



## Corley Hanson Newsletter

Making Your Business a Team Sport!  
June 2004

Dear Wendy,

Welcome to the premier issue of Corley Hanson's online newsletter. In this monthly publication, we'll share ideas, strategies, and best practices we've learned working with teams all over the country. Our goal: to provide you with practical information that you can put to use right away.

Be sure to check out our newly redesigned Web site, [www.corleyhanson.com](http://www.corleyhanson.com), for more resources, including:

- Links to leadership and coaching sites
- Books that focus on leadership, team building, personal growth, and more
- Free assessment tools that help you define your current situation with regard to performance, life, and business processes.

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- **Book Review**
- The Five P's for Effective Business Communication
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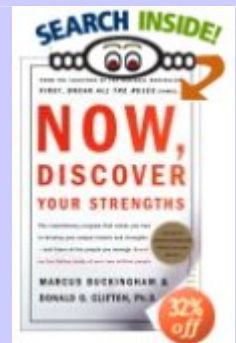
### The Five P's for Effective Business Communication

The 5 P's are: Purpose, Preparation, Planning, Practice and Performance! This month, let's take a peek at **Purpose**:

Purpose:

- Before giving a presentation, going on a sales call, hosting a customer event, or having a staff meeting, ask yourself:
  - What is my desired outcome?
  - What is the impact I want to create?
  - How do I want the customers or my team to feel during and after this encounter? (Use adjectives such as: moved, passionate, excited, shaken, sold.)
- How does your purpose for this event/presentation/project relate to your vision?
  - You need to be able to articulate your purpose and then share that with your audience in order to create a shared purpose.
  - This is the part where everyone gets on the same page.

### Book Review



**Now, Discover Your Strengths**  
by Marcus Buckingham  
and Donald O. Clifton

This is a great book from the Gallup Organization that provides a Web-based strength profile, which reveals your five dominant themes of talent known as your signature themes. The authors' assumption is that, by identifying and refining signature themes, you will be in the best possible position to play out your own strengths to the fullest. Buckingham and Clifton make the distinction that focusing on strengths is not about ignoring your weaknesses but about managing them. Often,

In next month's issue, we'll talk about the payoff of Preparation.

### **Communication: The Key to Overcoming Turbulence in Your Business**

Picture yourself on an airplane. You're cruising along at 35,000 feet when suddenly you feel a sudden shift, followed by a roller coaster movement. Your stomach clenches. You hold your breath. When you don't hear anything from the pilot, you begin to make up stories in an attempt to explain the problem and ease your anxiety.



This is what happens when people are left to their own devices when feeling turbulence in the workplace. Communication must be the way of life in business. As leaders and team members, we cannot put our heads down when the natural stress of work is upon us. We must communicate what's going on.

The pilot who comes on the speaker and shares what is happening not only provides relief, but also demonstrates true leadership and direction. The best way to succeed in business is to communicate frequently. It builds a sense that we are much stronger together than alone in our seats, left to our own devices. Communication is the key to overcoming the natural turbulence we all face in business.

### **About Corley Hanson**



Corley Hanson Associates provides a unique blend of coaching, facilitating, and consulting to enhance performance and create business results. Corley Hanson works with individuals and teams to build the business.

If you have any questions or would like to talk about your teams, contact us on the East Coast by calling Wendy Hanson or Will Corley at (401) 490-6897; on the West Coast call Judy Seropan at (415) 810-5839. Or, you can e-mail us at [info@corleyhanson.com](mailto:info@corleyhanson.com).

[Meet the Corley Hanson Team](#) »

companies create plans to "fix" weaknesses, which only serve to zap energy. Learning to manage your weaknesses through delegation and to utilize the other members of your team are key.

Corley Hanson has used this strength profile with a number of teams. It's a highly effective method to leverage team members' talents and also for managers to have a blueprint for how to best use their personnel.

[Buy this book now.](#)

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