

Nothing Personal...It's Business

Excelleron Business Consulting, LLC

Business Development, Consulting, Coaching

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Getting into Alignment...

How important is it for you to have everyone on your team rowing in the same direction? That might seem like an apparently dumb question and one would expect that the answer would be "Well duh, all of them." Ok, let me shock you. Before I do that, let's ask the same question using current business jargon and ask how important is *Team alignment* and more specifically senior team alignment.

ARE you ready? When it comes to Senior Team Alignment: **In an executive team with 7 executives, on average more than 2 of them don't really agree with the company's strategy.** No wonder business seems to be sputtering everywhere.

Research among 3000 European executive teams shows that 38% (that is almost 3 out of every 7 individuals) of the members of an executive team disagree 'under the table' with the company's strategy. Clearly, a complete senior team alignment is not easily obtained, and is a "consummation devoutly to be wished."

This might be one of the more important reasons why organizations regularly struggle and then spend time and resources on senior team development.

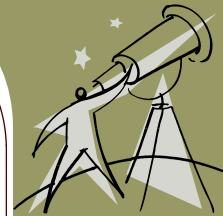
When we work with companies in an effort to get them to the next level, when we work with CEO's to help them to start working on their business rather than in it, when we look to get businesses back on track, there is no clearer starting point for us. Much like a chiropractor who needs to get your vertebrae into alignment so your nervous system functions optimally, it is critical that we get the leadership team into alignment.

So much is said these days in business about getting the right people on the bus and the wrong people off the bus and the right people in the right seats. It maybe a mixed metaphor but we really just need to get everyone to want to start rowing in the same direction.



Brendan J. Cunningham, Pres.
Excelleron Business Consulting, LLC

Keeping Your Focus



Our Weekly Radio Show: Gives you the Edge

Unless you are in a cell locked out of the world of cyberspace you haven't caught our weekly show on blogtalkradio "**Getting the Edge in YOUR Business.**" The live call-in show, which airs weekly at 6:30 PM (EST) continues to have business experts from around the world interviewed every Tuesday who offer you valuable tips, for FREE, mind you, which can do just what the name of the show claims to do, *Give you the Edge in YOUR Business.*

Recent guests have included **the CEO of Tangible Traffic, LLC, Mr. Rob Bergeron**, himself, who is justifiably known on the internet as the "Sage of Search Engine Optimization." The show clearly could have run for three hours or more as he went on and on, providing listeners with some simple and practical advice on better ways to reach their client bases and add valuable dollars to their respective bottom lines by making their company websites more effective as marketing tools.

So if you are looking to kick your business into high gear or perhaps just a higher gear you might want to tune in and get the edge you need. Upcoming shows will feature

October 6th... Daniel Gestwick, President, Edge Recruitment Alternatives, Inc. <http://www.erarecruitment.com>

October 13th... Scott Marchand- Managing Partner Biscayne Capital Partners Inc. Affordable & Senior Housing Developer, Financing, LIHTC Consulting <http://www.biscaynecapitalpartners.com/>

Nov. 3rd... Howard Blum, President, Financial News & Information Service (<http://econonews.net>)

Coaches Corner: Gottu or Gettu



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"As a former professional athlete, "I know the value of coaching! Brendan has helped me focus in on what I must do to set myself apart...I am confident Brendan's professional experience and knowledge can help you as well!"

Adam Lingner, accomplished business leader, professional, and 2 Time Super Bowl Player

The title of this article might make you initially think of "names of bizarre animals" or some other sorts of weird categories you might find on the game show, Jeopardy. So before we go too far afield, let me tell you what it alludes to: at a recent networking group, the speaker asked each of the members of the audience after he had passed out stickers for each of them to wear, "So what are you?" We were all wearing one of two different stickers; one said **Gottu** and the other said **Gettu**. No one knew what the heck he was talking about and what the silly stickers meant and that's what made his presentation even better. Of course, he had prepped the group with some ringers to make his point and that's OK since he went on to make that point with incredible effectiveness.

He proceeded and asked a second series of questions. "What are you expecting to get out of today's session? Ok, let's see, who would like to go first?" Then he pointed to someone (a shill) and said, "Come on Joe, why don't we start with you?" The expected response was, "Oh, man do I gotta go first." The speaker stopped him and said "No, that's OK Joe, not to worry," turning to another, he asked, "How about you Mary, why you don't start?" Mary (the second shill), leaped to her feet and said with great enthusiasm, "Great, now, I gettu go first." Can you see the difference, and allowing for the grammatical assault to everyone's ears, his point was made.

Quite simply put, some of us are *Gottu people* and some of us are *Gettu*. Many of us are frequently thinking, "Oh boy, I've got to do this or I have to do that," and it really colors the way we go about doing things and it makes us in almost all cases that much *less effective*. Others cannot wait to sink their teeth into new or even every day projects and frequently and conversely exclaim, "YES, I gettu start working with this client, or I get to finish up this project." Ask yourself, who would you want to spend any time with if given the choice? That's right, the gettu people every time. Do you think anyone chooses to work with those Debbie Downers of the world? "No "expletive deleted" way!" As you can imagine when I write this or any of the articles you are reading, I can't wait to get to them. Hopefully you'll think about this the next time you need to do something because, here's the beauty of all this, you get to choose who you are going to be each and every day. Why not make it the most effective choice you can make?

The Top 10 Strategies for Developing Leadership (Part 1)



**Remember to
"sharpen you saw!"**

Whether you are a corporate executive, manager, church leader, chamber director or teacher, leadership is the highest skill you can bring to the table, especially in these challenging times. Although we hear the term "born leader" often, more often than not leadership skills are developed rather than discovered. Here are a few ideas for developing your leadership skills.

1. Have a vision.

One reason leaders influence people and organizations is that they have a clear picture of what they want for their business, church, chamber or project. People who leave no doubt where it is they are going attract followers.

2. Be aware.

A leader knows his own strengths and motivations, but also his limitations and challenges. A leader is aware of others' feelings, reactions, strengths and motivations. The leader is aware of what is "going on" around them.

3. Respond, don't react.

Reactions are emotion driven and often lead

to inappropriate words or actions. Strong leaders choose instead to be thoughtful and measured in responding to challenges and crises.

4. Know your values.

Leadership requires self-discipline. Before one can discipline oneself he/she must know what he/she stands for in the first place. When you are clear on your values and your standards, and live by them, you become character driven rather than emotion driven.

5. Maintain a positive attitude.

One reason Dr. Norman Vincent Peale's book, "The Power of Positive Thinking," is still one of the best read books in the world is that we all want to be inspired to think positively and know the power of positive thinking. The leader knows how to generate it within himself and to broadcast it.

By Bob Bone

The next five strategies will be continued in the November issue.