



Teambuilding Breakthrough Strategic Planning Speaking

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Your Eyes Open

It is dawn. Your eyes open. Light filters in. You hear the breathing of your special someone and the events of the coming day begin



playing in your head. You scan the events and then it hits you! What is my stand here? Where do I stand? What are these questions pointing to? Human beings create meaning and we have a choice regarding how we react to our circumstances. So as you deal with

business circumstances, attempt to create meaning that is empowering and enabling.

It is March 2009 and it is really cold in the Midwest. There is a new administration in office but is that making any difference? I hear some optimistic messages; however, the economic signs are not good. The economic data is downright scary. No one is buying; everyone is waiting. Companies are waiting for someone to buy and then they can buy. A standoff occurs and there's a downward spiral and the waiting continues. However, it is not just waiting; companies are lying off, cutting costs and focused on surviving.



As business people, we are in the eye of the hurricane. I have never been through a business cycle where I am really concerned about the ground beneath my feet. How solid is the floor? Where is the floor?

As Victor Frankel, a concentration camp survivor pointed out, humans are meaning making machines. As humans, we have the unique opportunity to see that we ascribe meaning to things. My dog does not have that view. For her, its time to eat - that is not her perspective or view- that is what is true for her. For the most part, humans are like that also except we do have the ability to have a perspective and watch ourselves. Although it is an under utilized talent, it is nevertheless there.



As I deal with the business hurricane, there are numerous opportunities to go with my negative feelings and thoughts. As a colleague once said, “I would like to put myself to sleep and wake up in six months.”



As you confront the storm, here are some things that are offered as an empowering context that you can bring to your business situation:

- *What is happening in our economy is not personal. You are not being selected out by God. It is raining on everyone. You may not like it, but that is irrelevant. There is no room for denial. There is a hurricane blowing and you have to deal with it.*
- *Get your costs and expenses structured down below your revenue. Be brutally honest in your assessment of your company and be pragmatic. There is uncertainty about the future right now and that is certain. Embrace that reality.*
- *There is a need and demand for a high performance team at work. Dealing with the hurricane is a group event. It is a far larger event than any one individual. The human group reaction is usually “fight or flight.” When dealing with this adversity, it is easy for a group to hunker down and retreat into their offices. This will get you into trouble. Bring groups together and make sure you are focused and doing the right things. Make sure that you are actually talking about the right things. Be proactive and solution oriented.*
- *It is a paradox but in a slowdown you will get and actually should be really busy. The people around you also need to be busy doing meaningful things. Everyone needs to be focused on and dealing with how to ensure that we generate our company into a healthy place no matter what.*
- *Be out in the marketplace proactively marketing and selling. Now is the time to be out looking for opportunities and for those who need your services and products. Do not allow the prevailing mood in the country of doom and gloom to capture you. Get out there and cause something to happen.*
- *Everyone is not suffering. At least 90% of Americans are working. There are companies that are out there that are holding their own and some are even growing. According to National Public Radio, India’s economy will grow by 6% this year. Go find these healthier companies and work with them.*
- *Recognize that people are going through a lot and not just your company. Hard economic times are hitting brothers, spouses and other family members. Now is the time for listening, compassion, understanding and coming together. There is a lot of stress going on in the world and that needs to be understood and appreciated.*

My stand is that whatever happens to me and my company, it will

make us stronger and better able to thrive. My company is going to make it through this and be better for it. What is your empowering stand? Let me know. I look forward to hearing from you. Let us know what we can do to support you in thriving under tough conditions.

Game 2009 on,

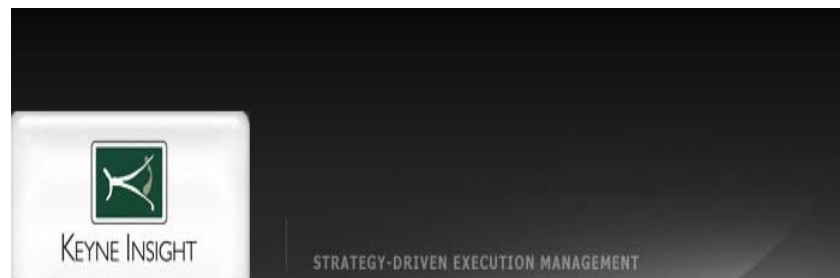
Bruce

The Latest and Greatest from CMI

I trust this finds you engaged in and dealing with 2009. As your partner in thriving in turbulent times, I have a gift and a resource for you. About four months ago, I was approached about a performance management and execution tool called Keynelink. I was skeptical, however, taking my skepticism with me, I checked it out. Frankly, I was impressed and really liked what this web based software could do. I think it is incredibly valuable and useful when linked with a good planning process. CMI now has three clients using and liking this tool.

I know you as a proactive business leader. You are also someone who likes a down to earth and sensible approach to business and management performance. Culturally, I think this tool is a good fit for your organization. The focus of Keynelink on measuring and achieving high performance is consistent with what you are intent on producing. My sense is that you would like and appreciate this tool and I am eager to show it to you.

If you think this is something which may interest you further please register for the event at www.keyneinsight.com and on the left hand side of the screen is a box entitled meeting center. Click on it and it will get you to this screen. This website also has information on the tool. However the best place to experience it is at a webinar. There is also the option of my coming to meet with you for a private webinar. Please let me know your thoughts and the next steps. I am looking forward to working with you.



Be well,

Bruce

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