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DO MORE THAN EXPECTED

Concerned about the economy and the ability to maintain your customers? Take heart, Tony Jeary would say “Give value, do more than expected” which was the advice that a young Jeary heard often as he grew up. Now as a coach to the world’s top CEO’s, Jeary has translated that saying into a program that is easy to learn, and easy to implement. In his book ***Strategic Acceleration: Succeed at the Speed of Life***, Mr. Jeary maintains that even in tumultuous economic times it is possible to exceed customer expectations. His book provides information on his 3 pivotal concepts:

Clarity — Vision, Jeary states, is created by combining opportunity with your personal strengths and talents. With a clarified vision, it becomes possible to follow the connecting opportunities faster. Results will be superior and come quicker than you thought possible.

Focus — By developing the mental discipline for focusing attention on what really matters there is increased productivity on the activities most relevant to your strategic agenda.

Execution — Using effective communication to get things done faster will allow you to exceed customer expectations. Jeary maintains that the “expectations we exceed today become the seed for new opportunities in the future”.

In order to carry out these three steps, you may need others to assist and/or cooperate.

The clarity and focus chapters provide the roadmap for carrying out the execution step and for engaging others to assist and/or cooperate with you. Naturally most of your time will be spent in the execution or the doing of a project. With the ground work of having developed a vision and then focusing your attention on that vision, you will be able to exceed a customer’s expectations most of the time!

Contact MAGIC to borrow a copy of ***Strategic Acceleration: Succeed at the Speed of Life*** and use the exercises Mr. Jeary includes in the book to start exceeding expectations more often and with ease!

“IN TIMES LIKE THESE, YOU GET A CHANCE TO SHOW YOUR STRENGTH.”

Who in their right mind would think that now, 2009, is a good time to be an entrepreneur? Inc Magazine recently invited Jim Collins, author of ***Built to Last*** and ***Good to Great***, and Bo Burlingham, author of ***Small Giants, The Knack*** and an editor-at-large at Inc., to discuss this age old question: “why do some companies become great while others flounder? “

Some highlights: “It is only in times like these that you get a chance to show your strength.” The young generation has a sense of responsibility and service and a lack of cynicism that is remarkable and wonderful...” “Most successful entrepreneurs of the past 30 years believed in the larger purpose of what they were doing. – they defined success on a very large scale”. And in answer to the question about what has changed in building a business today as compared to 10, 20 or 30 years ago? One word: Skills. Basic principles haven’t changed, but skills are always changing – meaning constant learning is more important than ever before!

This is a fascinating and insightful interview. For your copy, contact MAGIC.

GO BEYOND LINKEDIN

In the last issue of Newline we mentioned LinkedIn as a great professional networking site – which it is. But it's only one tool in the box. If you want to expand your network consider using some other methods in addition to LinkedIn. For example, try:

- Creating a profile on www.Jobster.com, www.Emurse.com or www.ZoomInfo.com
- Setting up your own blog—use www.blogger.com or www.wordpress.com
- Becoming a blog commentator. This will also allow you to point back to either your own blog or your LinkedIn profile.

For more tips on using LinkedIn and other networking tools, check out the following books—all available for free through the Prince William Public Library. Contact MAGIC to reserve your copy.

"I'm On LinkedIn, Now What???" A Guide to Getting the Most Out of LinkedIn, by Jason Alba. 2009.

42 Rules for 24-Hour Success on LinkedIn, by Chris Muccio. 2009.

Seven Days to Online Networking: Make Connections to Advance Your Career and Business Quickly, by Ellen Sautter and Diane Crompton. 2008

Never Eat Alone and Other Secrets to Success, One Relationship At a Time, by Keith Ferrazzi. 2005

TEN STEPS TO A GREENER BUSINESS

Would you like your office to participate in the environmental movement? Here are 10 easy and low cost ways toward operating a greener business, according to Canada's Dept. of Foreign Affairs and International Trade's Greening Operations:

1. Turn off equipment when not in use, especially at night.
2. Communicate by e-mail, don't print messages unless absolutely necessary.
3. Reduce fax-related paper waste. Use a fax modem, which allows documents to be sent directly from the computer, and use cover sheets only when necessary.
4. Produce double-sided documents when possible.
5. Be sure to completely shut off faucets; those drips are a huge water waste.
6. Install displacement dams in toilet reservoirs to help minimize water used per flush.
7. Use paper with maximum available recycled content.
8. Choose suppliers who take back packaging for reuse.
9. Avail yourself of local products and services so as to minimize travel costs and energy used.
10. Before replacing office furniture, see if your existing furniture can't be refurbished.

Inspired to find even more ways to go green? ***101 Ways to Turn Your Business Green***, by Rich Mintzer is the book to read. To acquire a copy call MAGIC at 703-792-4880 or email your request to magic2@pwcgov.org

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