

## Strategically Growing

Explosive growth is said to be the best of all problems, right up there with the Chinese maxim, "May you live in interesting times." The Strategic Coach team has taken on the challenge of creating new products and programs, allowing us to expand on what we can offer.

We are now looking at a wider focus for our Knowledge Products. Strategic Coach concepts and tools will be available to a larger audience in an extensive range of situations. One of our most useful tools, the Strategy Circle™, will soon be available for use in creative problem-solving with clients, friends, and family.

Our existing programs, The Strategic Coach Program™, the Entrepreneurial Team Program™, and the new Million Dollar+ Group™ continue to grow and evolve. Plans are underway for our fourth annual Couples Conference to be held in February 1999. In addition, we are excited to be able to offer our clients Strategic Coach software, due out in the fall. This software will support the current workshop tools and allow clients to track their progress with greater ease and efficiency.

Leadership, relationship, and creativity fuel our growth, and 1998 will continue to be a great year of product launches and new events.

*Ross Slater*

## Beyond The Horizon

The horizon is the place where the land ends and the sky begins. The horizon is real, but only in the mind. It is a mental construct that cannot be physically reached.

Similarly, we create ideals that help us deal with the future. These ideals serve as mental reference points that we use to establish goals, to motivate ourselves, and to withstand periods of difficulty in our lives. They exist only in the mind and, just like the horizon, are impossible to reach.

Every day we deal with entrepreneurs who have a wide variety of extraordinary skills and proven track records. However, many also have a sense of perfection that hobbles their capacity to recognize their successes. They live in the negative zone — a place where they measure their achievements against their ideals. The result is a sense of constant failure despite high levels of success.

Measuring progress against the ideal is an exercise in frustration. Like the horizon, your ideals are always shifting ahead. This creates a constant gap between your accomplishments and your ideals. The experience of measuring yourself against your ideals is one of failure, disappointment, and low self-esteem, no matter how high your achievements.



*Dan Sullivan, Founder and President of The Strategic Coach*

Instead, allow the ideal to play its proper role — as a source of inspiration and direction in setting your goals. Measure your progress by looking back at the goals you've accomplished, and then celebrate your successes. You will always be further ahead than you were before, and the experience will be one of satisfaction, optimism, and confidence.

A handwritten signature in black ink that reads "Dan Sullivan". The signature is fluid and cursive, with a large, sweeping flourish at the end.

# Who? and What?

The Strategic Coach Inc. provides a lifetime focusing Program for highly successful entrepreneurs. At the present time, over 2000 participants from 60 different industries are enrolled. The Program assists them to simplify their lives, increase their income and savings, enhance the quality of their personal lives, and focus on their Unique Abilities.

The Strategic Coach also publishes books and audiotape sets by Dan Sullivan. These Knowledge Products have been developed over the past ten years within the context of The Strategic Coach Program. Dan Sullivan's products include *The Great Crossover™*, *The 21st Century Agent™*, *How The Best Get Better™*, *How To Be A Global Thinker™*, and *The Producer Group Future™*.

## The Rules Have Changed

It's a lot tougher being a kid today than it was 25 years ago. This is mainly because most older people can't provide children with good advice and direction about the future. If children are confused today, it's because many of the adults who are supposed to be role models are even more confused than the kids.

The transition to a global economy fueled by microtechnology is fundamentally changing the rules of the game, and the public education system may be one of the last sectors in society to catch on. The system appears to be stuck in a structure that continues to prepare our children for jobs that are disappearing as quickly as the bureaucracies that used to create them. As a result, being a good student today gives no indication of a child's economic future.

However, virtually unlimited economic opportunities are unfolding to those individuals who understand the power of microtechnology, are willing to adapt on a continual basis, and are able to contribute as members of cooperative teams. For example, small entrepreneurial companies require that employees themselves have an entrepreneurial attitude, with a willingness to

be paid on performance rather than education level, social connections, or seniority. The education system must begin encouraging self-reliance, creative thought, and initiative in order to prepare children for the economic challenges and opportunities that lie ahead. These require four specific skills:

- **Self-motivation:** setting and achieving goals in a systematic manner
- **Self-learning:** acquiring new knowledge and skills without the assistance of a teacher
- **Self-management:** the effective organization of time and money
- **Self-promotion:** the ability to present oneself to others in a way that creates new opportunities

The best thing we can do for our children to encourage them to become entrepreneurial is to take the lead and become role models by adopting these attitudes, habits, and skills ourselves.

*\* Excerpt from **The Great Crossover** by Dan Sullivan*

## An Aussie Experience

Chris Moylan, a financial planner from Australia, has been traveling to our Chicago workshops once a quarter for the past four years. Why in the world would someone travel such a distance to attend a workshop? According to Chris, the Program has helped him bring the fun back into his business, has increased his income, and has also changed his lifestyle.

After hearing Dan Sullivan speak, Chris said, "It was as if Dan had been in my office for the past year. All the problems he was talking about, I was experiencing. I had finally found a way to clean up all of the stuff that was bogging me down."

Chris has gained a lot from adopting the time system offered in the Program — his lifestyle has improved. "I have more free time to train for triathlons, to lie on the beach, or to take the kids on a picnic. For me, there's no such thing as a typical Free Day™. They vary so much, and that's the beauty of the system."

Chris loves sharing his experiences in the Coach Program with others — particularly his friends in Australia, New Zealand, and Malaysia. "The strategies and systems will encourage you to look at yourself and your business in ways you've never done before. The Program offers a solution to the messes that we all get ourselves into. Your business life will be much better organized and structured. You will feel a renewed sense of purpose and vision. In addition, you will get a great deal of enjoyment from sharing your successes and challenges with others."

A word of advice from our Aussie friend, "If you've reached a point where you're frustrated, have lost your focus, and the drive and excitement you once had for the business are gone, participation in the Strategic Coach Program can definitely help you."

*Ah Nan Kim*

# Delegation: Accept the challenge

For many entrepreneurs, the issue of delegation is a source of frustration, confusion, and complexity. At first, it may seem too difficult to trust others and to give up control over important projects. Just for a moment though, imagine being freed up to focus on the activities that you really love, all the while feeling confident that those other projects are being handled.

In order to focus on the things that we're best at, we need to be able to delegate, and to do it well. Here are some guidelines to help you along the way:

- **Accept that you're not good at everything**

Realize that your talents lie in specific areas. Take the time to identify the activities where your performance is excellent and at which you keep getting better. These are the activities you should be focusing on. Other members of your team can better handle the activities that leave you feeling frustrated, anxious, or even bored. Once you've defined these areas, you will be more willing to "give up" the control necessary for effective delegation.

- **Communicate with your team**

When you delegate a project, don't abandon responsibility for it. Do your part, and let others do theirs. Communication is

the key — give your team enough lead time, set realistic deadlines, and be clear about the results you want. Be available to answer questions and problem-solve as necessary, and set up a system whereby you are kept informed of any progress. Most important, don't forget to celebrate your successes with your team.

- **Delegate to the right people**

Develop the skill of uncovering other people's abilities, and team up with people whose capabilities are complementary to yours. Then delegate activities to people who are better at handling them than you are. Many of us end up taking back work because it isn't done to our satisfaction, and for a good reason — we could have done it better. But when you discover a person who brings more creativity, energy, and excitement to an activity — delegate it. You'll be thrilled with the results!

Developing delegation skills takes some courage and a willingness to change. You will be rewarded by accomplishing larger goals than you could have on your own. An added bonus will be the incredible satisfaction of watching your team grow with you.

*Shannon Waller*

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The  
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Need a quick and easy way to keep in touch with your top clients? Here's a hassle-free way for you to continue developing those relationships. Sign up for the Strategic Coach KP Club today.

Give us your list of clients and choose the items that you'd like them to receive over the next year. We'll do the rest. Every two months a gift-wrapped Knowledge Product™ will arrive at your client's door with a card from you thanking them for their business. It's quick, easy, and after the initial sign up, you won't have to worry about it. Call 1-800-387-3206 for details.

New Product Launch!



The  
Producer  
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As we enter the 21st century, financial services is the fastest growing industry in the world.

- How will the global financial services industry take over crucial roles and responsibilities of national governments?
- How is microtechnology forcing the financial services industry to break into four distinct components?
- How will the most creative and productive financial advisors organize themselves into powerful producer groups?

Dan Sullivan answers these questions and more in his latest book, **The Producer Group Future**.

**Price:** \$15.00<sup>US</sup>  
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**For more information on this or other Strategic Coach Knowledge Products please contact us.**

**Phone:** 416-531-7399

**1-800-387-3206**

**E-mail:** [info@strategiccoach.com](mailto:info@strategiccoach.com)

# The Referability Habits

Are you referable?

Test yourself: Do you always show up on time for meetings? Do you always do what you say? Do you complete the projects you start? Do you say please and thank you when talking to your clients and to your team?

It's easy to see why people who fail to do these things in their business quickly find themselves cut off from new relationships and opportunities. They appear undependable or ungrateful, no matter how good they are at what they do. Would you refer someone without these habits to one of your clients?

These simple habits, based on respect and appreciation for others, are a prerequisite for getting referrals. By adopting a few simple referability habits, you can acquire the building blocks necessary for establishing great relationships.

## Referability Habits:

- **Show up on time**
- **Do what you say**
- **Finish what you start**
- **Say please and thank you**

We will be exhibiting  
at the following  
Trade Shows in 1998:

Million Dollar Round Table  
Chicago, IL  
June 28 — July 1, 1998

Professional Insurance Agents  
Orlando, FL  
August 5 — 7, 1998

YEO - Young Entrepreneur's  
Organization  
Toronto, ON  
August 15, 1998

Entrepreneurial Women's  
Conference  
Chicago, IL  
September 9, 1998

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Is your address correct? If your current name or address changes, please notify us by phone, fax, or e-mail.

The Strategic Coach will close for one week in the summer. We will be closing on Friday, August 28, 1998 and re-opening on Tuesday, September 8, 1998. Have a great summer.