

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

We Are All Entrepreneurs

The New Work World is project management and team collaboration with a variety of clients/customers.

As William Bridges states: “more and more of the work that must be done today is being done by people who do not hold ‘jobs’ at the company that needs the work done.”

- ✓ They work for some other company to which the work is outsourced.
- ✓ They work in a role too fluid to be called a regular job.
- ✓ They are self-employed and arrive on the doorstep as consultants or independent professionals.
- ✓ They are hired on a temporary or fixed term basis.

Daniel Pink takes our thinking yet another step. He says, “Ours has been the age of the ‘knowledge worker,’ the well-educated manipulator of information and deployer of expertise.” But that is changing.

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You Can Change Your Outlook!

Changing Your Outlook

One day a very wealthy father took his son on a trip to the country for the sole purpose of showing his son how it was to be poor. They spent a few days and nights on the farm of what would be considered a very poor family. Upon return from their trip, the father asked his son how he liked the trip.

“It was great, Dad,” the son replied.

“Did you see how poor people can be?” the father asked. “Oh, yeah,” said the son. “So what did you learn from the trip?” continued the father.

The son answered, “I saw that we have one dog and they had four. We have a pool that reaches to the middle of our garden and they have a creek that has no end. We have imported lanterns in our garden and they have the stars at night. Our patio reaches to the front yard and they have the whole horizon. We have a small piece of land to leave on and they have fields that go beyond our sight.

We have servants who serve us, but they serve others. We buy our food, but they grow theirs. We have walls around our property to protect us, they have friends to protect them.” The boy’s father was speechless. Then the son added this last remark; “It showed me how poor we are.”

— Unknown source

This story illustrates that the way we look at the world impacts how we react and interact with it. This is theme has been popping up a lot in coaching sessions this week. When that happens, I see it as a sign that many others might be struggling with the same issue at the same time.

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“If you don’t like the way something looks, change the way you look at it.”

Imagine that two people are looking out the window on a sunny day. One might tell you what a wonderful day it is and the other might tell you the sun is too bright, the birds are chirping too loudly and it’s too hot.

Both are looking at exactly the same thing yet, based upon framework in their mind, they see it very differently.

The way we look at the world, situations, ideas, people can significantly impact our response or reaction to it. It may propel us into action or possibly paralyze us with overwhelm. It may draw us towards a person or repel us away from them.

Just the other day one my clients received some feedback that his/her employees wanted more input on decisions. She thought she was already providing them plenty of opportunities and didn’t know what additional opportunities she could provide. I suggested that maybe it wasn’t ‘more’ that they wanted but possibly ‘different’ opportunities. This change in perspective opened up a whole different pattern of thinking and many new ideas to possibly address their concerns.



So, is it easy to just change the way you look at the world? For most, it’s probably easier said than done. Here are a few ways that I use with my clients and practice myself.

1. **Change the language you use.** When my client substituted the word "different" for the word "additional", she was able to see possibilities she couldn't see before. The language you use usually supports your current view of things. So changing your language can open up your viewpoint to new possibilities.

Instead of calling the people that work for you "employees", call them "team members". Instead of using the words "problems" or "issues", try the word "challenges".

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Instead of "customers" or "vendors", try "partners", and instead of "manager", try "coach". You’ll be surprised how your words will help change your behavior and perspective.

2. **Brainstorm alternatives.** Ask yourself, “What’s another way to view this situation?” This sounds simplistic, but it actually works.
3. **Physically move to a different place.** Ask yourself, “What does the situation look like from here?” Picture the situation being in the middle of an imaginary circle in your office. Stand on the outer edge of the circle and state aloud what the situation looks like from there. Then, move 90 degrees and state what the situation looks like from there and on around the circle. The physical movement can significantly help this process.

As I write this article it’s cloudy and raining. I have the choice to view the day as:

- a. Gloomy, wet, humid, etc., OR as
- b. An opportunity to get things done inside without the temptation of a gorgeous spring day, OR as
- c. An opportunity for my newly planted flowers to grow, OR as
- d. As a blessing that we are not subject to the droughts of many other parts of the country.

I get to choose which perspective or framework serves me best in the situation. In this case, b, c, d, work best for me and are most conducive to my effectiveness.

These are just a few of my ideas on changing your outlook. I’d love to hear your ideas. Please send me a note (bburtch@harmonycc.net) with your techniques and ideas and I’ll publish the best ideas in the next *Catalyst* Newsletter.

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Thanks to an array of forces – material abundance that is deepening our nonmaterial yearnings, globalization that is shipping white-collar work overseas, and powerful technologies that are eliminating certain kinds of work altogether – we are entering a new age. Pink goes on to say, “The capabilities we once thought frivolous – the ‘right-brain’ qualities of inventiveness, empathy, joyfulness, and meaning – increasingly will determine who flourishes and who flounders.”

On the small business front, Steven S. Little states: “I believe despite all the potential obstacles, small business will be healthier, wealthier, and larger 20 years from now than it is today.

Just as the power of the individual continues to rise in our society, so, too, will the power of the businesses individuals create. I don’t see anything stopping that relentless momentum.”



Understanding this moving landscape is important to each worker as William Bridges subtitles his book: *Learn to Think Like the CEO of Your Own Career*. This understanding is important to educators as they guide both young and middle-aged people through the maze of preparing for future work. People looking for a “job” need to undertake a serious study of the forces changing our landscape to understand the work that needs to be done and their abilities to compete for that work.

That’s why this article is titled: *We’re All Entrepreneurs*. It doesn’t matter if you are currently employed within a company, self-employed, or looking for work – we all need to recognize the work that needs doing and position ourselves to be the ones doing it.

Recognition and success will follow.

– Adapted with permission by Kerry Loeffler, Loeffler & Associates

Behaviors for Success

Busy professionals with a strong desire to achieve sometimes fall into slumps, which can destroy creative drive. Do your best to avoid these slumps by accepting that you cannot do everything. Delegate responsibilities to others qualified to perform the task. They should share your goals for success.

- ◆ **Be a lifetime learner.** Don't assume you've learned all you need to know. Have a plan for personal growth and work on challenging goals in all areas of your life.
- ◆ **Be proactive.** Solve problems before they occur. Carefully plan procedures to prevent problems and proper handling in the event they do happen.
- ◆ **Communicate your goals.** Let others know how they can help you achieve them. Listen carefully to information they provide you.



ONE MINUTE IDEAS

Meeting Communications

When answering a question at a meeting, it is important to be specific. Be direct, short, and leave no room for interpretation.

Most of us tend to give a long explanation to set up the actual answer. By then most people have either forgotten the question or you have lost their interest.

If you are specific when answering you can add additional details if needed.

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The Slingshot Approach

Have you ever felt like you were working and working, taking action and not really getting anywhere? Sometimes we feel like we're on the proverbial treadmill. So, what do we do? We take more action; try to accomplish even more. Sometimes taking more action is not the key. Actually taking a step or two back, looking and analyzing the situation, taking a break, or learning something is what's required. Taking less action may actually be what's necessary to propel you forward. This

is referred to as the slingshot approach. Can you remember using a slingshot as a kid? You put the object you wanted to send flying into the rubber band, pulled it back as far as you could and then let go! Sometimes we have to pull back so that we can propel ourselves forward at much greater velocity. So, when you feel like your working hard but going nowhere, think about pulling back to propel yourself forward!



— Bill Burtch, SPHR, ACC

Reading Recommendations –

This month we'd like to recommend the ground breaking best-seller, *First Break All The Rules* by Marcus Buckingham. In this selection you'll discover what the Gallup Organization learned, from hundreds of thousands of interviews with managers and their employees, are the keys to employee satisfaction, engagement, and retention. You'll discover the Q12, the key questions that predict employee engagement and retention. I think you'll be surprised at what you learn and you'll want to challenge the "Rules" you've been managing a leading by.



To order this or other great books to go <http://www.harmonycc.net/links.htm>

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