



Corsini's Point of the Week™

July 14, 2008 Part 4 of 6



Be Prepared

We're continuing our series on overachieving and growth during challenging times. We've talked about focusing on the fundamentals of your job. We've given you reasons to be optimistic. We've talked about your "sweet spot" and the importance of being in it. And we've offered a lighthearted approach to performing well under stress. (Go to www.corsini.com and visit our archived Points if you want to review these ideas.)

This week, let's start our discussion with the Boy Scouts' motto: Be prepared. "For what?" you might ask. The answer is simple: "For anything."

Opportunities are everywhere, and they are numerous for those people with a positive attitude and enough belief in themselves to take a chance or two.

For example (and this is an extreme example), I was listening to the radio during my regular morning walk when I heard a story about the rock band Boston. (This was a favorite band for many of us during the 1970s; I can remember listening to the group all the time back then. So I was all ears during my walk.)

Anyway, when lead singer Brad Delp died about a year ago, a devoted fan named Tommy DeCarlo recorded his own karaoke version of Boston's songs and uploaded the MP3s to his MySpace page as a tribute to the rock star. DeCarlo, 43, who worked as a credit manager at a Home Depot in North Carolina, had been a Boston fan since childhood. A friend of his saw the tribute page and suggested DeCarlo contact the band. He did, one thing led to another and the loyal fan landed a gig as Boston's new lead singer.

DeCarlo currently is part of Boston's summer tour. And he's rocking proof that opportunities abound for those who are open to pursuing them.

QUOTE OF THE WEEK

"You miss 100 percent of the shots you don't take."
— Wayne Gretzky

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Corsini Consulting Group, LLC

6 Office Park Circle,
Suite 309

Birmingham, AL

35223-2542

(205) 879-0432

coach@corsini.com www.corsini.com

CORSINI'S POINT

Boy Scouts, would-be-rockers (and rainmakers) know you

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have to be prepared. Opportunities can come your way from anywhere and at any time. But most opportunities start when you do something. Tommy DeCarlo would still be a credit manager at Home Depot if he hadn't posted his video on MySpace. He took the first step toward his success—even in the face of enormous odds. Do something, and then be prepared to reap the benefits.

Speaking of being prepared, CCG has put together two half-day conferences for executives and salespeople. Both events are designed to help you overachieve in today's challenging business climate.

Executives will learn how to focus on the fundamentals of their job so they can work smart and create a thriving sales culture. In a separate, specialized event, salespeople will explore Corsini's proven Best Bets™ as well as the keys to being a rainmaker.

Both events will include informative presentations and group exercises, and participants will get Marc's 7 F's of True Success book, a behavioral assessment and a seminar-specific workbook.

To see the agendas for either or both conferences and for more information, contact Briana Dudley at briana@corsini.com.

Also, keep in mind: Our newest book, *Do What You Do Better for Salespeople*, will be released in August.

with credit to Marc A. Corsini

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Do What You Do Better™ with CCG Seminars

The Executive Briefing: Booming Business in Challenging Times is designed for leaders who are looking for sustainable success during today's tough markets. This half-day seminar from CCG will be held August 28 and will feature programs; a guest speaker; and resources like *The 7 F's of True Success* book, a behavioral assessment and a seminar workbook.

Next, on September 10, CCG will offer a seminar focused on salespeople: *Making It Rain During a Down (and Dry) Economy*. Also a half-day format with take-home resources, the behavioral assessment and informative presentations, this gathering will help salespeople recognize their true talents—what they need to succeed during trying times.

Contact Briana Dudley at briana@corsini.com for agendas and for more information.