



Corsini's Point of the Week™

June 16, 2008



Focus on Optimism

Times might be tough, but at CCG we're optimistic. That's because, contrary to what the media says, many companies are doing great. Several of the ones we work with are having exceptional years. Many are hiring. The rainmakers in our sales coaching program are setting sales records. So we have many reasons and supporting examples to be optimistic and encouraged about 2008.

Now, we do acknowledge that success for some companies isn't coming easily. I've always said that during good times, it's relatively easy to succeed at some level. Executives can look like geniuses when business is booming. Lots of salespeople can make it rain then. Deals are easier to come by—and easier to close.

But in a tight market like we're having now, even successful businesspeople are playing a new game. They're finding that they have to work with stronger strategy and more deliberation than before. When the going gets tough, whatever weaknesses you might have become more exposed. Sometimes really exposed. And people who depend mainly on a growing market to keep their pipeline or backlog of work full are hurting. A tight market separates those who are profitable, effective and focused from those who are struggling, inefficient and disorganized.

Bottom line: It's more important than ever to work smarter and do what you do better.

That's exactly our advice as coaches. Now more than ever, success is about understanding your strengths and working on any problems—any Achilles' heel—that might be preventing you or your organization from overachieving. Believe me, the individuals and companies that prevail through these tough times will come out stronger. Success in this market means hitting on all cylinders, but if you work all these cylinders with dedication, focus and optimism, you will get where you want to go.

In our efforts to help you do what you do better, we're putting together a half-day executive briefing in Birmingham, AL, for executives who are striving for (and are committed

QUOTE OF THE WEEK

"Rough waters are truer tests of leadership. In calm water, every ship has a good captain."

— Swedish proverb

DOWNLOAD THIS POINT

ARCHIVES OF POINTS

SUBSCRIBE

UNSUBSCRIBE



Corsini Consulting Group, LLC

6 Office Park Circle,
Suite 309

Birmingham, AL

35223-2542

(205) 879-0432

coach@corsini.com www.corsini.com

Copyright 2008

by Marc A. Corsini

to) growth during challenging times. We'll explore the key ingredients for growth and success in today's market. And we'll talk about how to change or enhance the culture of sales in your organization.

We're then going to follow up this executive briefing with a session for salespeople who want to hone their skills as a rainmaker. We'll talk about our Best Bets™ Model and how it helps people overachieve in good as well as challenging times.

Both sessions will feature an outside speaker. And keeping true to our proven, whole-life CCG model, we'll discuss achieving success in all areas of your life using our 7 F'S of True Success principles.

CORSINI'S POINT

For lots of businesspeople, today's tough times aren't really so bad. Others have to work harder. And everyone has to work smarter. Nothing wrong with that. In fact, being forced to really do what you do better might be a blessing in disguise. Don't listen to the negative stuff. Instead, use this summer (this mid-year time) to focus on your fundamentals. Take inventory of your strengths and weaknesses, and be authentic with yourself about what you do and don't do well. Focus on your business. Increase your activity, and build your pipeline. Enhance your expertise in your field. Be an advisor to your clients.

During the next few weeks, we'll be rolling out details about our upcoming coaching events. They will help you do what you do better. That is our focus, and we're quite optimistic about it.

Do What You Do Better™ with Strategic Planning

At CCG, we ask the right questions so you can formulate a truly strategic plan for your business—one that you can put to work immediately.

Our structured, accountability-based model helps leadership teams—as well as top leadership at privately held firms—stay focused, become better organized and reach the goals they've set. As vision becomes a reality, success is realized.

It's all about having a workable plan and then putting that plan to work for you. That's how you Do What You Do Better.

Contact Marc Corsini at marc@corsini.com or (205) 879-0432 for more information.

Material may be reproduced with credit to Marc A. Corsini

If you have received this email in error or if you no longer wish to receive it, please email admin@corsini.com to be removed from our mailing list. We apologize for any inconvenience.