

# The Coaching Authority

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FIVE STAR  
PERFORMANCE

Anything You Can Do – You Can Do Better!  
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## Leading During Times Of Change

Of the many issues with which we wrestle each day, one certain truth is: the future will not look like the present. Competition, human creativity, and high technology will redefine the future. Yet many leaders continue to lead, manage, and operate as they have in the past.

There is a story by Price Pritchett in which he recounts his experience of viewing firsthand a life and death struggle that occurred just a few feet away from where he was sitting. He was watching a fly burn out the last of its short life's energies in a futile attempt to fly through the glass of a windowpane. The frenzied effort of the fly gave no hope for survival. Ironically, had the fly just flown in another direction, it could have easily escaped through an open door.

All too often, we are like the fly. Instead of trying harder, doing the same things, we need to do different things.

We must break the shackles of conformity, challenge the routine, and break out of existing paradigms.

*Continued on page two – Leading*

“The future ain't what it used to be!”

– Yogi Berra

### Inside This Issue

*Leading During Times of Change*

*Life in the Fast Lane*

*One Minute Ideas*

*Avoid Absolutes and Empty Claims*

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## “Life In The Fast Lane”

*A fast company:*

**Competes on ideas.** Netscape, for example, releases products on the Web before completion, thereby being first to market and engaging early users as co-creators.



**Competes on teamwork.** The whole company must be built around it.

**Competes on knowledge and learning.** Learning should be an everyday occurrence – part of how business is done.

**Competes on values-based leadership.** Retired head of Perot Systems in Dallas, Mort Meyerson, defines leadership as “making sure the company knows and embodies what it stands for; recruiting, hiring, and developing the best talent; creating an environment where employees can do their best work; and being accessible to the whole organization for both business and personal issues.”

**Implements like crazy.** An organization has to be relentless in coming up with new ideas and putting them into practice quickly.

**Has a clearly defined vision and mission.** The entire organization must know and embrace where the company is going and how it is going to get there. These actions must create excitement and enthusiasm among all co-workers and founders.

– Adapted from “Is Your Company Fast?”

Accept the challenges, so that you may feel the exhilaration of victory.

– General George S. Patton

Three grand essentials to happiness in this life are something to do, something to love, and something to hope for.

– Joseph Addison



# ONE MINUTE IDEAS

## PRESS RELEASE

### Granger, Indiana –

Resource Associates Corporation (RAC) of Reading, Pennsylvania is pleased to announce the appointment of Patrick Frazier and his business, **Five Star Performance, LLC** as a certified affiliate within their international network of Senior-level Business and Executive Development Associates. Conveniently located in Granger, Indiana, **Five Star Performance** is well poised to meet the business development needs of a diverse client base.

**Patrick Frazier's** focus is on working with clients to maximize their company's value by assisting them in identifying and implementing custom-tailored leadership, management, sales, supervision, strategic planning, customer service, and time management processes within their organization. With a minimum of disruption of their day-to-day operations, **Five Star Performance** process will quickly allow clients to become more successful in meeting specific growth objectives.



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*Continued from page one – Leading*

At the core of succeeding in today's competitive environment is the ability to constantly improve, and reinvent the way we do business. The key to working smarter is knowing the difference between motion and direction, between activity and focused action.



To lead, we must be adept at balancing what must stay constant with what must change. Nurture a culture in which people are encouraged to seek new and better methods, while feeling secure in the familiar and in the future success of their organization. Align all resources and strategies toward the realization of the vision and goals.

### In our next issue we will discuss how to create “Alignment”

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## *Avoid Absolutes and Empty Claims*

Real salespeople don't tell lies, so be careful about offering absolutes. Although Toyota is one of my clients, I find it helpful to ask other audiences I address the following question: “How many of you have the number one Toyota dealership in the country, located right in your town?” Nearly all of the hands go up. “Isn't that amazing? You each have the number one Toyota dealership in your town. How can that be?” Then we discuss what being “number one” could mean. Does it mean that the dealership has the:



- \*Greatest number of car units sold?    \*Largest lot?    \*Most inventory?
- \*Most salespeople?    \*Highest profitability?    \*Most customers?

**Best or biggest** – Similarly, when you see a claim Biggest Dealer in Ohio, this could mean that the dealer sells the most cars, has the highest sales volume, generates the most revenue or after-tax revenue, or simply has the heaviest owner. When you use an absolute term, back it up with solid data. Otherwise, your claim can actually drive away potential clients.

**Avoid Expressing Opinion as Fact** – You could inform someone that you have 55,000 employees, which makes you the largest employer in the State. That is verifiable. If you claim that customers prefer you 2 to 1 over the competition, then you need to reference a professionally administered, unbiased survey that confirms your claim. If you don't present evidence, you're blowing smoke with general statements. When you express opinions as facts, you lose trust, especially when you are dealing with a highly conscientious person who relies on solid evidence.

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