

## *Eight Key Leadership Strategies*

Peter Drucker, called by BusinessWeek “*the most enduring management thinker of our time,*” was asked in a Harvard Business Review article *What Makes an Effective Executive?*, Drucker said that, as different as effective leaders may be, they all follow eight practices:



1. Focus on opportunities rather than problems
2. Run productive meetings
3. Think “we” rather than “I”
4. Take responsibility for decisions
5. Develop action plans
6. Ask “*what needs to be done?*”
7. Ask “*what is right for the enterprise?*”
8. Take responsibility for communicating – listen first

What a great check list to track effectiveness. I would add *to execute action plans.*

Rate yourself in each category from 1 to 10. See any areas for improvements?

Source: Elaine Gagne, *Engaging Change*

### Inside This Issue

*Eight Key Leadership Strategies*

*Do You Know and Plan for the 3-R's for Your Business?*

*One Minute Ideas*

*Tips to Make this the Best Year Ever!*

*Perspective of a Life – Emily's*

All articles, quotes, and material in this newsletter are copyrighted. © 2008. No part can be reproduced in any form without specific written consent from SA and copyright holder(s). All rights reserved worldwide.

## *Do You Know and Plan For The 3-R's for Your Business?*

Everyone is familiar with the 3-R's from school – reading, writing and arithmetic. This was our first introduction to an effective performance model. As proficiency increased in each R, performance was further enhanced. Effective performance models by their very design are a continuum that automatically raises performance to the next level.

Today's businesses have their own 3-R Performance Model. This model hasn't really changed since the early of origins of business enterprises. No matter what the latest business guru advocates, good business practices and most importantly the “*bottom-line*” always appear to return to these basic 3-R's. For without Relationships, Referrals or Revenue, today's businesses will not achieve current goals nor grow.

**Relationships**



**Referrals**

**Revenue**



**R1 – Relationships:** With the Internet providing immediate access to unlimited vendors, products and services, today's business owners must develop sustainable and loyal relationships. Current customer service research suggests that the cost to attract a new customer or client is 10 times greater than to maintain an existing customer. Relationships lead to the second R – referrals.

**R2 – Referrals:** Referrals according to recent research account for 84% of all sales. This research supports what our common sense tells us about human nature. We are more likely to believe a close friend and probably a not so close friend over the slick Madison Avenue advertising efforts.

*Continued on page two – Planning*



# ONE MINUTE IDEAS

## Follow the Money –

Americans can get a better look at their federal tax dollars at work on a new Web site that debuted in January 2008.

Assembled by the White House, the web site, [www.usaspending.gov](http://www.usaspending.gov), lets taxpayers see who gets about \$1 trillion in government contracts and grants. It's searchable by recipient and by congressional district and has a place for users to 'sound off' with their comments.

It's a small but important step toward greater transparency in government, which can only help deter waste and abuse.

Check it out at:

[www.usaspending.gov](http://www.usaspending.gov)



*As a manager the important thing is not what happens when you are there, but what happens when you are not there.*

Anonymous

### The Leader Within

Post Office Box 459  
Clinton, MS 39060-5809  
Phone: 601-924-1601  
Fax: 601-924-1631

[Develop@TheLeaderWithin.com](mailto:Develop@TheLeaderWithin.com)  
<http://www.TheLeaderWithin.com>  
<http://www.TotalStrategies.net>

Dedicated to helping individuals, teams and organizations achieve their dreams and goals.

*Continued from page one – Planning*

Additionally, only 1 in 26 dissatisfied clients will share their dissatisfaction with the organization, but will be more than happy to share their 'bad' experience with others.

Referrals add value to the bottom line by reducing marketing dollars. You can't 'pay' for referrals. Referrals are given free much like a friendly smile or a sincere handshake. R1 and R2 make R3.

**R3 – Revenue:** Without this final 'R' companies would not be in business. Revenue is the ultimate desired end result. When revenue grows, both the company and employees transition beyond surviving and transform into a thriving, high performance, results driven team where everyone shares a laser focus. Successful companies and individuals actively work the **3-R's** everyday regardless of their yearly achievements. Complacency for these individuals is not an acceptable attitude!



If your goal is to reach that next level of success, then maybe the first step is to ask yourself, do you know your **3-R's**? And the second step is to begin to construct a plan to help you improve your **3-R's**.

Source: Leanne Hoagland-Smith. Copyright ©2008

## *Tips To Make This Year The Best Ever!*

### Create a vision for your company

A vision statement crystallizes what you want your company to look like in the future. It is a clear image of the end result. (Even though you may never really have an end)

### Create a vision for yourself

Describe your future the way you would like it to be. Avoid slipping into the negative of what you think your future may really be. Allow yourself to dream big. Now write it down!

*"Nothing was ever achieved without dreams, goals, and actions!"*

### Set personal and professional goals

Set goals that will take you closer to your vision statements. Start with only 4 or 5 goals for each personal and professional vision statement. Make sure each goal is necessary and sufficient. Also, each goal needs to be **SMART**: Specific, Measurable, Attainable, realistically high, and Time bound. And again, *write it down!*

### Have fun

I have never heard anyone laying on their death bed saying: "I wish I would have worked more." Take time for yourself, family, and friends. Enjoy life!

*Copyright protected. Author Sorrell Associates, LLC*

[Need help making this the best year ever?](#)

Contact The Leader Within today at 601-924-1601 or e-mail us at:  
[Develop@TheLeaderWithin.com](mailto:Develop@TheLeaderWithin.com)





## Perspective of a Life – Emily’s “What are you looking for?”

God gave the gift of Emily to Steve and Diane Bearden on November 15, 1981. For 26 years, a month and few days Emily provided many blessings and challenges that parents’ can experience.

As her parents, we wish to reflect on her life and share, particularly, a brief perspective of the last couple of years and these most recent days. The death of a child is very hard to deal with. It is a loss you don’t expect and don’t want. You question the why of such a loss, but nothing really explains or makes sense. You can only deal with it each day, as best you can, relying on the resources of your faith, your family and your friends.

This last several years or so of Emily’s life, she was struggling to *discover* and *define* how to utilize her *gifts* and *talent* of dance and her *love* for others. She confronted her life and her faith. She searched for the fullness of *Truth* in God’s design for who she is!

In Rick Warren’s book, *The Purpose Driven Life*, on October 6, 2004, Emily wrote on page 17, “I have always wanted to find purpose in my life. I have always, for as long as I can remember, wanted my life to mean something. I don’t want my life to be a waste. From my perspective, my meaning of life stems from me, about me. To change the way I’ve thought for 22 years will be like being reborn in a sense. This may be a road that I may not be willing to make, but I’m hoping, in the end, the journey will be worthwhile.”

On that same page, the author quoted Bertrand Russell, “*Unless you assume a God, the question of life’s purpose is meaningless.*” To the side of this quote with an arrow pointing to it, Emily wrote, “I want a meaningful life, much more.”

I have not read Emily’s personal journals, but based on her writings in this book, what she shared with us

prior to her death, and what her friends shared, Emily was open, honest and direct with a God-passion to challenge and question the meaning her life.

Emily was not able to come home for Christmas and was making plans to come in January. We understand that she was looking forward to sharing with us that **her search was complete**. She had a *clear vision* of who she is, what she was to become, and how she was to go about the *process of development* to obtain the results. The bottom line is she had entered onto the pathway of becoming a psychologist utilizing dance and movement therapy to work with women and children.



Let me share this journey through Emily’s own words dated October 27, 2007 found on her laptop.

“I began dancing as a little girl. As each dance lesson ended I felt this immense joy. The moment the music and movement began it seemed as if time stopped. I think even as a child I knew the amazing ability movement had to brighten my day.

“I have always been talented in dance, but at the same time I had this desire to do more. I felt unsatisfied when I stopped dancing. Dancing has this amazing ability to make me feel great, but it did not necessarily help society very much.



“I have this deep desire to help. In the past I worked in selfish jobs and only partially attempting to help others, procrastinating my inner feeling of knowing that I was not doing enough. A year ago I began working at a women and children’s shelter, the Durham Rescue Mission.

“The past couple of years I struggled with my decisions in jobs and lifestyle choices. No longer can I allow those decisions to be okay. I truly believe that showing more kindness, patience, and compassion can make the biggest difference in the life of others.

“I have spent the last few years trying to figure out what could interest me in a career that would be beneficial to both me and for the people that I come in contact. I have a deep desire to help people. There is so much pain in this world. I want to



confront the pain, acknowledge and help people who suffer.

“Everyone is creative and capable of sharing these abilities with themselves and others. I believe that tapping into a person’s desires such as movement or art can help to shape a person’s mind to more openness. The openness to positively focus on themselves and what a person is struggling with.

“I have always been interested in understanding people, the way they interact with one another and their feelings for themselves. Also, I’m immensely intrigued with why I am the way that I am. I believe



that in understanding why I, myself react the way I do, along with why others react the way that they do, will in the end work to create a more compassionate world.

“My goal in receiving a Masters and Ph.D. in psychology is to help people. I have a desire to work with women and children to help them to see their worth, within their peer group and in society. I believe that if a person is successful in their feelings of self-worth and self-respect, then the boundaries that they have created, the boundaries society has created, will have been knocked down. The women become successful, which the children observe, and the children become successful.”

With Emily’s death following a motor vehicle accident on December 29, 2007 the fullness of Emily, her journey and God’s glory in her life, both in life and death became known to all.

From our perspective as parents and Steve’s perspective as an Executive Coach, we found that Emily was following a ***comprehensive model of discovery, defining, refining, and development.*** The components of this model, which we have found evidence that Emily incorporated over the last several years, including the following:

- Read/Study the Bible – she highlighted in different colors, wrote in the margins, and put notes on cards and sticky notes.
- Reflection/Quiet Time – Emily understood that her natural behavioral style required alone time not only to “recharge her batteries” but to think and write in her journal.

- Journaling – taking the time to express her thoughts, feelings and dreams. Journaling is an excellent way to “be still and listen” to God speaking to you as well as you speaking to God – prayer time.
- Music and Dance – this was not only a part of entertainment for Emily, this was also music specific to her Journey of life’s pains, joys, and her dreams.
- Counselor/Coach – Emily connected with a professional that helped her go deeper into understanding her issues, her uniqueness and empowering to claim her self and life.
- Self-Assessments – she used a variety of resource tools (behaviors, motivators, attributes, and career insights), not only to gain insight, but to identify what was in her power to change or pursue.
- Supportive Friends – this was affirmed at both Memorial Services as well as in the many cards and notes we received from those who met and knew her.
- Family Connection – cards, phone calls and email was our highway of connection when we could not be together.
- Professional Development Books – Emily not only had developed a library, she used the public library and was reading textbooks related to Psychology at the University of North Carolina.
- 3 x 5 Cards - to enhance learning through repetition. We found cards in her car, in her purse, in the apartment and her place of employment.
- Affirmation Cards – we found a set of *Daily Challenges for Spiritual Growth* cards. Two found in her car read first, “Today, I practice being content with what I have.” The second card read, “Today, I say ‘yes’ to the lessons life sends me.”
- Visualization – the hummingbird was her visual image. Like her, small but dynamic. With this image she had written, “symbol of devotion, messenger, stopper of time, optimism, sweetness, beauty, wonder and agility.”
- Search, Evaluate and Challenge Self Outside the Box – she was seeking to self-actualize into the fullness of what God had designed her, the fullness of her gifts and talents, and the fullness of blessing and helping others, it was and was not about Emily.

- Emily was seeking to claim her Personal Mission Statement to fulfill and be complete.
- She was seeking to clarify and refine the vision of her identity and future.
- She was pursuing her vision with passion.
- She sought ownership and responsibility for her decisions and direction.
- She struggled to strive for dynamic balance and integration of who she is, what she was to become, and fulfillment of God's Calling.

At the Memorial Services in Chapel Hill, NC and in Clinton, MS we heard a variety of stories shared by her friends, co-workers and employers. From these



stories came what we consider critical characteristics and qualities to seek in life, relationships, and the work environment. We heard that Emily was an individual that

was determined, committed, passionate, persistent, giving, loved unconditionally, intense, convicted, a "model for living life and relationships", and a "Light to be in the presence of".

We experienced at both services that she was friends with young and old, rich and poor, educated and uneducated, black and white, American and International, and Christian, Jewish, Buddhist, Muslim, and Atheist. Ultimately, we believe, all who had contact with Emily experienced God's love through their time with her.

An EMT at the scene of the accident wrote: "When we met her, even in her grave condition, we could tell there was something very special about her. She was absolutely unconscious and in no pain, but there was still a presence about her that we'll never forget and cannot explain. Her service and your words helped us realize what a truly unique person she was."

To read Emily's obituary and view the online guest book of some thoughts and comments about Emily and the memorial service, we invite you to go to: <http://www.legacy.com/clarionledger/Obituaries.asp> Scroll down to "Search Options" and enter "Bearden" and click search.

Isaiah 49:16 reads "See, I have engraved you on the palms of my hand." To the side of this Emily wrote:



"The most beautiful and profound scripture to me. Every time I read this I feel God's love and power."

There are a variety of scriptures she highlighted in her Bible, including Psalm 143:8-10. "Let the morning bring me word of your unfailing love, for I have put my trust in you. Show me the way I should go, for to you I lift up my soul. Rescue me from my enemies, O Lord, for I hide myself in you. Teach me to do your will, for you are my God; may your good spirit lead me on level ground."

Lastly, as we reflected on Emily's life through the stories, relationships, and experience of the two memorial services, we have been affirmed that Emily was a **Woman of Influence** based on Proverbs 31:10-31 (from The Maxwell Leadership Bible).



- Her **Assets** – trustworthy, positive influence, hard worker, planner and protective.
- Her **Achievements** – meets the needs of her home, invests for her household, keeps herself in shape, and helps others become successful.
- Her **Attitudes** – delightful, healthy, compassionate, unselfish and public.
- Her **Applause** from – family, close friends, God's Word and her works.

On the inside cover of *The Purpose Drive Life*, Emily wrote, "Without God, Life makes no sense."

Even though it hurts indescribably deep, it was and is an honor and privilege to have been given the stewardship from God to be parents of Emily and Laurie.

Thanks be to God!

Love,  
Mom & Dad  
01/20/2008