

# Nothing Personal...It's Business

Excelleron Business Consulting, LLC  
Business Development, Consulting, Coaching,

February 2009

## Special points of interest:

- Happy New Year, Again?
- Keeping Your Focus
- Action Points to Counteract Stress
- Coaches Corner

## Happy New Year, Again?

As thousands of Chinese around the world well know, January 26<sup>th</sup> starts the New Year: the year of the OX. Many believe we can use a little help from the animal's hard-working spirit and it may be just what's needed in the months ahead.

According to Chinese belief, the Ox is a symbol of wealth and success through hard work and resilience – a welcomed sign considering the country's economic difficulties.

Many of our friends from the far east also believe, "The economy will go up this year; everything will be better and better," "The ox in China is a diligent animal – it does lots of work in the fields – so it stands to reason that if we work harder, we will make more."

Some go on to say that it is great omen and that "It's very important for this economic crisis. I think the coming year will be a struggle, but I hope we'll be recovered by the year 2010." The ox, additionally, represent leadership, along with hard work—qualities particularly important given the current economic climate. You know, it's great to have good omens

and certainly a little luck added into one's business model may not be the worst thing in the world, but I am often reminded of the axiom that states, "The harder I work, the luckier I get." But even this is no substitute for focusing on what makes our business' work better in the first place. We need to take a look at our **systems**. Was there ever a better time for all business owners to get their houses in order; and review, their marketing, their hiring and firing practices, and their finances in general? Perhaps the best thing that one can do right now, is sit down with us and look at all the ways we can make your business run more efficiently . Then when the Ox leaves us next year, we will all have something more to show for it. Give us a call today and ask us about our **special Business Effectiveness Survey** and take advantage of our Chinese New Year **20% discount**. (offer expires 3/1/09)



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

## Keeping Your Focus



### Pressure vs. Stress

If you are like me you probably have always viewed stress and pressure as being synonymous, two sides of the same coin. I did until

I recently read an article by John Schrock, where he states that there is a difference and described them in this way.

**Stress is usually external** and often comes from having an overload or feeling as if you are trapped, or pushed into a corner with no visible way out. You are afraid of the future, and can't go back. That creates stress, and yes, it can kill us.

On the other hand, more times than not, **pressure is often self-inflicted**. As a leader in an organization, and striving toward goals and the vision of the company, pressure is natural and should be good. As the leader you also apply pressure to others. We all need to know when something is required as most of us need pressure to complete things in a timely manner.

People self-inflect pressure into their lives by accepting too many tasks, setting too many appointments and even having too many goals.

Good leaders understand themselves as well as the others in their organization or family. We all handle and see things differently and pressure is certainly one of the major areas that are tolerated and viewed differently. It is important to understand that differing amounts can be handled by people without affecting performance or health. Too much pressure on self, or applied to others, can become stress. (continued on next page)



## Excelleron Business Consulting, LLC

**Excelleron Business Consulting, LLC**  
Business Development, Consulting,  
Coaching,  
33 Sawgrass Ct.  
Hamburg, New York 14075  
Office: 716-818-2526  
Fax: 716-648-6215  
E-mail:  
brendan@excelleronconsulting.com  
www.excelleronconsulting.com

"The benefits of coaching appear to win over even the most cynical clients within just a few weeks." **Industry Week**



**Taking Action is powerful Medicine for Stress!**

**Coaches Corner: Be. Do. Have.** All of us have an idea of what we would like to **be, do** and **have** in our lives – both personal and professional. Sometimes these ideas come in the form of pictures or movies that we play in our heads, sometimes it's feelings that we want to feel, and sometimes it's things that we imagine people would say about us if we reached that "place." Everyone does it. In order to achieve these things, many approaches have been tried. All of these approaches have centered around two of the three words on the headline until recently...

**Have.** If you look back to your school days, you probably **have** a lot of things that you had imagined that you would **have** at this point in your life. Perhaps more; perhaps less. Either way, if you are focused first on the **haves** of your life, you will never be totally content. We all hear about the miserable millionaires or lottery winners who end up broken or depressed.

**Do.** Focusing on the "stuff" that you should **do** to get where you want in life has also been quite popular. "**Do** these simple steps" that will lead you to your dreams. Consultants were popular at one time. The problem with this approach is that the vast majority of people lives are a conglomeration of their current *habits*; and their habits fill their day. That is why astute consultants are embracing a methodology based on coaching which addresses the habits that presently direct an individual's **self limiting behaviors**.

This more effective approach emphasizes that one should **BE** that person now. If you are having marriage problems – **BE** a loving spouse. If you would like a more engaged staff, **BE** a more caring, more effective communicator and leader. If you want more sales, **BE** an effective salesperson. If you put the **Be-Do-Have** in the right order, your personal and professional life will give you everything you have ever imagined.

## Action Points to Counteract Stress: (continued, page 1)

- Separate things by what you have influence over and those that you do not, using the model as described by Steven Covey in his book "*Seven Habits of Highly Effective People*" that demonstrates the circle of influence and the circle of concern. Dr. Covey tells us even though there are things that concern us, if we have no influence on them we shouldn't to focus on them. We are to stay focused on the things that we can change. I find this very helpful when dealing with things that are stressing me.
- Communication is the key in dealing with stress. This is especially true when dealing with others within your organization or family. Make sure that the stress that these people are feeling is not caused by too much pressure applied by YOU. I suggest reviewing

tasks and projects with people. Let them know that you are concerned and are willing to help them re-prioritize activities to help them reduce the stress that they are feeling. No matter who is feeling the stress, offering an ear and helping them talk it out will usually change their perception of the situation. Remember that pressure when perceived as extreme will equal stress in a majority of people.

As for me, I often find prayer to be my best answer. When things are piling too high in my life I have to ask for help and who better than the Creator.

Even though pressure helps us to accomplish things in a timely manner, stress can, and often does, lock us up. When feeling overloaded or trapped we are not at our best. It not only affects performance it can sour attitudes and increase personnel turn-over. When people feel that there is no hope, they often stop trying.