



## Corley Hanson Associates Newsletter

Making Your Business a Team Sport!  
September 2005

### Greetings!

Our hearts go out to all the people who have been affected by Hurricane Katrina. We are finally able to see some leadership across the south in helping people who have been devastated by this tragedy. As a leadership organization, we talk about leading from all places. It is important that we all figure out how we can make our best contribution in times of crisis. Leadership is 24/7. What can we learn from this that will help us as we manage ourselves and our teams?

In this newsletter we talk about communication - an essential skill in leading.

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### The First Five Minutes

The first five minutes is crucially important to conversations and to relationships. People make their first impression of you in the first 9 seconds. When you are entering into an agreement and need to conduct a difficult conversation with someone, the first five minutes of setting the stage is very important.



We were recently speaking with a wonderful business client about this issue. He felt he needed to be clearer and firmer when requesting information so that he, in turn, could be clearer with his own clients. Partnering on this issue, we came up with the following strategy.

Develop a script for yourself to open meetings and/or discussions:

1. The purpose of our meeting is. . .
2. By the end of our meeting I would like to:
  - Clarify the budget for Project X
  - Select two contact people for the. . .
  - Identify our next three steps and schedule our next meeting
3. Then, ask if there is anything else the other party would like to accomplish

What difference could this make in your discussions and meetings?

Stay tuned for October's newsletter when we discuss **The Last Five Minutes!**

## Listening and Communicating: Powerful Questions

Questioning is the most powerful tool we have for gathering information. A substantial part of being a good listener is to know how to ask good questions. There are generally two types of questions:

- **Open-ended** - useful in gathering large amounts of information
  - Example: "*Why did you do that?*"
- **Close-ended** - generate concrete responses or force to acknowledge facts
  - Example: "*Do you have a dog?*"

Open-ended questions can also be very powerful questions. They help people think through ideas and can often provide a path to think. . .outside the box. Think about using the following questions to debrief midway on a project with your team.

- What result would you like to achieve?
- How would that action change the situation?
- What would that bring the team?
- What is your most powerful next step?
- What is the worst thing that can happen?
- What resources would you need?
- What is holding you back?
- What obstacles, if any, do you anticipate?
- How might you minimize them?
- What else?

## Book Review: Creating We

by *Judith E. Glaser*

This is a powerful book that provides a simple yet compelling message leaders and companies that the best way to success and business results is to create partners with your employees. They provide a methodology to changing I-Thinking to We-Thinking in order to build a **Healthy, Thriving Organization**. The authors describe the difference between an I-centric environment that creates silos and territorial thinking verses the We-centric environment that builds synergy thriving on connection and engagement. The authors make it clear that "Creating We" is a powerful force towards success.



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## Corley Hanson Associates FAQ's

### What are the challenges that businesses call you about?



- Implementing change more effectively to get buy- in and commitment
- Creating more collaborative leadership
- Designing and facilitating off-site and strategic meetings
- Organizations working in "silos"
- Developing stronger and more effective leadership that motivates and get results
- People often are so caught up in their own issues that they keep their head down and fail to communicate, provide feedback and engage with their people
- Senior management team out of touch with each other and the organization

### How are you paid?

Depending on the type of engagement, we have day rates, hourly rates, monthly coaching rates and retainers.

### How do you start working with a client company?

We begin with a process to understand the client's needs challenges and goals. This includes 1:1 interviews with the major stakeholders. We are then able to design, develop, and deliver a program to meet these outcomes.

### What kind of companies do you work with?

Many of our clients are in the areas of Technology, Advertising/Sales, Insurance and Finance. We focus on start-up companies, growth companies and companies looking to make changes on how they work in order to be more successful and effective.

## Movie Review: Day After Tomorrow

This is a movie that seems to have even more relevance today given the destruction of Katrina. It is a heart-pounding action-thriller where global warming has triggered the onset of a new Ice Age. Tornados flatten Los Angeles, a tidal wave engulfs New York City and the entire Northern Hemisphere begins to freeze solid. A touching story of how a father (Dennis Quaid) and son (Jake Gyllenhaal) refuse to give up on each other because the bonds of what connects them is stronger than the forces of destruction. This is also a movie about man understanding that his actions have a direct impact on his environment and that the time to act is before disaster strikes.



## This Month's Quote

*"You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand."*

Woodrow Wilson (1856-1924 -- 28th US President)

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