



Corley Hanson Newsletter

Making Your Business a Team Sport!
September 2004

Dear Wendy,

Weren't this year's Olympic games fun to watch? Even the performances that didn't garner a medal were dazzling and exciting examples of discipline, courage, determination, and, of course, practice. Come to think of it, those are the same attributes that make for winners in business . . . a great segue to this issue's focus on practice and how your team can bring home the gold!

On a personal note . . . the world lost a great man this week. A friend and colleague from one of our client companies passed away. His Memorial Service paid tribute to his integrity, warmth, humor and dedication. It showed the impact one man can have on a company and how a company can have a soul that embraces its people. As Matt would say "Keep it real . . ." *Wendy and Will*

in this issue

- [Book Review](#)
- [The Fourth "P" for Effective Business Communication - Practice](#)
- [Get to the Point](#)
- [Movie Review: "What the Bleep?"](#)

The Fourth "P" for Effective Business Communication - Practice

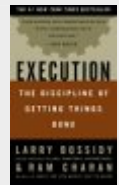
In the last three issues of this newsletter, we've covered the importance of purpose, preparation, and planning. Now, let's see how practice improves performance.

Whether you are an athlete, a dancer, or a presenter, the art of practice is critical. Professional performers know that how they perform in practice will be similar to their performance when the game is on the line. And in business, the game is always on the line.

It is in practice that we learn the value of our teammates' individual skills and how to synchronize our collective efforts; we learn what it takes to win. When the game is real-whether in sports or business-the effort you've invested in practice truly pays off. It is then that you build the confidence that is so key to a winning performance.

In the business environment, we'll often hear someone say, "We don't have the time to practice." But just as any successful athlete will practice the plays he or she will use in the game, so you should practice the strategy and tactics you plan to use with your next audience. Practice is the chance for your team members to get on the same page, to build on each other's strengths, and to begin firing on all cylinders. Here's where you learn what

Book Review



Execution: The Discipline of Getting Things Done by Larry Bossidy and Ram Charan

In this important book that belongs at the top of every executive's list, the authors powerfully and effectively communicate that execution is every business leader's job. Bossidy and Charan share their own experiences that illustrate why execution is at the forefront of business success.

The key is for the business leader to be engaged in the business and with his or her people: "Leaders have to live their business. In companies that don't execute, the

it takes to win. Here are two ways to practice your performance:

- Many a champion athlete recognizes the value of visualization. Here's why: it's another chance to practice your best performance. Go through the entire presentation in your mind. See the audience respond to your humor, to the points you are making, nodding in agreement, and applauding when you have finished. This will give you an experience of success that will allow you to engage the audience with self- assurance.
- Practice your presentation in front of another person and ask for specific feedback so that you can learn which areas were most effective, which moved too slowly, and which points you need to clarify. It is here you can actively design what will work, freeing you up to deliver the performance you were meant to give.

Get to the Point

Did you know that you have eight seconds to convince someone you're worth listening to? Getting to the point is vital, whether you're giving a presentation to a customer or sharing an idea with managers or colleagues.

Recently, we worked with a team on communicating succinctly and with clarity. The exercise: Each member had five minutes to design a three-minute presentation on a critical business issue. In groups of three, they presented to each other for the allotted time. Then we asked them to do the same presentation in one minute. Then, in 20 seconds. Finally, we asked each group to present their issue to entire group in EIGHT SECONDS! By that time, they had boiled down their presentation to the core message. They got to the point, engaged the audience, and it was very powerful.

Practice getting to the point and engaging the audience in the amount of time it takes to read this sentence and you'll have mastered a valuable business skill.



Movie Review: "What the Bleep?"



After seeing this movie, you'll walk away with the realization that "mind over matter" is not science fiction, but a reality based upon the science of quantum physics. Our thoughts and intentions are powerful forces that can literally alter the composition of water. The movie's message reinforces the notion that we are our thoughts and our thoughts can alter our worlds. Its application to business you ask? The energy reaped from a group of people moving in the same direction connected to a single purpose is one that effective leaders use as a basis for their success.

Don't be surprised if you decide to see What the Bleep again for there is much to learn and one viewing is not enough.

Check out where it's playing <http://www.whatthebleep.com> (you probably won't find it in mainstream theatres).

leaders are usually out of touch with the day-to-day realities. They're getting lots of information delivered to them, but it's filtered-presented by direct reports with their own perceptions, limitations, and agendas, or gathered by staff people with their own perspectives. The leaders aren't where the action is."

The authors go on to say that the culture of the company must be driven by execution and the leaders must lead by example: "The culture of a company is the behavior of its leaders; leaders get the behavior they exhibit and tolerate. You change the culture of a company by changing the behavior of the leaders. You measure the change in the culture by measuring the change in the personal behavior of its leaders and the performance of the business."

[Buy this book now](#)

Look for movie reviews in future Corley Hanson newsletters. The big screen is a media that inspires and we don't want you to miss a single opportunity to harness the power of your teams or enhance your leadership, focus, and communication skills.

Quick Links...

[Contact Us](#)

[Our Website](#)

Join our mailing list!

Join

email: whanson@corleyhanson.com

phone: 401-490-6897

web: <http://www.corleyhanson.com>

Powered by



Corley Hanson Associates | 41 Hammond Street | Providence | RI | 02909