



Corley Hanson Associates Newsletter

Making Your Business a Team Sport!
February 2008

Greetings!

Welcome to February---! It's flying by and hope you are focusing your actions on areas that give you traction. Developing our leadership and ability to work as a team we think is like playing golf. You can never stop practicing. Even Tiger spends a lot of time "visualizing" his game the way he really wants it to be. Getting caught in your own "rapids" can pull you into places you never intended to go.

So-lighten up and get some wisdom from the Beatles. Minor shifts often create major changes. Our new favorite book is *Attracting Your Perfect Customer*. It's about focusing on what you want. Our goal is to be partners with our clients and their companies. How can we help support the people and the work of the business?

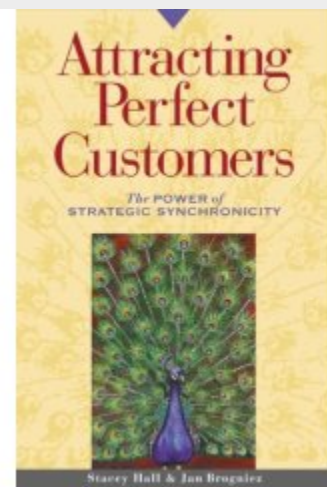
Quote for the Day

The three great essentials to achieve anything worth while are, first, hard work; second, stick-to- itiveness; third, common sense. Thomas Edison

in this issue

- [Book Review: Attracting Your Perfect Customer](#)
- [What Your Business Can Learn From the Beatles?](#)
- [More on Attracting Perfect Customers. . .](#)
- [The Great Debaters - directed and starring Denzel Washington](#)
- [Executive Coaching - How it will move you and your business forward](#)

Book Review: *Attracting Your Perfect Customer*



by Stacey Hall and Jan Brogniez

This book is a different formula for success. It shifts the perspective from the more customers the better, to finding the right and perfect clients for your business. And, more important, those clients or customers are looking for you. The clearer you are in seeing and understanding what that perfect customer wants and what makes them tick, the easier it will be for them to walk in your door.

This books' premise is based on the power of attraction. The principle is "like attracts like." It is all about chemistry and the right

What Your Business Can Learn From the Beatles?

There is no doubt that the Beatles are one of the biggest successes in the music business. Why not use them as an example for your own business as you move ahead for your team or for your organization? There was a great article recently sent by an esteemed colleague in San Jose. The San Jose Mercury Times (SJMT) spoke about business principals from the Beatles subtitled "Five Good Decisions They Made Ensured the Band's Success." Using analogies like the SJMT article will help move ourselves forward.

The first analogy was "**Spread the Spotlight.**" This is really important as it is not always about you. We work with many teams on a theory we call "lift to climb" which means bring in more talent; support other people; create mentoring programs and spread the spotlight.

The Beatles also had a concept called "**Single Shared Vision.**" There is probably nothing more important than having a shared vision. If you look at some of the biggest and greatest companies they all have a shared vision. People know where these companies are heading and which road to get there.

The Beatles also "**played to each of their strengths.**" All teams need to look at their strengths because it is how they will get to where they are going. If every member of a team, such as every member of the Beatles, played to their strengths the whole organization would move forward. The whole is greater than the sum of its parts.

The Beatles "**shook it up.**" How is your business challenging conventional wisdom? If you keep doing things the same way, you will get the same results. What have you done that put you outside the proverbial box? What helped make your organization or your team more effective? Think about that and "lead the change".

Carrying the weight together is something else the Beatles did. Being successful in your own business or in a team or organization is hard work. You will need to work to establish your relationships that will keep you moving forward. Working together can make the load easier. So put on some music "She loves you yeah, yeah, yeah" and get moving! Use that inspiration as you move through your business week.

[To read The Beatles Principles by Andrew Sobel](#)

fit. It is not about trying to make that person fit into a puzzle or wasting time and energy with little pay off and exhausting your resources.

Do the exercises while reading and you'll surely impact your ability to grow your business. . .the right way.

[To order this book](#)

Quick Links...

[Corley Hanson Associates](#)

[Tools and Resources](#)

[More About Us](#)

More on Attracting Perfect Customers. . .

This book is practical and really clarified that the only partners one needs in business are the "right ones." What also became clearer is that great coaches and consultants are not a vendor-commodity, which is a losing proposition.

Below are four powerful questions to create what the authors call a "Strategic Attraction Plan." We found this incredibly useful with our own partners in business. It is a powerful to strengthen and grow your business.

Four steps of the Strategic Attraction Planning Process

In each Step, by answering the main question you will design a particular aspect of your "most perfect customers" model.

1. Step 1: What qualities do I want my perfect customers to possess and demonstrate?
2. Step 2: What makes my perfect customer tick?
3. Step 3: What do I want my perfect customers to expect me to deliver or provide?
4. Step 4: What do I need to improve to attract or maintain my customer relationships with perfect customers?

[For more information about the process](#)

The Great Debaters - directed and starring Denzel Washington

This is a powerful movie based on true events that will have you riveted and cheering at the end of the movie. The acting is first rate and the story is timeless as a black debating team fights through injustice with courage and smarts coming together as a group against amazing odds. It is a moving depiction of how leadership is about taking a stand with honor and conviction.



These "great debaters" were such powerful leaders and communicators who began to move the mountain, which was race, because they did not give up. This is a movie that will resonate long after you leave the theatre.

Executive Coaching - How it will move you and your business forward

As we settle into 2008, 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 ability to trust instincts and commit to action
- Identifying obstacles to help 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 us, we can help 401-490-6897.

email: whanson@corleyhanson.com

phone: 401-490-6897

web: <http://www.corleyhanson.com>