



Corley Hanson Newsletter

Making Your Business a Team Sport!
August 2004

Dear Wendy,

How's your summer? As we are now almost in mid- August, it's time to think of what you wanted to do this summer and haven't done yet. There may be work projects--but don't forget about taking time with family and friends. Have you made it to the beach? What will make the summer of 2004 memorable for you?

We talk a lot about focus in our work, it's also a great time to focus on your dreams--in all areas of your life! Happy August!

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The Five P's for Effective Business Communication - Planning

Last month we talked about Preparation, which is the second "P" of The Five P's of effective business communication. We hope you have been thinking about that as you work on your presentations. Know your subject cold - know your client is fundamental to success. The first "P" was purpose. We learned about defining the desired outcome and sharing that to get everyone on the same page.

The third "P" is **planning**:

- Planning is designing how you are going to achieve your desired outcomes and impact. The more you plan, the clearer your thoughts, the clearer your purpose and the more freedom you have to be spontaneous and flexible.
- When working with a customer or team member, know the key message you want to convey and what you want to accomplish. Plan what you are going to use to illustrate or reinforce the idea or concept to leave your client with a "picture."
- The key idea must be relevant to your listeners or your

Book Review



The Power of Full Engagement: Managing Energy, Not Time, is the Key to High Performance and Personal Renewal

by Jim Loehr and Tony Schwartz

The Power of Full Engagement is about taking the principals that world class athletes use in order to enhance performance. It is a book about understanding that to have success today is not only about managing time but about managing energy. Loehr and Schwartz bring a systematic model that can be used to understand what needs to be done to achieve great performance.

The demands in the business world are even greater than those in the sports world. They use the example that in sports, 90% of an athlete's time is in training and 10% is "on the field." In business, it is the opposite - 90% of the time we are "on the field" working and only 10% are we involved in training.

The Power of Full Engagement gives some great ideas for developing your own training system on how to use your energy well.

To see other book recommendations please

customers and emphasize what's in it for them, and why they will be better off by knowing this information.

- Plan ahead and know your key metrics for success. For example, is it closing the deal by the end of the call, is it buy-in from your team. How will you measure your success?

We find planning is most successful when we work collaboratively, in a partnership with our clients. We never plan in a vacuum. When we design a day to work with a team, we create options and clearly understand the outcomes that the customer wants to achieve.

We ask, "At the end of the day, what will success look like?"

In next month's issue, we'll find out about the power of **practice**.

The Geography of Communication

Two people, in the same department, were in a furious conversation going back and forth about what each thought was best for the customer. Each person was feeling misinterpreted and wronged by the other. This dueling had gone on for months through instant messaging even though they were separated by only 10 feet of office space. They both existed in a world of assumptions and interpretation but never met eye to eye. Their communications were like Morse code without common ground to sit upon until one of them had enough and decided to move across the pond and sit down face to face to state his intentions and better understand the perspective of the other. It made all the difference.



In this fast paced world of business where email's and instant messages can become our mode of communication, we need to step back sometimes. Communication is much more than the words we say and simply paying attention to "geography" can make all the difference to your business. Geography is about how you sit, where you place yourself at a table or desk in relation to others, etc. The words are only a small part of communication---so don't leave all your messages to chance. They may be misinterpreted.

Corley Hanson's West Coast Office



Corley Hanson Associates opened a west coast office this year in San Francisco, California. We are delighted to have Judy Seropan lead this new office. Judy has a wealth of experience with business and coaching.

Wendy Hanson and Will Corley will be at the west coast office at the end of August leading meetings in both the Los Angeles and San Francisco areas. If you would like to have lunch or find out how Corley Hanson can "make your business a team sport", please contact Judy Seropan at 415-810-5839 and we'll find a time to get together!

visit:
<http://www.corleyhanson.com/books.htm>

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