
The Results Register

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THE QUINTESSENCE CORPORATION
Cultivating Potential into Performance and Profit

Top 10 Ways To Make Sure Your Actions Produce More Results

1. Start with the end in mind.

Develop a clear picture of what you want to accomplish. State the end results in one sentence that even a child can imagine, understand, and remember.

Consider the power of President Kennedy's goal "to send a man to the moon and bring him safely back home within this decade". Thousands of people did very detailed work and spent billions of dollars based on this simply stated goal.

2. Develop a written plan.

Get it on paper (or on the computer). Make the plan as specific as possible, in terms of what will be done and by when.

3. Enlist support of others.

Let them know what you are doing, and how they and others will benefit from the results you want to produce. Invite them to lend their support however they can.

4. Set up milestones and reporting systems.

Break the job down into segments, and set target dates for finishing each segment. Develop a reporting system on paper or via a good software program. Send regular reports to people who are working on your team, or who have an interest in your project.

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"Joy in looking and comprehending is nature's most beautiful gift."

– Albert Einstein



"Keep you allies by your side and your enemies at bay."

Stop Dragging Work Home With You

You'll find that your worklife and your homelife will be more productive and enjoyable if you can confine work to the office. *Here are some tips that will help:*

- **Gripe about work for no more than 10 minutes.** If you've had a bad day, keep it from invading your evening at home. Set a timer if you have to. Return the favor by listening to the other person's gripes.
- **Tie up loose ends.** To keep your mind off work, write down any nagging, office-related matters as soon as possible after arriving at home. *Example:* "Remember to call Jones tomorrow before noon, re: contract renewal." Then forget about it until the next day.
- **Take 20 minutes to clear your mind.** Create some ritual that marks the transition from work to home. *Examples:* Take a walk, meditate, shoot baskets or read a section of the newspaper.

Source: *Manager's Edge*, as adapted from *Secrets of Executive Success*, Rodale Press.

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5. Have a support system.

Set up the supports you need in your work and in your personal life. Have one or more advisors that you meet with regularly to report progress, and get advice and encouragement. Your personal coach can be one of these key people.

6. Monitor progress and make adjustments.

Realize that even the best plans need to be adjusted in the heat of battle. Make adjustments quickly and respond to new opportunities or short cuts along the way that help you reach your destination faster. If you find it difficult to get around or through certain roadblocks, get help and advice promptly.

7. Form mutually beneficial alliances with others.

Find other people or groups that are natural allies and team up with them so you can help each other reach your objectives more easily and effectively.

8. Work your plan regularly and continuously.

Maintain a high focused activity level and get help when you need it. Don't try to do everything yourself. Delegate as much as you can, and follow up with those to whom you delegate work.

9. Keep your allies on your side and your enemies at bay.

Inform your allies about progress you are making and problems you are having. Thank them for their help. Protect yourself from important enemies by setting up and maintaining boundaries between yourself and your enemies. Recognize that enemies can be within you as well as about you. When you find that you are doing things that impede your own progress, replace that activity or habit with a better one. Ask your advisors what you personally can do better. Then put the corrections in place.

10. Celebrate progress along the way.

Share the glory. Recognize and thank the people who have helped you produce results.

Reprint authorized by Ted Isensee, www.thebusinesscoach.com

Internet Research Tip

How often do you find yourself going through numerous web pages to determine if they might be relevant to your search? Some pages can be very long, making your search very time consuming.

Here's a tip to help speed up your search.

Open the web page you want to review. Press Ctrl-F and your browser will display a 'Find' dialog box. Enter your most prominent keyword and then click the 'Find Next' button. The dialog box will search down the web page until it locates the keyword. You can then use Ctrl-G or the 'Find Next' button to move down the page and quickly assess the document's usefulness.



Happy Surfing!

Pat Zickefoose, Virtual Business Assistant at yourotherhand.com

"There are no limits on what you can achieve with your life, except the limits you accept in your own mind."

– Brian Tracy

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Qualities Of A Sales Professional

Studies have shown that outstanding salespeople share certain traits, whether they run their own business or work for someone else.

According to Jim Cathcart, well-known speaker and author of *Relationship Selling: The Key to Getting and Keeping Customers*, whether people are professionals isn't determined by the business they are in, but by the way they are in business.

Sales professionals:

- Are committed to the success of their clients' businesses, as well as their own.
- Have clearly stated business and life goals.
- Take time to educate themselves, and are always open to learning how to improve their sales skills.
- Spend spare time in sales-related activities, whether within their industry or contributing to other entrepreneurs.
- Take personal responsibility for both their successes and failures, rather than blaming others for any setbacks.
- Keep track of their progress, including accurate records of conversations with clients and appropriate follow-up times, as well as their level of activity during each step of the sales process.
- Are determined and persistent, and don't let anything discourage or slow them down.

"We act, behave, and feel according to what we consider our self-image to be and we do not deviate from this pattern."

– Dr. Maxwell Maltz

Web Site Of The Month!



FindLaw: Law, Lawyers and Legal Resources

This site delivers an extensive legal guide, containing cases, codes, forms, links to law reviews, law schools, bar associations, law firms, experts and many other legal sites and resources.

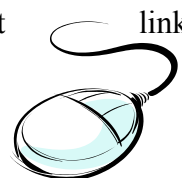
Check it out at: www.findlaw.com



ONE MINUTE IDEAS

Dragging Links

Do you know that you can click and drag links on a web page to other browsers, and even your desktop? In many Windows browsers, you can click on a link, and while keeping the mouse button down, drag that link to another browser window to view the linked page in that browser. You can also create a desktop shortcut for that link by dragging to the desktop.



Improving Skills

When advising employees to improve their skills, give them specific tasks. *Example:* Rather than saying, "Treat customers more warmly," say "Smile more, make eye contact and answer their questions directly."



Teaching Staff About The Business

Communicating with employees involves more than discussing their specific jobs.

As part of on-the-job training, introduce them to larger issues that affect their company's performance:

- Share big-picture plans about the firm's strategic focus.
- Analyze the current and future business climates and how they influence your company's direction.
- Identify industry developments that will have a lasting impact on everyone's work.
- Discuss what competitors are doing that might hurt or help your company's performance.
- Update employees periodically on company finances and progress toward organizational goals.



Source: Adapted from *Communication World*, International Association of Business Communicators, San Francisco, CA 94102

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