

Optimize-Humanize-Monetize

Optimize-Humanize-Monetize || 3 Critical Steps to Results YOU Want

The Coachable Moment for the week ending July 6-2012

Irene Becker | www.justcoachit.com | 3Q Leadership™ Blog

Helping smart people and organizations communicate and lead forward

smarter, faster and happier is what I do best



What Are Coachable Moments?

Why Are They Important ?

Coachable Moments are the “aha” moments I have had in my executive coaching practice over the past ten years; moments that have helped me develop 3Q leadership™ tools & exercises for clients that have helped them quickly shift forward to improved results by resetting default patterns of thinking and doing. Rewriting neural patterns/ habits of thought and action that no longer work is what 3Q Leadership™ is all about.

Great communication is critical to employee engagement and retention, effective teams/ virtual teams, improved lead generation/ sales. Systems theory tells us about the power of one consistent change to affect positive change in the entire organization. **More on systems theory-effective communication**

and team-building? You betcha. Stay tuned for my forthcoming
Pink Paper.

**And, now this wk's Coachable Moment- Optimize, Humanize,
Monetize**

Optimize



Attitude is altitude, but developing an attitude that takes you and others forward means building a critical Q skill! It means honing your ability to focus on strengths and see problems as a conduit to the solution. Build a critical Q skill constructive discontent. See mistakes, failures with new eyes that help you turn them around. Constructive discontent is part of my 3Q model because, while counter-intuitive it is absolutely critical to leading and managing forward. Developing this key skill will help you not only optimize your potential and the potential of others; it will also build greater to wellbeing.



Humanize

The leader who communicates well succeeds well. Communicating well means delivering your message in a way that resonates profoundly with the recipient(s). It means building resonance and reach! Humanizing communication, adapting your words, your tone, your body language for each and resonance is a learned skill, a critical important skill that will also help you build another key leadership competency-enhanced EQ/EI. Humanizing communication means adapting your style in a way that opens the ears of the listener (s). What is the value of learning to humanize your communication? The value is implicit to successful management and leadership because the take-away is an auditory footprint that engages and inspires the best in others.



Monetize

Shift forward! Use your communication, your voice to become solution focused and solution driven. Fail forward faster, and better.. Once you have mastered constructive discontent, hone your ability to optimize potential by teaching your people to fail forward, faster and better. Model/mentor/coach others by helping them to build transparent communication, empowerment-improved bottom line results. **Achieving results and sustaining the power of those who are part of YOUR success team means building the Q skills that will help you optimize-humanize and monetize results.**

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Are YOU Ready to Kick-Start Results?

**New 3Q Leadership™ Quick-Step
Programs Start Aug 6, 2012**
Insightful, Purposeful,
Powerful

**Section I: Optimize-Humanize-Monetize (Verbal
Communication)**

**Section II: Optimize-Humanze-Monetize (Written
Communication)**

**Section III: Optimize-Humanize-Monitize
(Social Media Communication)**

Registration is Limited. Email:

irene@justcoachit.com

**More on Building Your 3Q Leadership™
Edge?**

Humanizing, Optimizing and Monetizing

Results? Yes!

Great Read Review & Excerpt The Power of Communication

7 Ways to Turn Conflict Around

Greatness Leadership-7 Steps

Extraordinary Woman Interview on Leadership

Meaningful Work

Lead Forward

The Thriving Organization

Courageous Team-building

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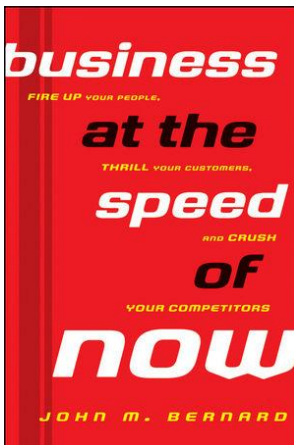
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Business at the Speed of NOW- Gr8 Read Review & Excerpt

Great Read | Book Review & Excerpt

**Business at the Speed of NOW: Fire Up
Your People, Thrill Your Customers,
Crush Your Competitors by John M. Bernard**

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Success demands an evolution of how we think, work and lead forward. Creating value for others (the timeless litmus test of success) means working more effectively in a volatile arena where the greatest constant we know is change. It means learning to do business at the speed of NOW. What are the seven deadly sins of management? How can not only awareness of these sins but a new and better way to fire up YOUR people, thrill your customers and crush your competitors do for your organization health?

John M. Bernard teaches about building an agile, cost effective management system at the Speed of NOW. A great read, a must read for management and leadership, this book takes the reader on an intrepid journey to enhanced effective, better management and business results at the speed of NOW.

*Practical and purposeful, Business at the Speed of NOW is chock full of real examples, assessments, tools, guidelines, and checklists that enable readers to apply the concepts immediately. What is it? How do we get it? How do we write a breakthrough plan for doing business at the speed of NOW? If you have not read this book, go get it! Close the execution gap, enable YOUR organization's YES-ABILITY-read **Business at the Speed of NOW**.*

*Excerpt/Adaptation from **Business at the Speed of Now: Fire Up Your People, Thrill Your Customers, and Crush Your Competitors**
John Wiley and Sons. 2012*

Companies must evolve or die.

Once the need for speed burst into the business environment, it changed the game. Today, competitive success demands a new approach to management, one that enables employees at all levels to solve problems and seize opportunities autonomously and instantaneously.

To enable YES-ability, managers must have put these crucial elements in place before the moment of truth arrives in the form of a first-time order or an angry call from an irate customer. The bottom line? Management's work today should center on enabling immediate action and ensuring that all action aligns with the direction and goals of the business. It requires an about-face just as revolutionary as the one managers made at the dawn of the Era of Mass Production.

The chief indicator of management variation is confusion. The Seven Deadly Sins of Management contribute to that confusion.

The Seven Deadly Sins of Management

1. Lack of Clear Direction
If people don't know the organization's destination, they can't spot opportunities to help it get there.
2. No Line of Sight
If people can't see how their work connects to the destination, they won't make the best possible decisions in their daily work.
3. Unclear Accountability
If people don't know what others count on them to do, they won't do it.
4. Inconsistent Language
If people don't use a common vocabulary, with clear and simple definitions of each word, they will waste valuable time trying to understand each other.
5. Poor Issue Transparency
If people do not feel safe raising issues, they will bury problems that will hinder progress toward their goals.
6. Insufficient Resources
If people try to do their work without the right resources, they'll end up with disappointing results.
7. Inadequate Tools/Skills.
If people lack the skills and the tools they need to get desired results, they won't get the results.

NOW organizations, on the other hand, develop a new mind-set, one that starts at the top and permeates the entire organization.

The NOW Mindset

1. I use facts to find truth.
2. I serve my customers.
3. I improve my processes.
4. I count on people, people count on me.
5. I keep score to maintain focus.

The agility and efficiency a company needs to flourish in a world of mass customization depends on establishing new systems and embedding them deeply in the organization. It's

not just the people who meet and greet the public, sell them stuff, or provide after-purchase service and care who must operate in the now. Everyone from the board of directors to the fellow who polishes the lobby floors at night must embrace the now mentality and utilize the tools that enable them to improve everything they do. Like any engine, every part plays an essential role. If you want to know which parts might stall your own organization, look for the weakest ones. Wherever you find constraints that inhibit making decisions and doing business, that's where the system will either slow up or shut down. The new marketplace realities demand the sort of highly agile, waste-free, and cost-effective management system you'll encounter in the pages ahead.

In today's business world you must not turn your back on new ideas, even the little ones, even ones that seem a little crazy, because they may propel you ahead of your competitors. You need new ideas, and you need them *now*. In the world of mass customization, agile competitors who seize and exploit the best new ideas will clobber leaders who cling to the old logic. **In our speed-driven world, the new logic insists that every worker make important decisions and take decisive action *now*.**

ABOUT THE AUTHOR



Founder and Chairman of Mass Ingenuity, John M. Bernard is a trailblazer and rainmaker who has sat in nearly every seat around the leadership table in high-tech, service, distribution, utilities, banking, insurance, manufacturing, healthcare, education, and government sectors. Mr. Bernard recently addressed the National Association of State Attorneys General and is a riveting, insightful keynote speaker whose audience resonates profoundly with a message and a unique system for doing better business at the speed of NOW. John tweets @johnmbernard www.massingenuity.com

**More Great Reads? YOU Betcha! Every Week
More on Managing Forward...YES!
Optimize, Humanize, Monetize
The Thriving Organization
Profitable Growth**



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The Power of Communication- Great Read Review & Excerpt

Great Read | Review & Excerpt
The Power of Communication by Helio Fred
Garcia

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Bill Gates said many years ago the 21st century leader will be a leader who empowers. It was a visionary statement that has resonated with me since I first read it. Empowerment refers to engaging constituents up and down, vertically and horizontally with the power of a vision and their potential to make this vision really.

A global marketplace, an interconnected social world, make communication a critical skill and KPI (key performance indicator) for effective and agile leadership. Leadership empowers and demands great communication. Is anything more important than building trust, inspiring loyalty and leading effectively?

Thank you Fred Garcia for a truly empowering, insightful Great Read! Leadership builds trust and loyalty. Understanding, empowering and delivering great communication is what The Power of Communication is all about.

Excerpt/Adaptation from *The Power of Communication: Skills to Build Trust, Inspire Loyalty, and Lead Effectively* by Helio Fred Garcia, FT Press/Pearson, 2012

COMMUNICATING WELL IS A LEADERSHIP DISCIPLINE

The present environment of social media, of instantaneous communication where audiences have multiple sources of information available to them at any time, creates new burdens. Stakeholders expect leaders to be good at connecting with them.

In more than 30 years, I have coached more than 250 chief

executive officers and thousands of executives and other high-profile people in complex fields, including doctors, lawyers, financial executives, and military officers. These leaders were in sectors as diverse as pharmaceuticals, heavy manufacturing, energy, biotechnology, computer software, financial services, law firms, advertising agencies, religious denominations, universities, and not-for-profit advocacy groups.

What they all had in common was a need to win hearts and minds. And, a sense that they weren't quite up to the task. They all needed to get better at this core leadership skill.

GETTING GOOD AT COMMUNICATING WELL

The skills that get many leaders to the top of their organizations are not sufficient to do the work at that level. The higher one goes in a company, not-for-profit, or government agency, the more success is measured in winning hearts and minds rather than in the mastery of some technical skill—from medicine, law, finance, education, engineering, and the like. It isn't that their core disciplines don't matter—they do. But they're table stakes. They're what's minimally necessary to get the job. But they're not enough.

I have found a high correlation between leaders seeing part of their work as continually developing their communication skills and their overall success. One of the burdens of leadership is to get good at engaging stakeholders well. They need to master basic skills, practice those skills, and continually enhance their capacity to lead verbally.

At a very basic level of tactical execution, being good at engaging well starts with understanding the physicality of audience engagement. The audience makes judgments based on nonverbal cues. A leader is judged based on, among other attributes, his or her bearing: how he or she carries himself or herself. First impressions matter, and the first impression

is often visual.

The most effective leaders take seriously the physicality of their performance: Standing or sitting in a posture that creates a stable platform. Gesturing fluidly. Making eye contact and locking in the audience's attention. Using visuals to amplify the speaker's points, and not the other way around.

THE FUNDAMENTALS WORK

The fundamentals work. And from those physicality fundamentals a leader can build an effective presence to convey content well. But executives need to take those fundamentals seriously. I sometimes tell a bad joke in response to a client's question about whether the boss will improve as a result of coaching: How many executive coaches does it take to change a light bulb? Only one. But the bulb has to really want to change...

The skills that get many leaders to the top of their organizations are not sufficient to do the work at that level. The higher one goes in a company, not-for-profit, or government agency, the more success is measured in winning hearts and minds rather than in the mastery of some technical skill—from medicine, law, finance, education, engineering, and the like. It isn't that their core disciplines don't matter—they do. But they're table stakes. They're what's minimally necessary to get the job. But they're not enough.

Rather, leaders need to be good at interpersonal verbal engagement—one-on-one and large group, in person and at a distance. I have found a high correlation between leaders seeing part of their work as continually developing their communication skills and their overall success.

ABOUT THE AUTHOR – HELIO FRED GARCIA

Helio Fred Garcia EXECUTIVE DIRECTOR
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For more than 30 years Helio Fred Garcia has helped leaders build trust, inspire loyalty, and lead effectively. He is a coach, counselor, teacher, writer, and speaker whose clients include some of the largest and best-known companies and organizations in the world.

He tweets at @garciahf.

www.thepowerofcommunication.net

More on Communication? YOU Betcha:

From Now to How: Building Social Virtual and Cross Generational Leadership

Constructive Discontent-A Critical Leadership & Life Skill

Turning Conflict Around-7 Steps

Communication-The Coachable Moment-5 Posts in One

The Real Deal: 7 Powerful, Practical Ways to Accelerate Results



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