



Corley Hanson Associates Newsletter

Making Your Business a Team Sport!
December 2004

Dear Wendy,

Happy Holidays to one and all! This is the season of giving, of taking advantage of opportunities to reach out and, hopefully, make a difference in the lives of others. We believe that businesses can be professional and profitable while engaging the heart, mind, and spirit. When you view every conversation, e-mail, meeting, and project as a chance to respect and connect with your colleagues, customers, and suppliers, you will see that the quality of those events increases. Make every moment matter.

During this holiday season, we are very grateful for our family, friends, and colleagues. We wish you a safe and peaceful holiday filled with joy and the opportunities to spread that joy.

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Success Formula for Leaders

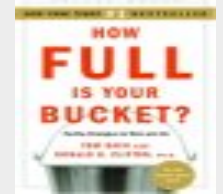
Last month, we introduced the topic of how you can proactively drive a project - or an entire organization - to success. We began with the first of four steps to help you achieve this-knowing where you want to go. This month: Knowing Where You Are

1. Know where you want to go
- 2. Know where you are**
3. Know what you need to do to get to where you are going
4. Doing it

Once you've decided where you want to go, you must establish where you are. One method we've found effective in understanding the present situation is the SWOT Analysis.

- Strengths - What's working? What resources are available to you?
- Weaknesses - What needs improvement? What must be avoided?
- Opportunities - What situations or market conditions can you take advantage of?
- Threats - What are your obstacles?

Book Review



How Full is Your Bucket: Positive Strategies for Work and Life by Tom Rath and Donald Clifton

An easy read with high impact for individuals, teams, and businesses. The book's major concept is that it's within our control to create positive emotion both in our lives and the lives of others. When we fill the bucket of others, we fill our own bucket with positive energy.

At the same time, we have the ability to deplete others' buckets through negative responses and in doing so, we deplete our own bucket. The

The dialogue that's needed to complete the SWOT analysis will in and of itself be valuable in ensuring everyone is aligned. When people are working together, a vitalizing dynamic is created that mobilizes people. In our experience, it's that kind of energy that fosters creativity and innovation, and propels an initiative and ultimately, the organization forward.

Now that you know where you want to go and where you are, you're ready for Step 3, which we'll cover in the next issue. Don't miss it!

Importance of Mission

What's your mission?
Would your team members agree?
What would your customers (internal and external) say your mission is?

Successful teams have a simple, well-defined mission that keeps everyone moving in the same direction. Every effort should support the mission. If your mission is inaccurate or non-existent, then your team may be wasting efforts. Understanding the mission also makes it easy to prioritize efforts and minimizes the chance that individual needs undermine the potential for success.



One example: Every employee at Southwest Airlines knows that one of their missions is to prepare planes for takeoff as quickly as possible. That means all hands on deck to clean planes that have landed, regardless of rank or position.

Movie Review: "A Christmas Carol"



'Tis the season to watch your favorite version of Charles Dickens' timeless classic. Journey with Ebenezer Scrooge as he receives the best gift of all: the knowledge that it's never too late to do the right thing. One might say that the ghosts of Jacob Marley, and Christmases past, present, and future are merely Scrooge's conscience. He knows what he ought to do and once he accepts that responsibility he is rejuvenated.

At the beginning of the tale, Scrooge is focused entirely on monetary profit. But by the end of his nocturnal adventure, he learns that the bottom line is about more than just money. It's about people. Each of us has the power to make a difference in this world. While solving all the world's problems is an overwhelming task for one person, we do have the ability to be a little kinder, a little more generous to the people around us.

Can we help you?

Please let us know how we can help you to plan-and accomplish-a fantastic 2005.

[Corley Hanson Services](#)

authors provide strategies for creating positive emotion (such as unexpected giving) that are easy to put into practice. They also provide an online assessment that measures how effective you are in creating positive emotion in your life. The best part: even if you score lower than you'd like, there are ways to improve your score by increasing positive actions.

You can purchase *How Full is Your Bucket?* from the Resources section of our web site:

www.corleyhanson.com

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