

Central Oregon Outlook



Be Unstoppable This Year

by ANN GOLDEN EGLÉ, MCC

Look back at 2009 as the year of the “fog.” Though predictions were prevalent, the sagging economy hit Central Oregon fast and hard.

Business owners and corporate executives alike were forced to make heart-wrenching decisions in order to keep their entities alive. Others were forced to close their doors, watching dreams, finances and valued people vanish into the fog.

It’s a brand new year. I already sense a new optimism in the air. The fog has begun to lift. We are leaving the darkness behind making room for wise choices, clarity and growth.

As espoused many times by our CBN founder and CEO, Pamela Hulse Andrews, we can no longer do business the way we used to. The rules have changed. And that’s the good news.

Now’s the time to stand back, assess how to build upon what went right for you in 2009, and what will no longer work for you in 2010.

For example, old products, services, branding and marketing strategies may no longer serve you. Electronic communication may need to be replaced with face-to-face or vice versa.

Who are you today? Who do you want and need to be so that you will become unstoppable in this new decade? An open canvas awaits you, but only if you learn from and then *let go of the past* in order to focus on your brilliant future.

Here are some suggestions for becoming “unstoppable” in your market place.

Focus on “your” uniqueness: In what way are you or your company unique? What are your strengths? Forget about your competi-

tion. The only thing that matters to your clients is what you have to offer. If it’s not the very best, you have more to worry about than what others in your field are doing. Follow the advice of W. Chan Kim’s

Blue Ocean Strategy: “Tomorrow’s leading companies will succeed not by battling competitors, but by creating ‘blue oceans’ of uncontested market space ripe for growth, rendering rivals obsolete and unleashing new demand.”

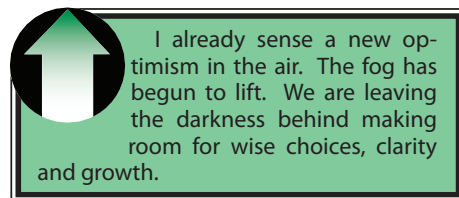
Be the “best” and let people know it: This is tricky as many businesses think they are the best with nothing to substantiate this theory. Look at your financials. If you offer ten widgets and your income is coming from only three, let the rest go and become the best with these three. Conduct client surveys. What do your clients want? Why did they hire you? What suggestions do they have for you to become



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even better this year? When you truly are the best, tell everyone in sight. Have your clients spread the word as well. People love to hear from clients and customers what is great about the product or service they chose.

Foster “psychological hardiness:” The *Leadership Challenge* by Kouzes & Posner discusses the traits of leaders who succeed under high stress as fostering *psychological hardiness*: “They build a



sense of *control* in their people believing that they can beneficially influence any outcome; *commitment* by offering more rewards than punishment; and build an attitude of *challenge* by encouraging people to see change as full of possibilities.” In other words, be the leader who you would pursue.

This year join other strong business and corporate leaders around you in becoming “unstoppable.” 2010 will serve as the foundation for an “unstoppable” decade ahead.

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