



Corley Hanson Associates Newsletter

Making Your Business a Team Sport!
February 2005

Greetings!

The New England Patriots are a great example of an organization whose leadership has produced a dynasty that was not even considered a remote possibility. This leadership is seen throughout the organization, from the front office to the playing field where defensive players score touchdowns, challenging the norms of how things are done in the National Football League. No doubt about it - the Patriots were all about execution and getting the job done - together.

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Success Formula for Leaders

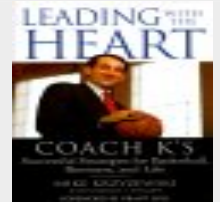
In our November issue, we began the process of outlining the four steps of effective leadership by defining your goal. In December, we discussed the second step: how to examine where you are using the SWOT technique. In January, we talked about action plans and now, the most critical step:

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. **Do it**

"The best laid plans of mice and men. . ." has a familiar ring to many of us. Many plans are well developed but then fall apart at the most critical time - execution. This step requires an ongoing view of what is happening, tweaking the plan to respond to current circumstances, and keeping your eye on the goal.

We work with a number of winning teams that create business plans or roadmaps for the year and the key to their success is to present updates to their organization at the end of each quarter. **Execution's best ally is accountability.** When you create goals and plans, you must also create the follow-up strategy. That's what execution is all about.

Book Review:



Leading with the Heart: Coach K's Successful Strategies for Business and Life
By Mike Krzyzewski

This book is filled with insight on how to lead an organization with heart. The lessons of Coach K are as relevant to building a championship team in sports as it is for business. Communication is a critical element that must be practiced whether you are playing on the court or on a project because the pressures of both require a group of people to come together to pull in the same direction. You'll learn how to build and sustain a championship team

Time Out for Improved Focus

Teams need to take a "time out" or "huddle" to debrief on projects, meetings, and other interactions. Here's a structure that can help:

- What happened? *Facts only here, not opinions.*
- What worked? *Again, factual information only. Keep these brief.*
- What didn't work? *Notice the language here - it's not a matter of right or wrong. It either worked in this situation or it didn't. Hint: if you're having a hard time answering this question, look to what did work. That's where you'll find what didn't.*
- What did you learn? *This is the most important question! Look for patterns of behavior or results rather than a single, isolated incident.*
- What can you do to correct if it was a mistake or leverage in the case of a win? *Be sure to answer this question last. Otherwise, you may derail the conversation.*



that creates leaders with heart. Says Coach K: "Leaders have to be given the freedom to show the heart they possess."

[To order this book](#)

Executive Coaching - What Is It?



As we settle into 2005, we thought it was a great time to refresh your knowledge about executive coaching. What is it? What does it mean to you?

At Corley Hanson Associates, we believe that business is a team sport. And just as in sports, theatre, and ballet the coach's job is to bring out the best performance of the individuals so that team's performance improves. When we work with business teams or executives, we help them bring out their best performance by connecting their individual goals to the overall goals of the business.

Why Hire a Business or Executive Coach - What's in it for you?

The most successful leaders know that their behavior impacts others and they use that knowledge to build cohesive, well-run teams. Hiring a business coach is an excellent way for a leader to get direct feedback on his or her impact. For example, two of the major problem areas in business are execution and follow-through. Because teams look to their leaders for guidance, weakness in these areas can severely decrease effectiveness. Corley Hanson Associates works closely with leaders to design a plan customized to their needs that will identify areas for improvement in the execution and follow-through stages.

Executive Coaching is a powerful tool for:

- Enhancing leadership and organizational skills
- Getting feedback, including an outside perspective of someone who will be objective and honest
- Thinking through strategies
- Maintaining focus on execution plans for the organization
- Improving your ability to trust your instincts and commit to action
- Identifying obstacles to help you reach your goals
- Leveraging effectiveness

What is your biggest challenge? What results do you want to create in the next three months? If you were very pleased with your effectiveness as a leader, what would you be doing? What would be happening in your team or your organization? **Call Corley Hanson for more information on our Executive Coaching programs.**

Quick Links...

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Movie Review: Finding Neverland

This movie tells the story of how Peter Pan's author was inspired by a family to create this magical play, which defies convention. It is a touching and moving story of the heart and of the imagination. And heart and the imagination are what leaders need for creating vision and passion. The definition of inspire is "to breathe life into." Leaders that truly inspire use their imagination, vision, and passion to breathe life into their organizations. A must-see movie.



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