

Goals & Goal Setting

"Setting a goal is not the main thing. It is deciding how you will go about achieving it and staying with that plan." – Tom Landry

The major reason for setting a goal is for what it makes of you to accomplish it. What it makes of you will always be the far greater value than what you get.

When Andrew Carnegie died, they discovered a sheet of paper upon which he had written one of the major goals of his life: to spend the first half of his life accumulating money and to spend the last half of his life giving it all away. And he did!



Some people are disturbed by those tough days because all they have is the days. They haven't designed or described or defined the future.

Goals. There's no telling what you can do when you get inspired by them. There's no telling what you can do when you believe in them. And there's no telling what will happen when you act upon them.

We all need lots of powerful long-range goals to help us past the short-term obstacles.

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Prospecting – A Key to Sales Success!

There is an old axiom: "you have to hunt where the ducks are." This is especially true in selling. If you do not have a pipeline filled with prospects, you are not putting yourself in a position to sell very high volume. The Champion Salesperson recognizes that the lifeblood of sales is prospects. Before you can begin developing prospects, there are a couple of things that need to be defined.

The first step in prospecting is to understand what a prospect is. A Prospect has to meet three criteria:

1. they have a need for your product or service,
2. they have the ability to make a decision,
3. they have the ability to pay for your product or service.

If you are talking with someone and you don't know if they meet all three criteria, you are talking with a suspect. At one point all prospects were suspects. The key here is that you need to find out if your suspect qualifies as a prospect. If not, move on. Don't waste valuable time on people that will not buy.



The next step in prospecting is to understand what business you are in. There is a story about a drill bit manufacturer who when asked about his business said, "We provide drill bits for businesses and individuals." Later that day he saw a man using a hammer and nail and asked, "What are you trying to do?" The man replied, "I'm making a 1/4" hole." From then on the manufacturer recognized he was in the business of helping people make holes.

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ONE MINUTE IDEAS

Web Site of the Month

[Consumer.gov](http://www.Consumer.gov) is
your one-stop
resource for

consumer information available from the federal government.

This site provides links to a variety of services available to the public such as –

- ✓ Identity Theft
- ✓ Free Credit Reports
- ✓ Recalls
- ✓ Consumer Complaints
- ✓ Do Not Call Registry
- ✓ Kids Privacy

and a variety of other services involving health, finances, careers, technology, product safety, etc...

Check it out at:

www.Consumer.gov



If a man does his best, what else is there?

— General George S. Patton

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

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The ultimate reason for setting goals is to entice you to become the person it takes to achieve them.

Don't set your goals too low. If you don't need much, you won't become much.

If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us.

We all have two choices: We can make a living or we can design a life.

Make this a Positive Day...unless of course you've made other plans!

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Once you begin to think in terms of what benefits your product or service provides, you are on your way to defining what business you are in.

Once you know how to identify a prospect and what business you are in, you can go out into the marketplace to target prospects.

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Why Have A Coach?

What if you could identify your inner motivation to achieve more of your goals more often? How would your life be different if you developed a keener sense of purpose?

A professional coaching relationship creates value through a powerful, highly tuned process of communications and problem-solving that is “co-creative” between coach and client. It focuses totally on the client’s interests, challenges and goals. Coaches help you improve performance and enhance the quality of your life. Great coaching helps you self-coach more effectively, not simply by helping you solve problems; it transforms the way you solve them. Coaching will not simply improve your life; it will transform the way you live.



Clients and coaches achieve more significant results together than either could achieve alone. While some people hire coaches purely for incremental growth, increased wealth or reformation, great coaching asks transformational questions. Instead of creating or developing the potential of the person being coached, effective coaching reveals and releases untapped value.

If you recognize that you may have untapped potential, suspect a “blind-spot” in your professional or personal relationships, or simply want help in moving from “good to great”, coaching may be for you. You may be ready for a coach if you seek a safe space to expand your thinking with someone who will listen and respond rather than advise or try to “fix” you. Reprint permission granted by Mark Sturgell, Performance Development Network

Books to Consider

SHINE: 5 Empowering Principles for a Rewarding Life by Kris BenBesten, 2008, Destiny Image Publishers, Inc. Blending successful business practices and principles of faith, SHINE will change the way you view yourself, your career, and the Light in your life. Check it out at www.SHINEVision.com.

Selling Among Wolves, Without Joining the Pack! by Michael Q. Pink, 2000, Bridge-Logos Publishers. A one-of-a-kind, principle centered sales education program, deriving its authority and inspiration from the Bible. Check it out at www.sellingamongwolves.com

Time Traps: Proven Strategies for Swamped Salespeople by Todd Duncan, 2004, Nelson Books. “The only time that counts is the time that you make count. Time matters, today matters – make it your masterpiece!” Check it out at www.timetrapsbook.com

Business Ethics

Over the years we have seen a variety of scandals related to businesses, leadership, politicians and even within churches. There is a “little” book that I think is tremendous and a must read for every one. It is written by John C. Maxwell, ***There’s No Such Thing as “Business” Ethics, There’s Only One Rule for Making Decisions.***

In Chapter 6 Dr. Maxwell writes, “If you want to be able to pursue golden opportunities, then pursue the development of strong character first.”

1. Take responsibility for your actions
2. Develop personal discipline
3. Know your weaknesses
4. Align your priorities with your values
5. Admit wrongdoing quickly and ask forgiveness
6. Take extra care with finances
7. Put your family ahead of your work
8. Place high value on people

What would happen in your life – you individually, your family, and in your organization if you truly pursued this development of character?

Three Driving Principles in Sales

How do you make a positive impact on your personal selling results? These three principles should drive all of your sales activities:

1. Be a true business advisor to prospects. Talk business strategy with them. Show how your unique proposition can advance their unique strategy. Help them create solutions for their problems and needs. Talk results. Discover their company metrics and show how what you offer can positively impact their metrics. They don’t have metrics? Great! Ask them if they think they should, and offer to help them create it!
2. Do some homework. Know more about your prospect’s market, customers, employees, competitors, and challenges than even they do! Know the trends, stats, economic outlook, and forecast for your surrounding area. Show your value by sharing insights that your prospects may not have time to even consider since they’re busy “putting out fires.” Set yourself apart by being the most knowledgeable person about your community in your community!
3. Don’t forget your previous customers. Now is a great time to reconnect with clients who like you, those who’ve benefited from your work with them, or those whom you run into on occasion and the timing is just never right. Be strategic about those you contact. Identify those that warrant the most focus from you. Develop a shortlist based on factors important to you such as: potential for additional referrals, size of contract potential, speed of sale, and ease of building a long-term relationship.

These three simple principles can help you stand out from the crowd!

What matters is not the idea a man holds, but the depth at which he holds it. – Ezra Pound

Man is a credulous animal, and must believe something; in the absence of good grounds for belief, he will be satisfied with bad ones. – Bertrand Russell

Perspective of a Life - Emily's "Carolina Dancing"

A folder in Emily's files is labeled, "After College Dance." This folder shares the dance performances that she was involved. This is our connection to her dance career post University of Southern Mississippi, other than the photos we found online that we mentioned in the July article, "Why Dance?"

Performances - Modern Dance

As we have shared previously, dance was Emily's breathe of life. These are the performances with Emily participating that we have been able to identify. These are reminders of opportunities we missed to attend, to watch, and to videotape because of timing conflicts or lack of financial resources to make the trip. Of course, now it is too late for Emily and we have said "if only." But where ever life and career may take Laurie, we will seek to be there for her, celebrating events in her career.

Independent Dancemakers 10th Season, New contemporary dance works by Triangle and New York Choreographers, Durham School of the Arts, February 10, 11, and 12.

- *in the find* - Choreography: Niki Juralewicz; Music: Rachels/Matmos; Costumes: Michelle Cawley; Dancers: Tobie Barton, **Emily Bearden**, Rain Leander, and Jennie Sussman
- *Crossing Over* – Choreography: Angella Foster-Huddleston; Music: "Grace" and "Hope" from *The Prayer Cycle* by Jonathan Elias; Costumes: Angella Foster-Huddleston and Maranatha Adams; I. Canaan's Edge and II. Remembrance Stones "Consecrate yourselves, for tomorrow the Lord will do amazing things among you." Joshua 3:5; and Dancers: Maranatha Adams, Ronya Lee Anderson, Stephanie Atkinson, **Emily Bearden**, Hannah Chalut, Elizabeth Conner-Jones, Rebecca Grossfeld, and Jennifer James-Rhoades.

Angella shared with us in May that "Emily performed in beautifully. The piece was based on the story of Joshua and the people of Israel crossing over into the Promised Land after the death of Moses. And, the work was dedicated to the memory of a friend of mine who died a year after she married at the age of 31. . . too soon for me. . . like Emily. The work is currently in the repertory of a Christian dance company in Atlanta, and I am going to ask them to dedicate the next performance of the piece to Emily."

This month we found a DVD of this performance. We invite you to listen to the music played with this piece.

- Grace - <http://www.youtube.com/watch?v=y2vVfZGCymo>
- Hope - <http://www.youtube.com/watch?v=EAK5xe3woAQ>

Choreo Collective's Current Collection 2005, Original Modern Dance Works, Hanes Auditorium, Chapel Hill High School, March 19 and 20, 2005.

- *Automne* – Choreographer: Rain Leander; Music: Johann Sebastian Bach, Tan Dun; Costumes: Tracy Miller; and Dancers: **Emily Bearden**, Annie Kao, Susan Saenger, Jess Shell, and Jennie Sussman.

Multiple Exposure: Two Nights of Modern Dance and Images, New PSI Theatre at the Durham Arts Council, June 17 and 18, 2005.

- *In the find* – Choreography: Niki Juralewicz; Music: Benjamin Dauer/Chimp Logic; and Dancers: Tobie Barton, **Emily Bearden**, Rain Leander, and Jennie Sussman

ADF presents Acts to Follow: North Carolina Dance Showcase, support provided by The Mary Duke Biddle Foundation, Baldwin Auditorium, Duke University, June 18, 2005.

- *Automne* – Choreographed: Rain Leander; Music: Johann Sebastian Back, Tan Dun; Costumes: Tracy Miller; and Dancers: **Emily Bearden**, Annie Kao, Susan Saenger, Jess Shell, and Jennie Sussman.

North Carolina Dance Festival, Celebrating 15 years of North Carolina Dance! UNCG Dance Theater, September 8 – 10, 2005.

- *In the find* – Choreographed: Niki Juralewicz; Music: Benjamin Dauer/Chimp Logic; Dancers: Tobie Barton, **Emily Bearden**, Rain Leander, and Jennie Sussman

Play(off): A Choreo Showcase, Durham Arts Council, November 19, 2005.

- *Tug* – Choreographed: Niki Juralewicz; Music: Aki Tsyuko, Dancers: Bridget Kelly, Tobie Barton, **Emily Bearden**, Nancy Simpson Carter, Michelle Cawley, Rain Leander, and Jess Shell.

North Carolina Dance Festival 15, City Stage Theatre, Wilmington, December 9 – 10, 2005

- *in the find* – Choreographed: Niki Juralewicz; Music: Rachels/Matmos; Costumes: Michelle Cawley; and Dancers: Tobie Barton, **Emily Bearden**, Rain Leander, and Jennie Sussman.
 - Matmos - <http://www.youtube.com/watch?v=Ei60QzRz9s> (We don't know if this is the correct music but it may give a flavor of the music and your imagination will have to create a modern dance for you.)

An informal showing of work-in-progress: *Thirty-Seven Shades of Pink*. Choreography: Killian Manning, January 21, 2006, The Ballet School of Chapel Hill, featuring: **Emily Bearden**, Nicola Bullock, Christina Conley, Alison Crane-Gatherum, Heidi Duer, Amy Gorley, Natalie Morton, and Jess Shell

North Carolina Dance Festival 15, Jones Auditorium, Meredith College, January 28, 2006.

- *in the find* – Choreographed: Niki Juralewicz; Music: Rachels/Matmos; Costumes: Michelle Cawley; Dancers: Tobie Barton, **Emily Bearden**, Rain Leander, and Jennie Sussman.

North Carolina Dance Festival 15, Asheville Contemporary Dance Theatre, February 3, 2006

- *in the find* – Choreographed: Niki Juralewicz; Music: Rachels/Matmos; Costumes: Michelle Cawley; Dancers: Tobie Barton, **Emily Bearden**, Rain Leander, and Jennie Sussman.

The North Carolina Dance Festival 15 in partnership with Martha Connerton/Kinetic Works and the UNC-Charlotte Department of Theatre and Dance, Robinson Hall PAC, UNC Charlotte, February 16 – 17, 2006.

- *In the find* – Choreography: Niki Juralewicz; Music: Rachels/Matmos; Costumes: Michelle Cawley; and Dancers: Tobie Barton, **Emily Bearden**, Rain Leander, and Jennie Sussman.
- *Understated* – Choreography: Niki Juralewicz; Music: Anouar Brahem; and Dancer: **Emily Bearden**

Deterministic begins, a co-production from Rain Leander and Niki Juralewicz, Carr Dance Studio, Durham School of the Arts, March 9 – 10, 2007.

- *29 (an experimental Collage)* – Choreography: Niki Juralewicz, Music: Rothko Blk w/Bear, and Dancers: Quanita Avery, Shanice Bullock, Malina Choroomi, Chelsey Cooper, Chelsea Doyle, Bekah Edie, Kelly Haas, Daria Jefferson, Ally Lloyd, Kim Palmer, Jasmine Ward, Lauren Daugherty, Dana Alston, Brittany Beatty, Devin Daniels, Lindsey Freeman, Kristina Clayton, Jennifer Jones, Sarah Miller, Eva Paschen, Jasmine Pruden, Jhnea Turner, Brea Wilkerson, Cherie Avent, Tobie Barton, **Emily Bearden**, Bridget Kelly, and Rain Leander.
 - Rothko - <http://www.youtube.com/watch?v=zQQalxpRLko> (We don't know if this is the correct music but it may give a flavor of the music and your imagination will have to create a modern dance for you.)
- *Dulcinea* – Choreography: Niki Juralewicz, Music: Edison Woods, and Dancers: Cherie Avent, Tobie Barton, **Emily Bearden**, Bridget Kelly, and Rain Leander.

Choreo Collective's Current Collection 2007, Original Modern Dance Works, Hanes Auditorium, Chapel Hill High School.

- ***Fact (after the)*** – Choreographer: Jess Shell, Music: Original composition by Lily Olive and John McKinney, and Dancers: **Emily Bearden**, Nancy Simpson Carter, Anne Miklos, and Christina Serafino

Nicola Bullock shared, “We danced for Niki, but in different pieces. We danced for Killian Manning together in “37 Shades of Pink.” I loved watching her in rehearsals. I got so much comfort in knowing she was there. She had that about her, this incredible gift of making a person comfortable. And she was so good, and so honest, and so encouraging. We would get coffee (actually she always got hot chocolate) after the rehearsals and talk about the piece, or the people surrounding the piece or ourselves. Of everyone I met during the 8 months I lived in Chapel Hill, Emily was the one I grew closest to. . . She made me feel good and safe. I will miss her dancing and her smile and her sense of humor. She meant a lot to me, and I am so sorry that she died.

Choreographed

The Saturday Series, An Informal Dance Performance, Greensboro Cultural Center, May 14, 2005.

- ***Final Flight*** – Choreographed: **Emily Bearden**; Music: William Ackerman; and Dancer: Rain Leander. We do not know the specific piece of music from William Ackerman's collection used with this dance. Since we began listening to William Ackerman we have enjoyed the sense of peace we experience listening to his playing the acoustic guitar. When we determine the particular song, we will revise this article. Thus, here is a sample of his music.
 - *Barbara's Song*: <http://www.youtube.com/watch?v=KkXdHnumyEY&NR=1>
 - *Processional*: <http://www.youtube.com/watch?v=wz0RI-vEUys&feature=related>
 - *The Impending Death of the Virgin Spirit*: http://www.youtube.com/watch?v=ffgXBZf11_E
 - *Bricklayer's Beautiful Daughter*: <http://www.youtube.com/watch?v=auQNLn0LLkY&feature=related>
 - *Anne's Song*: <http://www.youtube.com/watch?v=KkXdHnumyEY&NR=1>

House Manager

Choreo Collective's Current Collection 2006, Original Modern Dance Works, Hanes Auditorium, Chapel Hill High School. House Manager: **Emily Bearden**

Teacher/Instructor

Dance Time, Inc. DBA: Fred Astaire Dance Studio, Durham, August 2004 to April 2005. Emily taught individuals the Foxtrot, Waltz, Tango, Rumba, Cha Cha, Samba, Mambo and participated in a couple of competitions. When the group came to Birmingham, Alabama in February of 2005, we were able to attend as spend a brief time with her.

University of North Carolina, taught sophomores, juniors, and seniors Ballroom Dance, September 2004 – May 2005.

Faud Pierre shared, “I met Emily when she was my Dance Instructor at the University of North Carolina, but that was a minimal in comparison to our friendship beyond the classroom. One thing I remember about Emily is that she would say, “When I win the Lotto...I am going to pay for your loans, buy you a car, etc.” The funny thing is I don't ever remember Emily buying a Lottery ticket in the time that I knew her. But I loved that phrase because it was her motherly nature at work and I knew she cared. . . I don't know if there's a day that's passed by that I haven't thought about her, but I want you to know that I loved her and truly appreciated her friendship.”

To Emily, written during this time of grief, “You were in my life for just a short time, but you made an impact on me beyond words. You were a friend, confidant, and a mother at times. I was blessed to have you in my life. I will sincerely miss your radiance. You were truly a beautiful soul!”

Infinity Ballet Studio, Children’s Workshop, three to ten year olds, July 2005.

Infinity Ballet Studio, Teaching Assistant, three to seven year olds, pre-ballet and creative movement, August 2005 – May 2006.

Debra Senchak, owner shared, “Emily is so fondly remembered for her gentle and caring way as she served the young dancers at Infinity Ballet. Her wonderful spirit lives on in so many inspired hearts.”

Employment

Non-dance employment was Emily’s only way to pursue her dream of dancing professionally. The majority of dancers around the country (like other artists) rarely receive pay or salary or anything to dance. Thus, Emily’s day jobs, house sitting, and child sitting, allowed her to follow through with her dream. She was hoping for some break to come and to be able to perform for pay with a recognized dance company. The financial hardships and struggles she endured lead to the change of focus we shared in the February article. Emily’s return to school to pursue a graduate degree in psychology and dance therapy was the product of this change of focus.

The Potted Plant in Chapel Hill, September 2004 through April 2005. This was a job that she enjoyed and was probably even therapeutic. Emily remained in Chapel Hill for Thanksgiving 2004, the owners of The Potted Plant included her in their family gathering. The job came to an early end when it appeared that the business would be closing, which did happen. Emily had periodic contact with Don and Barbara and remained their friend. They came to the Memorial services in Chapel Hill. When we returned this last August to take care of some business related to Emily, we had lunch with Don and Barbara and heard stories of Emily and we appreciated their time and sharing.

Bounds Dance Studio in Chapel Hill. Emily worked as an Operations Executive, February 2005 through May 2005. Emily thought this employment would be stable, allow her to work own her dance skills, meet other dancers, and make connections for future dance opportunities. This employment did not last due to miss management by the owner, which meant Emily was without a job and did not receive payment for her last month. She did make friends with dancers in the community, however, and formed relationships that lead to her having opportunities to perform - just no money for practicing and performing. Many of the dancers we met for the first time at the memorial service in Chapel Hill.

Angella mentioned above was an instructor at this studio also shared, “My time in North Carolina was filled with lots of trials (including the whole mess at the dance studio where I taught and Emily worked in the office), but she was a light, a source of joy and light in a difficult time. I feel so blessed to have known her and laughed with her and danced with her.”

Angella also shared, “I just remember how terrified she was when she first started teaching dance to small children. She was so sure they wouldn’t connect with her. . . but, in fact, I remember several children just fell in love with her the first day she came into my class as an assistant teacher. She was so fun and small and just what those kids needed.”

Hard Rock, Marble, and Tile in Hillsborough. Emily worked as a Design Consultant, August 2005 through November 2006. It was through this employment that she was befriended by Jackie. Jackie became a dear friend and father image for Emily. Jackie encouraged her. He listened as she shared her struggles and her dreams. At that time Emily probably listened more to some his wisdom and advise than that of her parents. We appreciated in August that we were able to visit with the Moore’s and Jackie at the business. The Moore’s had earlier

written, “Emily was so special. She meant a lot to us at Hard Rock Marble. She was like family. I can’t put into words how this loss has shocked us. She will truly be missed. We love her.”

It was through this connection that Emily met the Judge Fox, a gentleman who saw her potential for more and believed in her with the one job interview. We enjoyed dinner and fellowship with Judge Fox when we were their in August. The time with Judge Fox affirming and comforting.

It was also through this employment that Emily connected with Mark and Meredith, for whose family she was house sitting on the night of her accident. Mark, Meredith and the children fully accepted Emily into their home as family. Emily spent her last Christmas night with them. We had an evening of dinner and fellowship with Mark, Meredith and the children in August, it was so obvious Emily was truly loved and valued for being herself.

Management Services On-call in Chapel Hill. Emily worked as a Client Manager, December 2006 to her death. We understand she managed a large orthopedic account. This was the first job that provided her with a salary and benefits. Working the month of December, she had earned time to take a vacation with pay. It would have been her first paid vacation. With work responsibilities and airline schedules she was not able to come home for Christmas. This was the first time in her life that she was did not spend Christmas with us.

Emily’s death has reminded us that life is short and temporary on this earth. We need to live always with the deep awareness that we only have this day with the ones we love. We must seek ways to keep communication open and share life experiences. We must find ways to visit with each other consistently. We must be open to life beyond the small, mundane details that seem to consume us. We must remember that life isn’t just our limited collections of daily routines. Life is BIG – full of other people, people we know and love, who are dreaming their own dreams and striving for things that may be outside our personal experience. We must connect in every way we can, while we can, especially with those we love.

In joy and sadness we reflect on Emily’s days of dancing in North Carolina.

Steve and Diane