



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

July 2006

Greetings!

Here we are. . .in the heat of summer. Hope you are taking some time to enjoy the fruits of your labor. We recently had a wonderful visit from Wendy's cousin from Sweden. Maria is 28 years old and was on part of her 5-6 week holiday. It was such a reminder that we need to look at the Europeans. . .and others for hints at slowing down. The best part was we had to take time to play! Thank you Maria!

Enjoy your time. . .begin to think about regrouping in September. We'd love to set up a time to talk and see if we can help your organization with leadership, management, strategic planning, communication etc. We're having fun planning days with the Rhode Island Attorney General's office and the Women Presidents Organization. Give us a call!!



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One Song, One Team



In our work with teams, we often use movie clips that speak to the music teams make when individuals come together bringing their gifts and passion for a purpose. You see, we know that we all can make our special kind of music. In our view, the business is the purpose for the work we do with teams and there is nothing like a team of people learning what is unique about each other and what they can create together.

A scene from the movie "Walk the Line" speaks eloquently to this theme. Johnny Cash and his Tennessee band are auditioning their music when the record producer stops them dead in their tracks. Very disappointed, he says "don't you have anything else." Quite frankly he's heard what they are playing many other times and there is nothing special about them or their sound.

He asks Johnny Cash if he had one day to live and could only play one song would this be the one that he would he play? Johnny Cash starts playing a song and sound that resonates from his soul. His band never heard his song "Folsom Prison Blues." The band starts to play with him blending to create "One Song/ One Team." This is a magic moment that becomes their signature as a band.

What is the signature you as individuals and as part of a team are making? Creating that **One Song/One Team**, bringing out the best in each person is what being part of a great team is all about. And sometimes it takes that producer to challenge individuals to be more than just ordinary.

Great teams just don't happen. . .and neither does that one song.

Movie Review: Devil Wears Prada

This movie is a welcome surprise in a summer season that quite frankly has been disappointing. This is a movie about a naïve young journalist who ends up working as a second assistant to a tough, mean spirited boss as an Editor in the fashion world. Meryl's Streep's portrayal as Cruella de Vil is a classic! She manages to make this character sympathetic and real. This is a movie that at the heart, is about the choices we make for sake of one's career and life. Those choices define who we are and what we will become.



Book Review: The Art of the Start

by Guy Kawasaki

Guy Kawasaki has created a practical guide that is simplistic in its approach, yet brilliant in terms of applicability to business. This book provides the fundamentals for anyone starting anything in business. The wisdom of his experience is certainly a gift to the reader.

His chapter on the "Art of Partnering" when bringing together different companies really applies to any business situation.

Key concepts:

- Partner For "Spreadsheet" Reasons
- Define Deliverables and Objectives
- Ensure that the Middles and Bottoms Like the Deal
- Find Internal Champions
- Accentuate Strengths, Don't Cover Weaknesses
- Cut Win - Win Deals

Some New Resources! Sendoutcards.com



TIME---it is the one resource that we cannot really get more of. Ultimately, as we compress the time we have, we may forget the little things or simply choose to not to them. One of those things that is often omitted is the sending of greeting cards. And staying in touch with clients, prospects, friends, and family has never been more important than it is today...a thank you card, for example, can make a person's day and even lead to additional business.

A great solution to the time/greeting card problem is an online system known as [SendOutCards](http://www.sendoutcards.com). This internet based solution allows you to log into a personal account from any computer and send out a HARD-COPY greeting card that has a stamp on it and can even include your signature!

If you would like to try the system for free, just drop me an email (whanson@corleyhanson.com) and you can send out a card or two yourself---this will show how simple it really is. For more information, log onto www.sendoutcards.com/11754. This program can be a tremendous asset for any small business or individual who needs or wants to stay in touch, but just doesn't have the TIME!

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