

Issue 14, Summer 2005

# COACH

A News Update From The Strategic Coach®

Confidence:  
the fundamental ability.

Learn how to build  
your own Confidence  
System™.

Mission to Belarus: one  
Strategic Coach team mem-  
ber makes a difference.

Does your team have an  
entrepreneurial attitude?

## A note from Dan



### **Keeping your confidence high makes everything else work better.**

It's no secret that entrepreneurs often feel overwhelmed. With so many opportunities and responsibilities, they feel pulled in all directions, making it difficult to focus and prioritize. Here's a secret: There is one activity that can dramatically increase your success and ease in all the other areas of life — if you focus on it on a daily basis. This activity is generating your own personal confidence.

Confidence is what allows us to effectively make use of all our talents and wisdom. When we have it, things seem to flow. When we don't everything seems more difficult. Most people see confidence as a byproduct of success and achievement. As a result, their confidence levels go up and down with how they rate themselves in terms of these measures. Learning how to generate your own confidence at will, under any circumstances, allows you to consistently create great results with less effort and stress. For this reason, the ability to self-generate personal confidence is one of the most important skills an entrepreneur, or anyone working in an entrepreneurial environment, can have.

In this issue of *Coach*, we offer a simple exercise to help you focus on doing more of what makes you confident on a daily basis. Confidence also opens our eyes to new possibilities for growth and contribution. We'll see through the eyes of a Strategic Coach team member what this has meant to children and families struggling to survive in Belarus in the aftermath of Chernobyl. As you read this, I hope you will reflect on what you're doing to protect and increase your own confidence and consider what might be possible if you were to make an even greater investment in developing this fundamental ability.

# Exciting news!

## United Kingdom Workshops

The Strategic Coach will be offering a series of workshops in London, England beginning Fall 2006.

Interested? Call and speak to a member of our sales team. We'll make sure that you are kept up-to-date with all the details for the upcoming workshops.

### **Don't miss out on this exciting opportunity!**

**From the UK, call us at:**

**00 + 1 + 416.531.7399**

**or from the United States or**

**Canada at:**

**1.800.387.3206 or 416.531.7399**

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## TSC Unveils New Website

Do you want to know more about what's new at The Strategic Coach? Have you ever wished for a quick, easy way to let others know what the Coach is really all about? If so, the new [strategiccoach.com](http://strategiccoach.com) can make your life easier.

Here's what you'll find:

- A brand new, searchable Resources section, regularly updated with articles that share Strategic Coach wisdom on a variety of topics.
- Industry-specific descriptions of how the Program helps entrepreneurs in Financial Services, Real Estate, and other industries.
- Strategic Coach workshop information.
- Up-to-date details on upcoming Strategic Coach speaking engagements, free presentations, and tradeshows.
- Coach biographies.
- An online store where you can browse and order Strategic Coach Knowledge Products™ from your desktop.



The best thing about this new site is that it has been designed to be modified to meet your changing needs. So, check it out and please let us know what you think. We look forward to hearing from you! [www.strategiccoach.com](http://www.strategiccoach.com)

COACH concept

## Designing Your Own Confidence System™

Confidence. It's the most important human ability. It keeps us motivated and engaged. It gives us a sense of purpose, helps strengthen relationships, breeds creativity, and facilitates getting great results.

### Keeping your confidence high.

So how do you keep your confidence high on a daily basis, no matter what happens? The first step is to believe that this is possible. This means taking responsibility for proactively generating your own confidence, as opposed to believing that your level of confidence is just a byproduct of forces beyond your control. Awareness is the next valuable step in learning how to generate and maintain confidence. By learning to recognize when you're feeling confident and when you're not, you can begin to use these experiences to help you come up with strategies to increase your confidence in the future.

Like many things, generating your own confidence is not that difficult once you know how, which is where structures and tools come in handy. At The Strategic Coach, we've developed many strategies and frameworks over the years that help entrepreneurs transform their experiences into greater personal confidence. One that we'd like to share with you here is called The Confidence System™.

### The Confidence System.

The Confidence System is a simple approach that draws on your own knowledge of what makes you feel confident and packages it as a custom-designed tool that you can use to maintain your confidence on a daily basis. To design your Confidence System, simply ask yourself the question, "What gives me confidence?" What activities, relationships, actions, achievements — big or

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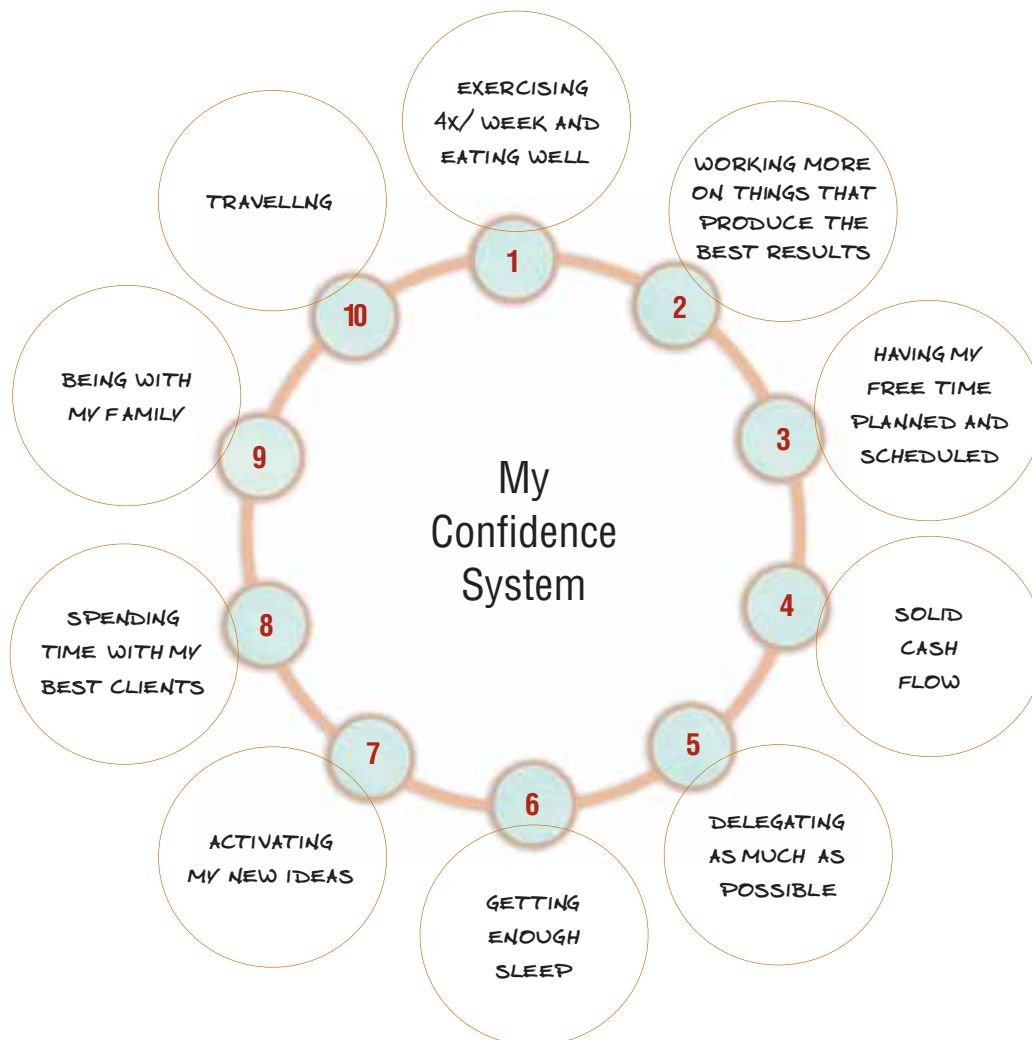
small — give you confidence? Maybe it's eating well, or exercising. Or maybe it's working on what gives you your best results, being prepared, or spending time with family that gives you the greatest self-confidence. Write your ten best confidence habits on a piece of paper.

This list is the basis of your Confidence System. If you like you can turn it into a diagram as in the example below. You know that if you do these things, you will feel more confident. It's that simple. Because it's created for you, by you, it's easy to follow, and to build habits around. If you want to make maintaining your confidence a habit, look at your list every day, and try to incorporate the things on it into your daily routine. Share it with your spouse, your assistant, or your kids so they can be educated on, and supportive of, what gives you confidence. Stick it to the fridge, keep it in the car,

or carry it in your wallet — whatever makes it easiest to use. As you look at your Confidence System regularly, you'll begin to see what small improvements can be made that will have the biggest impact. If you look at it when you're feeling less confident, you will immediately see ways to get back on track. Gradually you'll notice that you spend more and more of your time each day engaged in activities that give you confidence.

### Building on what you've got.

An interesting thing about confidence is that it's self-perpetuating: the more you have, the more you get. The very process of building your Confidence System is uplifting. Simply thinking of all the things you gain confidence from will remind you of what it feels like to have confidence and why it's imperative to continually develop and reinforce this ability.



# Growing by giving

## *Confidence and a bigger vision of what's possible result from lending a hand to victims in Belarus.*

To grow your confidence about what you can accomplish in the world you occasionally need to step outside your comfort zone and do something that stretches your vision of what's possible.

Some of you may remember the story from the Summer 2003 edition of this newsletter where we profiled Strategic Coach client Brian U'Ren. At that time, Brian was trying to organize the largest ever delivery of medical supplies to victims of the Chernobyl nuclear disaster in Belarus. Brian succeeded in that goal and has since multiplied his efforts to help orphans and other victims improve their prospects through better housing, education, food, and household and medical supplies through an organization called Canadian Aid for Chernobyl (CAC). Recently, one Strategic Coach team member took a closer look at what Brian and CAC are doing, and made a contribution of her own, with help from The Strategic Coach's "Silver Bullet" program.

### **How The Strategic Coach gives back.**

In 1998, co-founders and owners, Dan Sullivan and Babs Smith, created a program that offered Strategic Coach team members the opportunity to collectively distribute money among charities of their choice. Inspired by a Strategic Coach client who had created a similar program with his staff, Babs and Dan liked the idea of their team giving back to the community through charity and volunteerism. From this, the "Silver Bullet" program was born. Today, it has evolved into a \$150,000 out-of-pocket, annual fund donated by Babs and Dan for use by the Strategic Coach team.

Not wanting the contribution to be solely financial, Dan and Babs took the idea one step further by encouraging team members to also donate their time. Every Strategic Coach team member



Gaynor and Denis meet for the first time.

gets three "Silver Bullet" days per year, above their regular six weeks of vacation time, to volunteer with an organization of their choosing.

**The ripple effect.** Gaynor Rigby, Director of Sales and Marketing for Strategic Coach, had been looking for a charity to put her time and money behind when she discovered Canadian Aid for Chernobyl. CAC is an organization dedicated to providing medical and humanitarian relief to families, children, and orphans in southern Belarus, an area severely affected by the Chernobyl nuclear disaster.

*Continued on next page...*



Gaynor helps CAC volunteers deliver aid in Chaucy.

CAC's mission resonated with Gaynor and she decided to get involved. "You just want to take everyone under your wing and fix it all for them," Gaynor explains. "I can start with one person and make a difference in their life, and hopefully that one person then has a ripple effect on other people."

And Gaynor has done just that. Through Silver Bullet contributions, her own significant out-of-pocket donations, and a week spent delivering humanitarian aid in Belarus with CAC, she has without a doubt made a huge difference — most noticeably in the life of one Belarusian orphan by the name of Denis Vorobiev.

### **It's about changing lives — one at a time.**

Gaynor has been sponsoring Denis, a 22-year-old university student, through CAC's orphan sponsorship program for the past two years, sending him money for basic living expenses and to help with his education. Along with paying his rent in a modest apartment, she's also bought him a microwave, fridge, and computer for school — all things most people take for granted but for Denis, are absolute luxuries.

Gaynor's busy schedule at the Coach means taking time away from the office can be difficult. But Gaynor says having Silver Bullet days secured her decision to leave the company for a week in March to travel over 4500 miles to Belarus with CAC's relief mission. "It definitely made it easier," she says. "I felt I was getting the support of The Strategic Coach; that people here would understand why I would be gone."

### **A Strategic Coach team member's family expands.**

While in Belarus, Gaynor had the chance to meet Denis for the first time. It was definitely the highlight of her trip, to meet the young man whose life she has helped change so completely. "I feel like now I am responsible for him and wonder what else I need to do to make more of a difference," Gaynor explains. "It's really just about giving someone a chance; an opportunity. There are smart, intelligent people out there who just don't ever get a shake at having a good life."

And for Denis, meeting Gaynor went beyond the money and sponsorship she has provided. After spending the day together in Belarus he told her, "You're my family. You're not really my mom or my dad, but you are my family."

Gaynor is committed to making the CAC relief mission an annual trip and plans to travel to Belarus for even longer next year. **"People ask me if it was a good trip. It's hard to say it was a good trip, but it was a worthwhile trip," Gaynor says. "Definitely a worthwhile trip."**

For more information on CAC please visit  
[www.canadianaidforchernobyl.com](http://www.canadianaidforchernobyl.com) or  
[www.recorder.ca/cac](http://www.recorder.ca/cac)

To read more about Gaynor's trip to Belarus,  
 please visit [www.strategiccoach.com/resources](http://www.strategiccoach.com/resources)  
 and check out our latest issue of eNews!

# Fostering an entrepreneurial attitude in your team.

By Shannon Waller, Creator of The Strategic Coach Team Programs

In an ideal workplace, team members would understand what their entrepreneur is trying to accomplish — and vice versa. Entrepreneurs and their teams would be able to work quickly and effectively with one another to produce focused results. However, this isn't always the reality.

## **Bridging the cultural gap.**

Team members have often been educated, in essence 'trained,' to work in corporate environments where the culture and values are very different than in an entrepreneurial company. This can result in stress and strain for both the entrepreneur and the team member as each strives to adapt and respond to ways of working and thinking that are foreign to them.

| Bureaucratic Culture  | Entrepreneurial Culture  |
|---|--|
| <ul style="list-style-type: none"> <li>• Hierarchy</li> <li>• Control</li> <li>• Entitlement</li> </ul> | <ul style="list-style-type: none"> <li>• Partnership</li> <li>• Freedom</li> <li>• Value Creation</li> </ul> |

I've been working with entrepreneurs and team members for over ten years. During that time I have been frequently struck by how often team members don't understand where their entrepreneur is coming from, or what they are learning in The Strategic Coach Program™. They often need guidance to understand how to best support their entrepreneur. If team members could better understand how their entrepreneur functioned, and operate accordingly, they could be more successful.

It's clear that team members could benefit from a resource to guide them in their understanding — to get them on the same page as their entrepreneur. However, if you look through business bookshelves, there are no guides on entrepreneurial teamwork.

## **Thus, the idea for *The Team Handbook* was born.**

The intention of this upcoming handbook is to facilitate the teamwork and alignment between entrepreneurs and their team members. By helping team members to better understand how to best work with and support their entrepreneur's unique talents, while contributing their own unique capabilities, the level of stress felt by both parties will be greatly reduced. *The Team Handbook* offers success strategies designed to help team members develop and strengthen their "entrepreneurial attitude," which is the recipe for how to get ahead in an entrepreneurial company.

## **Here are some examples of how a team member can develop an Entrepreneurial Attitude:**

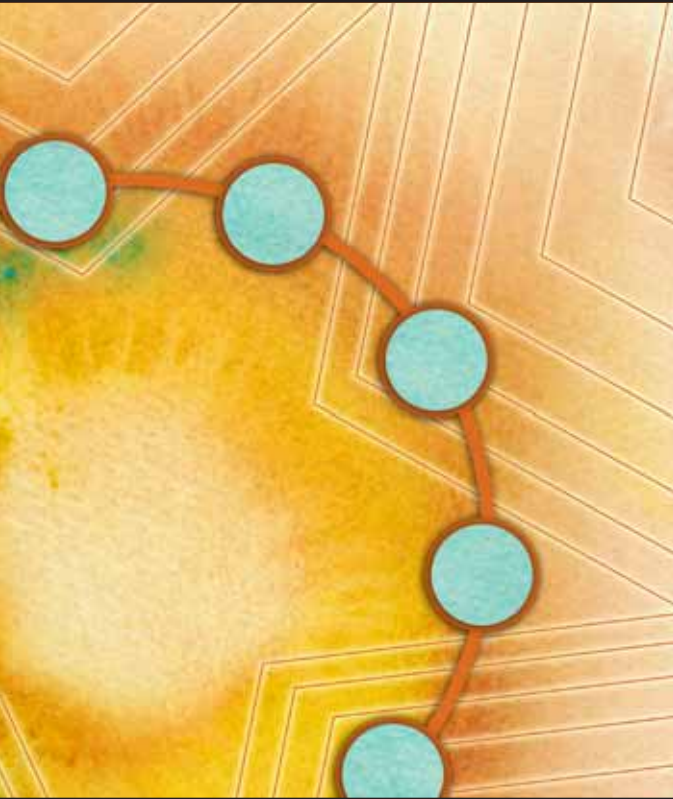
- Have patience, compassion, and a sense of humor. Habits take time to change. Keep a big perspective, appreciate other's differences, and don't take anything personally.
- Be open to new ideas. Be receptive to new ideas and initiatives. Prepare and plan for change.
- Be accountable. Take full responsibility for your projects, your communication, and your actions.

Entrepreneurial companies can offer incredible opportunities for creativity and growth — if everyone is on the same page, speaking the same language, and sharing the same values. The more team members think and act with an entrepreneurial attitude, the more they will be able to leverage themselves to create the most value for the entrepreneur — and to achieve their personal goals while helping their companies excel.

*Look for *The Team Handbook*, coming in 2006.*



# Inside this issue:



**Confidence:** The foundation of all other abilities.

## What are you doing to increase your confidence?

- Building your own Confidence System
- A Strategic Coach team member makes a difference in Belarus
- An entrepreneurial attitude helps team members succeed

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