



Corley Hanson Associates Newsletter

Making Your Business a Team Sport!
January 2006

Greetings!

Can you believe it's 2006! The new year brings new possibilities as well as new goals, resolutions and opportunities. Leaders often use this time of year to "put a stake in the ground" and clarify the mission and vision for the upcoming year.

- What will you do different in 2006?
- What will you continue doing that has been successful?
- What do you need to make this a banner year?

Let us know if we can help. You don't have to do it alone.

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Corley Hanson Associates Gives Start-Ups a Leg Up!

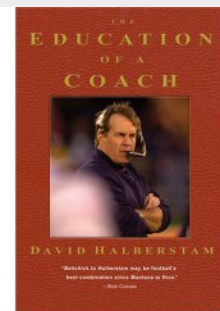
Leadership is critical, crucial and demanding in start up companies. Turning ideas into business takes a strong leader and a passionate team.

Wendy Hanson and Will Corley found that combination in Associated Content located in Denver Colorado.

Congratulations to Associated Content for receiving venture capital to grow! Now the race is really on. . .as CEO Luke Beatty says, "*Now we have the opportunity for an opportunity.*"

[To learn more about our work with Associated Content](#)

Book Review: The Education of a Coach



by *David Halberstam*

This book takes the reader into the realm of pro football and the development of Bill Belichick, not only as a coach but a leader that has set a standard for excellence. This is an absorbing behind the scenes look of the professional and personal development of a coach in the competitive and often violent world of pro football.

Some of the key lessons from this book is the importance of understanding ones own strengths and weaknesses as well as your competition and utilizing them in creating a winning strategy. What often will

What Can We Learn from Lincoln?

As stated in the book Team of Rivals by Doris Kearns Goodwin, "Having risen to power with fewer privileges than any of his rivals, Lincoln was more accustomed to rely upon himself to shape events."



Key to being a leader will be how you rely on yourself, the gifts you bring, your talents and developing yourself as fully as possible. You want to be the role model and be what you hope to create. This will shape the events for your team and yourself as a leader.

How can you be more of a shaper of events this week and going forward?

- Lincoln developed a keen sense of what people felt, thought, needed, and wanted.
- How can you do that in your life and work?

This is what Buckingham, who wrote One Thing You Need to Know, referred to when he said that great leaders developed the skill of "extended empathy." They truly discover what others need and their interest are able to motivate individuals and inspire teams to achieve beyond what they thought was possible.

How can you practice this skill of listening this week so you can further develop your keen sense of what people feel and need that will build better relationships in your world?

Three Keys to a Compelling Presentation by Bryan McClain

Below are a few quick and easy elements to giving a compelling and professional presentation.

1. It's all about the content
2. Clarity is essential
3. Questions are an opportunity, not a chore



First, it really is all about the content. The content is what people are there to see, so make sure that nothing that you do distracts from the content itself. Make sure your visuals do not distract the audience, and also, make sure your clothes do not distract the audience. The content is the star, not the presenter.

Next, clarity is essential. If people find your words too difficult to read, they will not read them. The point is to make your content easy to follow and understand, so use few words, large fonts, and speak loudly and clearly.

separate winners from losers is the amount of preparation, planning, and the ability to adjust your plans to the circumstances. A leader's team / organization's ability to adapt is a key to maintaining excellence in performance and ones ability to compete and succeed.

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Finally, when it comes time to answer questions from the audience, welcome them. Many people dislike this phase of the presentation and pray that nobody will ask questions. This is not the proper attitude; you should be looking at this phase as an opportunity to really showcase your knowledge and to help the audience understand the material more deeply. Also, do not be afraid to say that you don't know the answer to a question. Just inform the person who asked the question that you will get back to them with an answer at a later date.

For more information on how to give a compelling and professional presentation, read our article on Presentation Skill Enhancement at www.activecomm.net

If you would like to have ActiveComm come and work with you or your team on enhancing your presentation skills, contact Bryan McClain at bmcclain@activecomm.net

Thoughts for the Day

Vision without action is a daydream. Action without vision is a nightmare. -- Japanese Proverb

It is those little choices that you're making moment by moment by moment by moment that are really steering the ship that you call your life. - Abraham

Movie Review: "Glory Road"

Glory Road is a movie about a major event in college basketball that literally changed our world. This is a powerful story about change and the price a coach and basketball team paid in 1966 in the white world of college basketball. You will walk out of the theatre feeling history come alive in this defining moment.



Experiencing that leadership is about taking a courageous stand and is embodied by this coach who dared to start an all black lineup in the NCAA and won. In essence, we all won and so will you if you see this movie.

In Their Own Words . . .

Each month we will include some feedback from our clients. We are very grateful to be working with many wonderful people and organizations.

"Corley Hanson Associates has made and continues to make things happen here at Hakins Meetings & Incentives! Through bi-monthly coaching sessions with me and interaction with our leadership team, they have helped us bring clarity and focus to the vision and mission of Hakins Meetings and Incentives. This already successful company is stronger today as result of our partnership with CHA and now the entire company is one unified

team working toward taking us to the next level."

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