

Have You Ever Asked Yourself

“Am I in the Right Business?”

“Am I Doing the Right Things?”

“Am I Achieving My Goals?”

“Do I really belong in this business?”

“How can I be more successful in this business?”

Answer these questions now. Make and carry out a New Year's Resolution to learn more of who you are, what the business demands, how your strengths compare to the business requirements and develop action plans to improve your business.

Successful people use their strengths more than 80% of the time, and weaknesses less than 20% of the time. Measure your strengths; those things you can do, want to do and are motivated to do very well. Then compare those strengths to your company's requirements. Develop a plan to maximize your strengths and simultaneously identify the strengths of others in your organization. Synergize every employee's contribution to your company's success.

Please take a simple assessment.

1. Sign your name on a piece of paper.
2. Now sign your name using the other hand.

That was a lot more difficult. It required concentration on signing rather than accomplishing some other task such as financial analysis, personal coaching, listening closely to a client, etc. The energy that could have been used on other tasks was used to compensate for using a weakness. **We accomplish more when we are using our strengths, not compensating for weaknesses.**

The same analogy is true in your business. If our job requires cold calling and we are a person who prefers working in solitude, a tremendous energy is used just to force ourselves to go out and meet new people in a networking environment. If we are highly social, yet our job is mostly done solo, we might spend too much time talking with others rather than doing some job that needs accomplishing. Or if the job requires multi-tasking and we prefer completing one task before starting another, it may be difficult to handle interruptions thereby postponing actions that need to be taken immediately, such as dealing with an immediate customer need. **We tend to do those things we enjoy (use our strengths) and procrastinate doing other tasks that may have an even greater impact on business success.**

Learn who you are and why you behave the way you do by measuring twenty different aspects of yourself and how they relate to the success of your organization. Measure and apply your strengths to your company's success. Learn how to create an organization where each individual applies their strengths to their best advantage for your company's success. One organization increased sales 20% in three months just from

organizational changes that more fully utilized each senior person's strengths while minimizing the use of their weaknesses.

Organize current staff and bring in new staff members whose strengths complement the needs of the organization, not just duplicates of your strengths. Create a synergetic organization.

The key starts with “knowing yourself”.

Learn who you are. Measure how you think, learn, behave and are motivated – all the items that go into making up your “strengths” – AND – how to most effectively apply those strengths to maximizing business performance.

Carry out a New Year's resolution to measure and understand more about who you are - how to best apply your strengths - increase your company's 2004 performance - and accomplish more of your business and personal objectives.

Talk with me, Michelle, (303-444-4248x250) about how I learned to better define my own strengths and how to apply them for greater business success. Or contact Lloyd Gottman (303-798-8047) who can both explain and provide the services for you.

One more way the OnePoint has resolved to create additional value and performance for you, our treasured clients, in 2004.