

SPARKING IDEAS AND ACTION IN YOU AND YOUR BUSINESS  
HARMONY COACHING & CONSULTING

## *Business Book Club Beginning, Interested?*

If you're at all like me, you struggle to keep up with the massive amounts of information that are published on your profession. This especially applies to books identifying new trends, processes, etc. I do a pretty good job keeping up with articles and magazines but not books. So, I've had the idea of starting a business book club for quite sometime and a colleague finally encouraged me to take action. Here's how I would see this working. One book a month would be chosen focusing on broad topics that would appeal to a variety of individuals in management and leadership positions. Topics might include, Leadership Development, Human Resource Management, Team Development, Coaching, People Management, etc. I would choose books with suggestions from the participants.

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### *How is your attitude?*

## *Your Personal & Professional Growth*

Research has shown that after all else, productivity can be dramatically affected by attitude, and success is certainly a function of productivity.

Your attitudes toward yourself and others are major factors in your success. They will either stimulate or stifle your creativity, your progress, and your success. Understanding how attitudes affect the behavior of others improves your ability to more effectively deal with them.

### **Attitudes**

Attitudes are habits of thought. Most of your basic attitudes were developed very early in life. The earliest understandable conditioning – physical touch, plays a critical role in your attitudes about people, love, physical safety and how you feel about yourself and others. As you grow, the conditioning process becomes verbal and you begin hearing all the “truisms” that have a powerful impact on your present attitudes.

All too often, the majority of conditioning many people hear is negative. Adages like, “Children should be seen and not heard,” and “Don't go where you're not wanted,” are frequently meant to help us develop social graces. Others like “Don't talk to strangers” are intended for safety and security. Still others like “Don't bite off more than you can chew” are intended to keep us from failing or getting hurt.

Unfortunately, the results of repeated exposures to these adages are frequently negative attitudes about the worth of what we have to say and a propensity not to talk to people.

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The conditioning continues as we begin our educational process where we hear for years, “Don’t talk in class.” It’s no wonder that when we are asked to give an oral report in front of the entire class, it is a very frightening and frequently negative experience! It may also help explain why public speaking ranks among the top fears of adults. Our daily lives are impacted immensely by the attitudes we developed when we were young.

Your attitudes are a result of the events you have experienced thus far. These attitudes determine your concepts of everything. Among these experiences are those things you were taught as a child. All the rules, admonitions, values, and “acceptable” behaviors that you were taught have contributed to the development of your attitudes.



Many of these admonitions, meant for your benefit, hinder your progress in success.

Compounding the problem is the fact that most of the conditioning we are exposed to on a daily basis is negative. Just think about the front page of your local newspaper or your local news broadcast. Odds are that most of what you see and hear is negative. This is true for most of today’s society. As a result, most people think more often of what’s wrong, how they might fail, and why it won’t work, rather than what’s good, what’s right, and how it can work.

### **Building Attitudes For Positive Results**

Your ability to build successful attitudes and winning habits is of primary importance in the achievement of your personal goals. By eliminating harmful unproductive attitudes and replacing them with constructive, positive ones, you will begin to assume the behavior required to meet your personal and professional goals.

Changing attitudes is not a simple process. It involves the formation of new habits which can take days, weeks, months, and even years before they become an integral part of your behavior. The task is not easy, but can be done.

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### **The process of attitude development can be broken into three parts:**

1. Understand that attitudes are habits of thought. They are habits of thought that give you some degree of internal satisfaction.
2. Analyze the habit as honestly as possible to learn what kind of satisfaction it gives you.
3. Replace the old habit with a new, more effective habit, which offers you greater satisfaction. Remember that the mind does not work in a vacuum – you can’t simply erase a habit and leave an empty space.

In order to change your attitudes, you must be willing to do some introspection and take an “inside-out” look at yourself. As you become more specific about your goals and acquire a more knowledgeable view of yourself, your chances of success will greatly increase. You may discover that certain attitudes were a result of early conditioning and are no longer valid in light of your present knowledge and experience.

The process for developing successful attitudes is the same process that developed your existing attitudes: spaced repetition. Your existing attitudes are a result of hearing things over and over until it became your thinking. You can develop successful attitudes the same way.

Spend time each and every day “inputting” positive information and ideas. Create personal improvement time that you dedicate to improving your mind and body. Read exciting stories and positive articles. Listen to motivational speakers, lecturers, and trainers who can give you a lift. Look for every positive morsel you can find to feed your positive self-image.

### ***You are what you think about!***

Need help getting to the next level of success?

Call us today at 901-272-7390 or e-mail  
[bburtch@harmonycc.net](mailto:bburtch@harmonycc.net)

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## Nurturing Creativity at Work

Good managers know that creativity is essential for the health and prosperity of the companies they work for. And therefore, good managers also know that their single most important job is to nurture creativity in those who report to them.

### There are three keys to nurturing creativity:

1. Always acknowledge the importance of those who report to you and their contributions. All people crave recognition and approval, and it's a manager's job to make sure that workers get this. Leaders are responsible for the morale of their departments.
2. Solicit the opinions of everyone in your department. Include everyone in your meeting, from senior members of your team to the mail girl. Take their suggestions and input seriously. You might be surprised who comes up with the best ideas.
3. Allow for completely open communication. Don't prohibit discussion of certain topics and don't shoot down ideas that seem silly or inappropriate. And don't ignore input that you might view as a negative attitude. If an employee tells you that there is something going on that you didn't know about, don't ignore the problem and don't write the employee off as being a whiner. Oftentimes it's these kinds of conversations that plumb the well of creativity and can get everyone working toward the right goals. Even a bad idea can get people thinking and coming up with good ideas that ricochet off the original idea. Remember, good managers foster creativity, they don't squash it to feed their own egos. And they don't ignore input—no matter where it comes from.



— Adapted from The Leadership Institutes web site

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### Continued from page one – Book Club

Then, at a specific time, once a month all the participants would participate in a conference call to discuss the book... thoughts of the theories included, applicability to his/her work or business, actions he/she is taking in response to the contents, etc. The only cost to participate would be the purchase of the book and the long distance charges incurred when calling in for the 60-minute conference call once/month. Since the monthly meeting will take place via conference call, anyone can participate that has access to a telephone.

I would like to determine your interest so please e-mail me if you are interested. I would like to have a minimum of 10 participants and maximum of 20. If we have so many interested, which would be great, I'll consider facilitating two groups. Based upon those that are interested, we'll determine the most appropriate day/time for the discussion call.

E-mail me at [bburtch@harmonycc.net](mailto:bburtch@harmonycc.net) as soon as possible.



## ONE MINUTE IDEAS

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### The 10-Minute E-Mail Rule

If it takes longer than 10 minutes to compose your e-mail message, it is probably too long. Try to condense it and still get your message across. If you can't, you're wasting your time with the e-mail communication. Try calling, having a meeting, or writing a memo. You will save yourself and everyone else valuable time.

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### Look for Privacy Policies

If a web site asks you for personal information, like mailing address, E-mail address, etc. be sure to look for a privacy policy on the site that explains what they will or will not do with your information. Privacy concerns are somewhat over-hyped in the media, but it's a good idea to know who you're giving your information to, and what will be done with it.

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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 **fear** – 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



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## Schedule of Public Courses

The following courses are offered by Harmony Coaching & Consulting in a public forum. Follow the links to register or find out more information.

Course Title	Date(s)	Time
Human Resource Essentials <a href="http://www.protraining.memphis.edu">www.protraining.memphis.edu</a>	October 6 & 7	9:00am – 4:30pm
Coaching & Counseling Skills <a href="http://www.protraining.memphis.edu">www.protraining.memphis.edu</a>	October 14 <sup>th</sup>	9:00am – 5:00pm

**Harmony Coaching & Consulting** is in the business of maximizing human talent for individuals and organizations in various industries. We accomplish this through the analysis, design and implementation of [Human Resource Programs](#), [Professional Development Training](#), [Personal Executive Coaching](#) and [Assessments](#).



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