

# **The Secret To Peace And Prosperity | New Edition**

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**With 18 Powerful, Insightful and Inspiring Bonus Links (scroll down for links!)**

© Irene Becker

Three wise men and one wise woman were walking in the woods, when they found a special box, a box unlike any other, hidden deep in the forest...



**The three wise men approached the most incredible treasure, the secret to peace and prosperity...**

**The first wise man was too busy to see the treasure...**

**The second wise man was too stressed to see the treasure...**

**The third wise man fell to his knees and wept because the greatest treasure, the secret to peace and prosperity was emblazoned on a simple blade of grass that sat between the river of his greatest desires and his most hidden weaknesses and fear...**

- *Live and lead with faith in your highest power and dedication to following the universal values that sustain your world, and you will discover the secret to building your best self, best thoughts, best emotions and best actions.*
- *Live and lead with compassion and non-judgment towards yourself and your fellow human beings, and you will discover the secret to building humility, courage, tenacity and resiliency in the face of change and pain.*
- *Live and lead with love in your heart for the great gift of life, and you will discover that the secret to peace and prosperity lies not in what you can command, control or acquire but in what you can give, receive and share.*

The third wise man turned to the wise woman with whom he shared his story, and continued to cry.

Because...

In reading what was written on that simple blade of grass between his greatest desires and his most hidden weaknesses and fears...

He had opened his head, heart and soul to that eternal flame that can transform all that is into all that can be...

Today, as you are reading these words and digesting this simple story; think about the purpose of your life, pause and reflect upon the reality that life and the accoutrements of success and comfort that you acquire on your journey are simply on loan to you.

When you leave this life, all that you have commanded, controlled and acquired disappears.

**But, the faith, compassion and love that you have shared with others becomes a legacy,** an eternal, timeless treasure that will remain in the hearts and minds of those whose lives you have touched. A gift that they can, in turn pass on to others who seek to realize their potential to make a difference in their world.

**Seize this moment, this day** to think about how you can build the faith, compassion and love that can help you take your life from good to great by simply starting to activate your potential to make a difference in the life of another.

**Because, all that we have, all that we are, is nothing in comparison with what we have the power to become when we choose to live and lead from goodness to greatness.**

**Yours in service,  
Irene**

**More about Human Passion, Purpose and Potential? YOU Betcha**

Against All Odds: A True Story of Hope, Courage and Leadership

From Victim to Victor

The Empowerment Compendium

Look Within-You Are The Secret

The Best And Worst Of Times

Our Greatest Hope

Rising to the Challenge Before Us

Success Equals The Reach And Resonance Of The Human Heart

The Secret To Personal Development And Growth

Be The Miracle

Rediscover Your Genius

The 18 Word Success Formula

True Happiness-Transformational Joy

The Happiness Compendium

Live And Lead Forward-Connect And Contribute

Goodness to Greatness Leadership

A Collection of Favorite Quotations

Great Read Excerpt and Review of Dare Dream Do by Whitney Johnson

**More on 3Q Personal Development, Leadership Development and Organizational Development?** You betcha. I go the distance for my clients face to face, by telephone, skype or video conferencing. Email: [irene@justcoachit.com](mailto:irene@justcoachit.com) Call: (416-671-4726) Skype: beckerirene



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**The Individual and**

# Organizational Imperative for 3Q Leadership

## The Individual & Organizational Imperative for 3Q Leadership

### A Compendium of Practical and Powerful 3Q Leadership Insights and Strategies

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*Leadership and great leadership development depend upon our ability to empower, engage, learn-relearn new ways to optimize the best in ourselves and others. "Even poor leaders can change their spots" Jack Zenger, Joseph Folkman Harvard Business Review*



**Aspiring to great leadership in our lives, our work and our organizations is critical.** We must rise to the challenge before us, or remain stuck in a place of stasis, complacency, rigidity or reactivity that fuels decline.

**Not everyone wants to be a leader, but we must all hone our leadership skills** in order to become successful pioneers in a brave new world where change, challenge, complexity and opportunity will confront us every step of the way.

**We need great leaders who champion us forward and guide us towards a better present and future.** Great leadership is grown from refusing to be broken or defeated in the face of the greatest challenges and failures; but using them to develop new ways, better ways of thinking, communicating and doing that inspire the best in oneself and others.

**Great leadership is mirrored in the thought and actions of those who lead forward!** Great leadership is championed and furthered by those who understand that it is our ability to work together to develop a better present and future that will guide us forward or take us to the abyss of decline and destruction.

**Great leadership includes (to quote, McKinsey and Company) “motivating people means going beyond money”.** Great leaders means more than strategic thought and the ability and experience to drive execution; it means honing one's ability to empower others.

**Great leadership is a 3Q equation supported by courage.** Courage grows each time we align intelligence (IQ) humanity (EQ) + integrity (SQ). Results are achieved when not only play to strengths, but USE changes, challenges, stressors even failures to R-E-A-C-H (Redirect focus-Empower confidence-Actualize potential-Harvest results)

### **A Compendium Practical and Powerful 3Q Leadership Insights and Strategies:**

- **Leadership Skills That Grow At The Speed Of Change And Challenges** | 3Q Leadership Benefits And Why I Have Dedicated My Life To This Work ( <http://buff.ly/14fTJ6v> )
- **21st Century Leadership Lessons and Skills** | From Pain To Gain: Ten 21st Century Leadership Lessons Learned ( <http://buff.ly/17HILah> )
- **The Better Workplace-Ten Powerful Steps Forward:** Women and Leadership-An Important Post For Women and Men ( <http://buff.ly/14fVnov> )
- **Building/Actualizing Your Leadership and TRAINING ROI:** Winning The Silent War Destroying People And Organizations From Inside Out ( <http://buff.ly/17HKwEk> )
- **The Thriving Organization: Practical Insights And Steps** | Ten Power Steps Out Of Jurassic



Park ( <http://buff.ly/1emKMha> )

- **Building Social, Virtual and Cross Generational Communication & Leadership** | Great Leaders go from now to how by building social, virtual and cross generational leadership. ( <http://bit.ly/1aDbyfb> )
- **Embracing What Leadership Really Means** | Great leaders negotiate dark corners with the integrity-courage-humanity + wisdom to see thru + past the fog! ( <http://bit.ly/14Sbibr> )
- **Developing Communities of Purpose for reach, resonance and results** | Great Leaders are relationship builders-communicators + strategic thinkers who build Communities of Purpose ( <http://bit.ly/LbvSZe> )
- **Leadership And Social Responsibility** | Great Leaders champion the individual and organizational imperative to do good in the world. ( <http://bit.ly/10MI5MS> )
- **Building 3Q Leadership strengths-Transforming pain into gain; developing learning, living organizations.** | Great leaders use complexity and change to optimize purpose, potential and results. ( <http://bit.ly/12V6XnL> )
- **Addressing/Resolving problems that threaten individual and organizational health** | Great Leaders win the war with 5 wolves ( <http://bit.ly/X0s1K7> )
- **Talent Optimization: Using strengths, challenges and changes to learn and lead forward** | Great leaders illuminate the path in the face of complexity and change.
- **Championing women and men leading forward together.** | Great Leaders repair and bridge the gender leadership gap. ( <http://bit.ly/ZKqaVC> )
- **Using change to lead forward.** | Great leaders know that

change is not threat, it is our greatest hope.  
( <http://bit.ly/RTtBKH> )

- **7 Leadership Commitments** | Great Leaders champion 7 commitments that drive Me-We leadership and organizational culture ( <http://bit.ly/JjMQBH> )
- **Motivating And Empowering Greatness** | Great Leaders empower the best in themselves and others in times of prosperity and times of challenge  
( <http://bit.ly/VRe0rP> )
- **Embracing the power of human potential.** Great leaders disrupt the status quo with new, better and faster ways to learn/relearn, collaborate and lead fwd ( <http://bit.ly/10HMimk> )
- **Building Employee Engagement** | Ten Steps to Successful Employee Engagement

*Leadership and great leadership development depends upon our ability to empower, engage, learn-relearn new ways to optimize the best in ourselves and others. “Even poor leaders can change their spots” Jack Zenger, Joseph Folkman Harvard Business Review*

## **More Compendiums? YOU Betcha**

The Leadership Compendium

The Agile Management And Leadership Tool Kit

**The Empowerment Compendium**

The Personal Development Compendium

The Career Transition Compendium

The Happiness Compendium

**More on 3Q Personal Development, Leadership Development and Organizational Development? You betcha. I go the distance**

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**Best Practice Business: New Edition**

**Best Practice Business: New Edition**

# Insights and Tips For Start-Ups, Senior Managers and Seasoned Executives Alike! (Including 16 bonus links)

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**Sometimes it is good to just get back to basics! This post starts with business plan basics and concludes with 16 best practice business insights, tips/links for executives, senior managers, startups/entrepreneurs alike!**

Here are some basics for entrepreneurs and consultants who want to develop a business plan that is simple, relevant and understandable! Your business plan should be made up of ten different areas that guide your forward:

- **Customers** – Understanding the different types of customers we serve-customer segmentation

- **A Strong Value Proposition** – Our formula for solving customer problems and satisfying needs with products/services
- **Marketing, Sales & Distribution Channels** where we deliver our value proposition (product-services) to customers in the most effective way possible.
- **Relationship Development and Maintenance.** Developing strong relationships with are established and maintained with each customer segment
- **Revenue Streams** from goods-services sold to customers
- **Key Resources or Assets-** The things, people required to effectively deliver our deliver products/services
- **Key Activities-** What we must do to effectively deliver products/services
- **Key Partnerships** alliances acquired outside the company to successfully deliver goods-services
- **Cost Structure-**elements that make up and result in the cost of our services/products and profits.
- **Monitoring and Evaluation** of our Business Model to remain relevant in a high change, highly competitive marketplace

**A business plan that works will guide you forward, because it is:**

**1. Customer Centric. It will define who you are serving by answering the following questions:**

- For whom are we creating value?
- Who are our most important customers? How will our customers be segmented?
- What do they want and what are they willing to pay for?

**2. Compelling and relevant. It has a strong value proposition that answers the following questions:**

- What bundle of products/services creates value for each specific customer segment?

- What problem/customer want are we satisfying?
- What benefits, features are we offering?
- Is our value proposition innovative, new or disruptive?
- What are the quantifiers (price, speed of service etc)
- What are the qualifiers (design, customer experience)

**3. Market Focused. It shows us how we can market, sell and deliver our products/services by direct and/or indirect channels. It will answer the following questions:**

- How do we reach our customer segments and deliver our value proposition?
- What is our company's interface or touch points with customers?
- How do we provide them with a unique customer experience?
- How do we raise awareness for our products/services and deliver our value proposition?
- How do we help clients evaluate and choose our value proposition?
- How will we develop a strong brand?
- How will we monitor and evaluate our value proposition
- How will we delivery products/services to our clients (web, direct sales, alliances, stores and retail outlets, partners, distributors)
- What is our after sales strategy to provide post purchase support, excellent service and value.

**4. Relationship Centric. It helps us build and maintain relationships.**

A good business plan defines the types of relationships we establish with each customer segment (personal, automated, client acquisition, retention, up selling). It also tells us how we will maintain and grow/expand customer relationships.

**5. Focused on Generation of Profit-Multiple Revenue Streams**

**and answers the following questions:**

- What do our customers want, and what will they be willing to pay for our services/products?
- What is the value they are paying for-What are they getting?
- What is our price structure (fixed pricing, bargaining, market dependent, volume dependent)
- Are our revenues streams one time purchases or recurring purchases?
- How much does each revenue stream contribute to overall revenues? (Product/service sales, usage fees, subscription fees, lending-renting-leasing fees, licensing fees, brokerage fees)
- What are our pricing mechanisms: Fixed, dynamic, negotiation-bargaining, market dependent, volume dependent, yield dependent (dependent on our inventory at time of sale), customer segment depend

## **6. Focused on Revenue Streams- Identification of Activities that Generate Profits**

The most important things the business must do to make it work and generate profits. The activities that help the company create and offer a strong value proposition, reach markets, maintain relationships, problem solve, earn revenues.

- **Production** (designing, making and delivering products/services)
- **Problem Solving** (solving customer problems, training, knowledge management)
- **A Strong Platform** (services/products, technical network-digital-web that is managed, serviced and promoted).

## **7. Identifies Key Resources and Assets – Owned, Leased or Shared.**

- **Physical Resources:** mfg facilities, buildings, vehicles, machines, sales systems, distribution networks.
- **Intellectual Resources:** Brands, proprietary knowledge, patents and copyrights, partnerships, customer databases
- **Human Resources:** People who bring knowledge, innovation, creativity, management, sales, marketing, administration, leadership to the company
- **Financial Resources:** Cash, lines of credit, loans, stock options

## 8. Identifies Partners and Suppliers

Success is not achieved alone, the development of partnerships is more critical than ever before because it will help us optimize resources and activities, reduce costs, reduce risk.

- Who are our key partners?
- Who are our key suppliers?
- What key resources are we getting from partners?
- What key activities do partners perform? What Key activities do we perform?

## 9. Has a Good Cost Structure

Your cost structure must describe all costs incurred. Costs for creating and delivering value, maintaining customer relationships, generating revenues must allow us to minimize expenses and achieve revenue targets and goals. Cost Driven costs are costs incurred to minimize expenses. Value Drive Costs are incurred to create value for our clients/business.

**Categories of Costs-Fixed & Variable:** Fixed costs remain the same despite volume, good or production (salaries, rent, and mfg costs). Variable Costs: Variable costs change with the volume of goods or services produced.



**Economies of Scale:** Cost Advantages as output increases in terms of lower purchasing costs, driving the cost of average unit of product/service down

**Economies of Scope:** Cost advantages due to a larger operation serving more clients and stronger marketing, sales, distribution challenges and multiple product/service lines.

10. Includes Evaluation and Monitoring of the Plan: It is critical to have a system that will allow you to measure, compare and evaluate business results on a regular and timely basis. There are six steps in the evaluation and monitoring process:

Identify Objectives	–	Identify Standards & Criteria	–	Collect Evidence	–	Analyze Data	–	Compare Results with Objectives	–	Evaluate & Develop Action Plan
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**More on Best Practice Business Basics as well as Business Startup Advice? You Betcha!**

**Best Practice Business Insights and Tips:**

- The Agile Management and Leadership Toolkit
- The Leadership Compendium
- Effective Team-building
- Ten Steps to Building Employee Engagement
- The Thriving Organization-Ten Power Steps Out of Jurassic Park
- From Now To How-Building Social, Virtual and Cross Generational Leadership

**Best Practice Business Start Up Insights and Tips**

- 8 Things VCs Think About When Valuing Your Startup | Mashable
- The Business Startup Cost Calculator | Entrepreneur

Magazine

- Infographic: Entrepreneurship-How Never To Give Up | Entrepreneur Magazine
- Consulting Success Tips by Seth Godin
- Are YOU Leaving Business on the Table?
- Seven Ways To Instill A Superhero Code of Conduct | Forbes

**More? Yes!** The Pause-A 3 Minute Tool That Works for Greater Resiliency, Focus, Mindfulness

**Even More? Yes! Your personal development, growth and happiness are critical!**

The Empowerment Compendium

The Happiness Compendium

The Secret to Personal Growth and Development

*I am committed to helping smart people and organizations use changes-challenges-strengths to optimize and catalyze their potential by building their 3Q Leadership Edge.*

*Use changes and challenges to improve whole brain thinking, engagement, empowerment, communication, management, leadership...career success?*

*Yes, the proof is in ten years of inspiring and outstanding 3Q results!*



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