase "I didn't have time" you may be under-committing; worse, you may be blaming the clock or your other roles.

What is important to you?

What opportunities do you have that relate closely to your core goals and purpose?

Have you prioritized your opportunities before obligating yourself? "Over-committed" people prioritize their schedules. The person of integrity schedules his or her priorities. Consider this critical distinction before you make promises in the future.

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# ONE MINUTE IDEAS

New Time Saving Software  
Program We Recommend

“*SiteReminderPro*” allows you to keep track of all the important websites you visit regularly and helps you to keep track of your logins and passwords.

If you've ever found yourself digging through your desk, email, or files to find the exact website information you need, or looked everywhere for a password, you'll love SiteReminderPro.

You will eliminate all of those post it notes of website log in & passwords.

Check it out. Go to <http://tinyurl.com/agt1x6>

## About Us

(Bio Sample) Name is the president of Company Name. His company has provided Coaching and Consulting Services to companies nationwide at all levels of the organization from executives, managers, supervisors, sales managers, to front line staff. His company is dedicated to helping people and companies achieve their dreams and goals. For results you can count on contact Your company name, number, and e-mail

## Continued from page one – problem

THE BAD NEWS: Although we all have the ability to change our behavior, we rarely do. Research shows odds of nine to one...when faced with the d... any of you made, and stud... 30 days into the New Year...ho... already completed, no problem, just let... the month? The odds are n... us know.

*Insanity*—doin... KNOW we sh... us regular pract...

entrepreneurs and professionals, wanting to create and maintain a competitive edge? John Kotter, recognized leadership expert says, "The central issue is never strategy, structure, culture, or systems. The core of the matter is always about changing the behavior of people."

There you have it. To change your results, you must change your own and others' actions.

THE GOOD NEWS: Change is possible and the formula includes common ingredients. So what's the secret to significant, sustainable change? It's not tough to do, just tough to maintain.

Deutschman's Relationship, Repeat and Reframe model includes: Building relationships with someone or a group that believes in you and that you trust. Utilizing the new relationship(s) to learn, practice

You can add a bio or other company information.

... new success habits and skills. And, through the new... ops and repetition, beginning to look at things in ways that... e been foreign to you before.

*you must first BECOME.* Rarely do people consider what they have to change about themselves to meet their goals. To have a six-figure income--become a person with skills and capabilities worth someone paying you that amount. For a great relationship with spouse and children--become someone they see as worthy of the relationship. To have a single digit golf handicap--become a golfer with the skills, discipline, and attitude required for that level of play.

If, when faced with death, only 10% of people will make sustainable change, how can organizations hope to make change stick? Too many people look for a fast fix. Change is a process, not an event. The best thing you can do is become someone who learns, unlearns and relearns...faster than your competition.

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