



Corley Hanson Associates Newsletter

Making Your Business a Team Sport!
March 2008

Greetings!

What happened to March? It flew by. It's a bit of a transitional month. Helping winter turn into spring. Sometimes, it's more successful than other times. The East Coast is still holding tight to winter. The west coast has had its share too.

What are you holding onto? What shifts do you want to create in your business and in your life? We're being drawn towards more and more information about the physiology of the brain and the importance of FOCUS. Think about where you are focusing your energy.

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Shifting the Energy

Have you ever felt stuck? Did you ever feel like you needed to make a change? In the worst-case scenario, you've heard the joke about "rearranging the deck chairs on the Titanic." What good would that do? The ship is going under. In the usual times of life, it's creating a new habit -you might figure out how to exercise on a regular basis. There are many examples of things that we strive to do a little bit better.

Will and Wendy decided to make a shift. They've been living in the city of Providence for seven years, and love the city energy, love the access to restaurants, art, etc., and it began to feel like too much city energy. So on a whim one day, going down to Southern Rhode Island to Narragansett Beach, and a shift began to get created.

Corley Hanson's Favorite Leadership/Business Books



1. The Tipping Point by Malcom Gladwell
2. One Thing You Need to Know about. . Great Managing, Great Leading by Marcus Buckingham
3. Joy of Conflict Resolution by Gary Harper
4. Creating We by Judith Glaser
5. Execution by Larry Bossidy and Ram Charan
6. Leadership Can Be Taught by Sharon Daloz Parks
7. Geeks and Geezers by Warren Bennis
8. Made to Stick by Dan and Chip Heath
9. The Five Dysfunctions of a Team by Patrick Lencioni
10. Speed of Trust by Stephen Covey
11. Simpler Way by Margaret Wheatley
12. It's Your Ship by Captain D. Michael Abrashoff
13. Now, Discover You

What if we were to live by the beach, which has always been a huge dream? What would that be like? How would that impact our work? We work a lot from our home office when we're not going out with companies. So, it's not that we need to position ourselves into a place to commute every day.

So, create the shift. Envision what will happen. Think about how it's going to feel. What's going to be the impact on life? What do you want to make up about it? Because, in life, everything is made up.

We put our house on the market four days later. We sold it three days later, and we rented a house on the beach (almost on the beach) about nine days later. That's a pretty big shift, and some people -- and for some it might make them uneasy. For us it made us totally energized!

What kind of shift do you need to make in your work, or in your life that will energize you? It may be as small as a change of routine in your eating, exercise, play habits, or it may be as big as a move, a career change, and a department change. Another truism, this life is not a dress rehearsal. We get one shot at this, at least that we know of. Are you living every day the way you want to live it? And if you're not, how do you rearrange more than just the deck chairs.')

[Attracting the Perfect Customer or Client](#)

In the February Corley Hanson newsletter we started the dialogue about attracting the perfect customer.

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.

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

Linking the focus and shifting energy, Wendy has created a strategic alliance with Jeanna Gabellini, a fabulous Coach from San Francisco area. Together they are doing a four-part tele-class to help you connect with clients, customers and make it fun and easy. The class is being held on the phone at 9:00 am PST/12:00 EDT and begins

Strengths by Marcus Buckingham

14. Good to Great by Jim Collins

[To order any of these books. . .](#)

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on April 10th. For additional information, please visit [Attracting Customers Teleclass](#).

In an article from HR Magazine, March 2008 by Adrienne Fox, "You may have heard psychologists say that if you give negative things attention, negativity in your life grows. Turns out, that concept was not psychobabble but based on sound neuroscience. "Cognitive scientists now know that the brain changes as function of where an individual puts his or her attention. . ."

So, watch where you are putting your focus. Whether it's new places to live, new clients - whatever. Keep your focus off what you don't want.

Movies That Inspire Teams

These are Corley Hanson's top 5 Movies that inspire teams and the powerful role that leadership can play in business. We have used clips from these movies to facilitate key messages for organizations.



1. **Remember the Titans** is quite an inspiring movie of a team that will be forever remembered for the results on the field as well as off the field. It is a story of courage and leadership that gets at the heart of what greatness can be both on and off the field.
2. **Walk the Line** is the story of Johnny Cash, but for our purpose it is much more. It is about a band or team or company finding that "one song" that makes them different and unique. It is the power of individuals (like the Beatles) that demonstrate the power of creating music together.
3. **Gettysburg** is a long movie but there are some great displays of leadership. When a Colonel delivers a speech to a group of deserters about why he was asking them to fight and explains what the bigger purpose was for the war, it's a leader in action. Out of 120 deserters 116 chose to fight. This scene is called "What are we fighting for" and is a highly compelling display of leadership and followship.
4. **Almost Famous** is a wonderful story that portrays the good, the bad and the ugly of a band on the road. The highlight is a scene featuring the song "tiny dancer" that you won't want to miss. We have used the with business teams to inspire

what you can create amidst of all the problems if you hold onto the song you can create together.

5. **Miracle** is the story of a group of hockey Olympians whom were given no chance to win against the best team in the world the Russians.

Send your best leadership movie ideas to wcorley@gmail.com.

Corley Hanson Top Five List of Books

We are sharing what Will calls his "top five books currently" that he believes are more than worth the read. These books speak to the kind of qualities that create success in business. Over the course of the years we have written many reviews of great books but today he has chosen the chosen five that float to the top!

**TOP
5**

1. Geeks and Geezers by Warren Bennis
2. Made to Stick by Dan and Chip Heath
3. Now, Discover Your Strengths by Marcus Buckingham
4. Speed of Trust by Stephen Covey
5. Execution by Larry Bossidy and Ram Charan

What's your top 5? What books, beyond the business classics, inspire you? Send to wcorley@gmail.com.

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