



**Corley Hanson Associates Newsletter** Making Your Business a Team Sport!  
July 2005

**Greetings!**

Hope this finds you taking some time this summer for rest and relaxation. It is the one time of year that we often allow ourselves that flexibility. Picture yourself at the end of the summer for a moment. Now look back on the summer of 2005. What made it memorable? What were those moments that created connection, adventure, or just plain fun? It's mid-July so you have an opportunity. . .carpe diem.

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**Leadership Moments: Coaching Exercise - Heroes**

The T-A of Leadership refers to how leaders **think** and **act** in their world. Corley Hanson has developed the 4 quadrant view: **Think Small/Act Small, Think Small/Act Big, Think Big/Act Small, Think Big/Act Big** reflecting how a leader or organization may respond to a particular situation and how they respond on a consistent basis.

Think / Act Model of Leadership

Think Small Act Small	Think Small Act Big
Think Big Act Small	Think Big Act Big

The T-A of Leadership can be used as a self- diagnostic tool which can have big implications. In one of our May leadership tele-classes, the ability for a small organization to think big was huge for them in receiving a major contract from a Fortune 500 company. We believe that when leaders are at their strongest and most effective, they find themselves in the Think Big and Act Big quadrant. In our experience, leadership that Thinks Big and Acts Small can be quite frustrating and de-motivating for people. The greatest regret we have seen are those leaders and organization's that did not think big enough and wound up acting too small with failure as a result.

Corley Hanson Associates conducted a 5-week teleclass in May on Leadership. Here's a success story from a participant who lived the **THINK BIG ACT BIG** perspective:

*"Hi all, I wanted to share a great "teleclass success story". I recently got an email from a division marketing manager withing a well-known Fortune 500 company. He requested that my company submit a proposal to present a seminar on internet marketing strategy. My first reaction was to say, "We're too small. We'll never get it." But, I remembered the "Think Big, Act Big" quadrant, and reconsidered. I replied that we'd be interested in learning more, and after talking to the man, realized we were perfect for the job. I learned we were up against some business schools and other online marketing agencies. I gave the proposal my best shot, and crossed my fingers."*

*"Well, I got the call this week that we were awarded the contract - our first Fortune 500 client! I'm thrilled, and feel like our little company is now "on the map"! Rack up another teleclass success. Thanks, Wendy and Will!"*

Michelle Girasole  
Precision Web Marketing  
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## The Similarities of Baseball and Business

Baseball and business have a lot in common. As we move towards the dog days of summer, baseball similar to business, is a day-to-day grind filled with anticipation and purpose. **The keys to success for both baseball and business is the selection, development, and retaining of talent within a winning organization.**



Business and baseball's future is determined by the **key decisions** leadership makes with regard to their players. Failure often occurs when the emphasis is on bringing in superstars rather than **creating synergy with clarity of purpose where everyone is aligned and energy is focused on winning**. Unfortunately, during the grind of season after season, both teams and business can lose their way.

Take time during the summer to reflect on how your season is going. . .

## Open Source Leaders by Will Corley

Will Corley, co-founder of Corley Hanson Associates, has a passion for leadership. As you reflect on your leadership - - enjoy his poem as a gift to our readers.

### Open Source Leaders

We be  
In the world  
Some call flat  
Building from  
With something new in mind  
The power to knock down old walls  
Once solid doors  
To create with what went before  
Open Source Leaders  
Never satisfied  
Always looking for more  
It is our open source destiny  
To lead where other's have never gone  
Before  
Together  
It is "we"  
Who open the doors  
Leaders seeking  
Where ideas,  
People  
Hopes  
Collide  
Aspire for more  
Where barriers cross  
Open Source Leaders  
Innovators  
Connectors  
As the old turns new  
Upgrading our "software"  
Is where we thrive  
A virus for good  
Building and creating  
Open Source deeds  
In a world more free

## Movie Review: Mad Hot Ballroom

Leadership is about passion. This movie has passion in spades! What a delight.

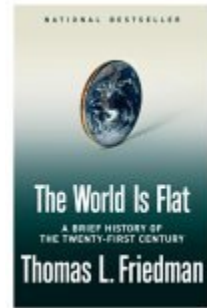
- Junior High School students from NYC learn life lessons in a ballroom dancing class and go on to competition. The vision of their teachers and commitment of these students will warm your soul. It may even get you to want to put your dancing shoes on! Take the whole family!



## Book Review: The World Is Flat

*The World is Flat* by Tom Friedman

"The World is Flat" is a must read. Tom Friedman portrays a world where several converging forces of technology have created a powerful new landscape we all need to grasp. Friedman provides a powerful understanding regarding trends of open-sourcing, outsourcing, off-shoring, and insourcing. He describes with great examples how they are all critical elements of a brave new world that is changing the way we do business today. It is a world that offers hope and caution, all at the same time.



## Quote for the Month

*"The thoughts we choose to think are the tools we use to paint the canvas of our lives."*  
Louise Hay

## WHAT'S NEW - Assessment Services

Corley Hanson Associates now has web based **Assessment Services** for individuals and organizations to better understand ways to effectively communicate, build your leadership skills and create high performance teams. We are piloting this new program by providing complimentary assessments for you to sample for your organization. Please send an e-mail to Wendy Hanson at [whanson@corleyhanson.com](mailto:whanson@corleyhanson.com) to learn more and/or sign up!!!!!!

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