

# Consulting Success-Important Tips from Seth Godin

*Seth Godin thank you for this absolutely brilliant guideline to consulting and entrepreneurial best questions-best practices; and for your permission to share it*

*Irene Becker | [www.justcoachit.com](http://www.justcoachit.com) | 3Q Leadership™ Blog  
Helping smart people and organizations communicate and lead forward  
smarter, faster and happier is what I do best*

## ✖ 16 Questions for Free Agents by Seth Godin

1. Who are you trying to please?
2. Are you trying to make a living, make a difference, or leave a legacy?
3. How will the world be different when you've succeeded?
4. Is it more important to add new customers or to increase your interactions with existing ones?
5. Do you want a team? How big? (I know, that's two questions)
6. Would you rather have an open-ended project that's never done, or one where you hit natural end points? (How high is high enough?)
7. Are you prepared to actively sell your stuff, or are you expecting that buyers will walk in the door and ask for it?

8. Which: to invent a category or to be just like Bob/Sue, but better?
9. If you take someone else's investment, are you prepared to sell out to pay it back?
10. Are you done personally growing, or is this project going to force you to change and develop yourself?
11. Choose: teach and lead and challenge your customers, or do what they ask...
12. How long can you wait before it feels as though you are succeeding?
13. Is perfect important (Do you feel the need to fail privately, not in public?)
14. How close to failure, wipe out and humiliation are you willing to fly? (And while we're on the topic, how open to criticism are you willing to be?)
15. What does busy look like?

**In my experience, people skip all of these questions and ask instead: "What can I do that will be sure to work?" The problem, of course, is that there is no *sure*, and even worse, that you and I have no agreement at all on what it means for something to work. [www.justcoachit.com/blog](http://www.justcoachit.com/blog), reprinted with permission**



**About Irene Becker, Executive Coach, Consultant, Speaker,  
Writer**

## **Chief Success Officer, Just Coach It -The 3Q Edge™**

First woman CEO of a steel company in Canada, Irene Becker has a track record of trailblazing accomplishments in business and in the community at large. An insightful and inspiring executive coach, mentor, speaker and writer, Irene helps clients achieve breakthrough results in their communication, leadership and lives. Passionate about the integrity of her work and its ability to help change-makers LEAD change, Irene helps smart people and organizations develop 3Q Leadership™ and effective verbal, written and social communication that builds reach, resonance and results. **Irene welcomes your emails at [irene@justcoachit.com](mailto:irene@justcoachit.com) and tweets at [@justcoachit](https://twitter.com/justcoachit).**

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**Step Up! 4 Steps to Leadership, Communication, Management, Well-being and more...**

**Step UP! 4 Steps to Leadership, Communication, Management, Well-being (maybe even happiness?) and More**

*Helping smart people & organizations communicate & lead forward smarter, faster, happier is what I do best*



Leading at the speed of change, in the face of multiple challenges, transitions, even difficult business or personal changes demands high EQ. Yes, emotional intelligence or EQ/EI is one of the most important coachable,

learnable competencies you can invest in. What is it? Why do you need to build higher EQ? How can you do it? Get coached, get moving forward. Re-purpose your potential!

**#1. Self Awareness:** Emotional self-awareness, accurate self-assessment, and self-confidence.

**#2. Self-Management:** Emotional self-control, transparency, adaptability, achievement, initiative, and optimism.

Building # 1 + #2 equals Enhanced Personal Leadership, Resiliency and Well-being *Personal Leadership is critical to success, leadership and well-being. Yes, it is an integral part of your happiness quotient and a critical component of a good coaching plan!*

**#3. Social Awareness:** Empathy, organizational awareness and service.

**#4. Relationship Management** includes inspirational leadership, influence, developing others, being a catalyst for change, conflict management, and teamwork/collaboration.

**Building #3 + #4 are critical because sustainable leadership means building YOUR social competence. Yes, the leader that communicates well succeeds well. Empathic listening/EQ focused listening is a critical and coachable leadership and**

*life skill that requires regular practice and will help you enhance your ability to inspire the best in yourself and others when the going gets tough!*

**MORE:** What is your Emotional Intelligence Quotient

Take this quick self assessment? Consider investing in an thorough EQ assessment that will help you move forward faster, happier and better!

**MORE:** Why is Developing EQ Critical to YOUR success, leadership and wellbeing?

Get a quick and important primer on emotional intelligence or EQ/EI.

**MORE:** How can YOU turn conflict around-Here's how in 7 steps?

Quick but powerful EQ focused tips to help you turn conflict around

**MORE:** The Thriving Organization-10 Steps

10 EQ and 3Q™ focused steps for survive and THRIVE organizations

**MORE?** Yeah-What to do when you've hit a wall!

Is it time to REACH- Redirect-empower-actualize-communicate and harvest YOUR potential to lead forward?

Get Executive Coaching, Training that Sticks? Enjoy an insightful and inspiring keynote?

Just Coach It. Discover Executive Coaching, Consulting, Keynotes and Workshops with as 3Q Edge™



**Irene Becker, Chief Success Officer, Just Coach It-The 3Q  
Edge™ Toronto and Virtually Everywhere | Face to Face, By Tel,  
Skype or Video Conferencing**

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# **Ten Essential Leadership Principles**



## **Ten Essential Principles for Leading Your Company to Victory.**

*Adapted from THE ART OF THE STRATEGIST: 10 Essential Principles for Leading Your Company to Victory by William Cohen*

### **Lance Armstrong: *Commit Fully to a Definite Objective***

Cyclist Lance Armstrong beat cancer. Then, he focused intently on his dream to win the Tour de France. He won the 3,000-mile bicycle race a record five times by visualizing victory each day, no matter the obstacles that appeared.

### **Wal-Mart: *Seize the Initiative***

Sam Walton built his Wal-Mart empire in the suburbs of major cities. His was the first retail chain to prove that customers were willing to drive to the outskirts of town to save money.

### **Giovanni Giacomo Casanova: *Mass Your Resources***

While he knew that he couldn't romance all the pretty ladies at once, Casanova knew he could probably devote himself 100% to one at a time. He did just that. Now, his name is synonymous with romantic success.

### **Kentucky Fried Chicken: *Position Yourself Wisely***

KFC opened stores in China in the mid 80's, before McDonald's was willing to try the market. Today, KFC is preferred in China, with more than 500 outlets, while McDonald's trails with 400.

### **IBM: *Do the Unexpected***

While Apple maintained strict control over its software, IBM allowed others to write programs for its computers, which weren't as cutting edge. Buyers preferred the flexibility of IBM, resulting in IBM taking over the personal computer market.

### **Harley-Davidson Motorcycles: *Keep Things Simple***

In the early 1980's, developmental engineers did their own buying at Harley, which led to costly bottlenecks. The company hired a purchasing engineer to ease the process. Now, Harley is riding strong.

### **Upjohn: *Prepare Several Approaches***

Upjohn, once a well-known chemical company, developed a product that could not only cure mastitis in cattle, but could also be given safely to cattle by anyone. After encountering serious and unexpected resistance from veterinarians (who no longer had an exclusive on the cure) Upjohn introduced a chemically similar drug sold under a different name exclusively for veterinarians. Doing this allowed Upjohn to retain the veterinarian market, while learning how to sell to farmers and cattlemen.

### **Zane's Cycles: *Compete Indirectly***

Zane's Cycles, a small bike shop near New Haven, Connecticut, won customers by offering a lifetime warranty on every item sold. Large retailers couldn't compete with that level of service, and Zane's grew to be the #1 retailer in size in the area.

### **The Advent of the DVD: *Master Good Timing***

In the 80's, RCA developed the video disc player—years ahead of its time. Five years after RCA's videodisc went under, Phillips, Sony, Toshiba and Warner teamed up to develop the highly successful DVD using similar ideas, but superior technology.

### **Joe Sugarman and the Handheld Calculator: *Make the Most of***



## ***Your Successes***

Direct mail marketer Joe Sugarman launched the handheld calculator using six mailing lists. Four of the lists failed, but two were highly successful. Sugarman took the results of the two successful lists to creditors and borrowed more. His second effort increased the number of letters mailed, but he only sent letters to the successful lists. Sugarman knew he would succeed because of the reliable intelligence from his first mailing.

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