

# Thinking Ahead

## Ideas and Insights from the First Step Member Community

[www.first-step-community.info](http://www.first-step-community.info)

31<sup>st</sup> January 2010



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31 January 2010

# Thinking Ahead

www.first-step-community.info

GIHAN PERERA

## Are You on Their iPhones?

FEB 01, 2010 05:00P.M.

I bought an iPhone a few months ago, because a lot of my clients were asking me how it would affect their business. I'm not a big fan of the iPhone, and I'm hanging out for Google to get its act together and bring its phone to Australia. But in the meantime, the iPhone is still the world's second-most popular smartphone, so it's important to understand what it means for you.

Even if you don't own an iPhone yourself, it affects your business. Why? Because other people might be checking e-mail on it (and cursing you for sending that huge attachment), browsing your Web site on the iPhone's tiny screen, Googling some stats that you quote in a presentation - during the presentation itself, tweeting the key points of your presentation to the world, and checking your Facebook profile five minutes before their first meeting with you.

So, whether you like it or not, you *are* on their iPhone. The question is: **Are you there by choice or by chance?**

**Your best positioning is with your own iPhone application.**



Apple boasts that the iPhone applications store (known as the App Store) has over 100,000 applications. From what I've seen, at least 95% of them are rubbish. But not all of them. And if you create one of the few that's worth keeping, it can keep *you* front of mind with clients, audiences and prospects.

You can see my iPhone's "home page" on the right: It has apps for

Facebook, LinkedIn, Twitter, reading stuff I've saved for later, monitoring my exercise, goal setting, taking photos, taking notes, keeping a shopping list, Perth weather, the latest cricket scores, and my own new app (more about *that* one soon) - all the stuff I check regularly, sometimes even daily.

The trick, of course, is to create an application of value, so you can get on their iPhone home page (or at least near the front). Some things are obvious: If you teach goal setting, create an app to help people track and monitor their goals; if you teach fitness, create an app to help them manage diet and monitor their exercise routine; if you teach wealth creation, give them access to property prices and the stock market.

But there's one application that works for all experts: An application where *you share your expertise*. Imagine if they could get from you a tip of the day, a new idea to put into practice, a brief article, even a joke or cartoon.

**I've created such an application myself.**

Creating iPhone applications can be expensive (\$1,000s of dollars), but I've found a way to do it for under US\$200. It's not an all-singing, all-dancing, customised application precisely for your area of expertise (like the goal-tracking or diet-monitoring examples). But it's *perfect* for infopreneurs and thought leaders.

If you're an iPhone user, you can get my application now from the iTunes App Store. There's no cost: Just go to the iTunes Store and search for my name. You'll find my podcasts, and also the new app:



When you download, install and open it, you first see an opening "splash page", and then it shows you *the latest entries from my blog*:



This is exactly what I want you to see: It's keeping you in touch with my latest thinking, ideas, news and events.

And it's right there on your iPhone!

There's also another button to show you my tweets from Twitter, and another button for further tips. Those are less important, and are just the icing on the cake. The main benefit for me is that you get to see my blog posts regularly.

I did have the option of inserting ads into the application, to get paid every time somebody clicked them. But I declined. That's not the point. It's not about making a few cents here and there; it's *being* there with your clients, audiences and prospects. 

## LIFELONG FITNESS

# Set a goal for your 100th birthday

JAN 31, 2010 01:13P.M.

Have you ever needed to go to the toilet but knew you weren't going to be able to go for a while. Either there was no toilet available or you've been busy doing something else, like traveling or exercising. So... you just put it out of your mind and the urge to go seems to disappear.

Then, as you get closer to home or finishing what you are doing, the urge to go suddenly intensifies even though you haven't consciously thought about it. Your subconscious however lets you bladder know the opportunity to go is getting closer.

The subconscious mind is a powerful thing.

Goal setting is considered one of the key strategies to success in life. Almost everyone who achieves greatness in life attributes their ability to get things done, to the fact that they set goals and then developed plans to achieve them.

In my book, *If I'd only known I'd live this long...* I talk about the importance of setting long term goals. In fact, I recommend you set a goal for you 100th birthday.

Why?

Setting a goal way in the distant future may seem futile, but just knowing that the goal is up ahead, no matter how far into the future, you are more likely to keep moving toward it.

Having a goal helps in a number of ways. I believe that one of the main reasons having a goal helps, is that it programs your subconscious mind that this is what you intend to achieve.

Your subconscious mind then starts to create opportunities and look for ways to support you in achieving your goal.

You'll be more likely to stick to your exercise routine, you'll push yourself that bit harder and you'll find ways to be active that keep you fit enough to meet your goal.

Just like when you get near to home and the urge to go to the toilet increases, the urge to exercise and stay fit will increase as you get closer to the target date for your goal.

So why not set yourself a goal for your 100th birthday and some intermediate goals for the milestone birthdays between now and then. Start working toward achieving the first one and let your subconscious mind go to work on what you need to achieve the longer term ones.

LET'S GO THERE...

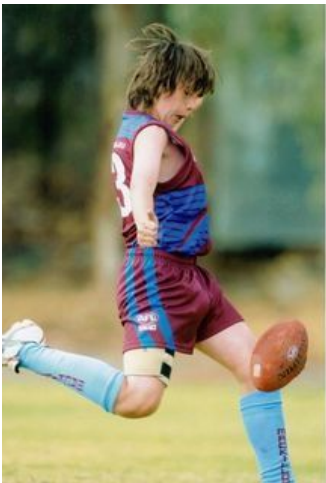
## Out of the writing closet

JAN 30, 2010 07:59P.M.

I write because I love to write. I have something to say. For many years though this voice remained silent, restrained and contained in a myriad of diaries, notebooks and computer journal entries. I have boxes and boxes of writing reflecting the stop and start meanderings of my heart, mind and soul.

Back in June 2008 I courageously (to me at least) created this blog and made my first post "Be a dreamer who's down to earth". It was a momentous occasion, even though no one celebrated except me. Up until then I did not know how to get my words out of me for others to benefit. I also felt a sense of "who am I to be a writer?" But I am a writer, at least a closet writer trying to open the door to author in this lifetime.

A celebration party for one



I still remember opening the door. After a bit of editing and reviewing I pushed the publish button. At that moment a surge of energy exploded inside of me. I jumped out of my chair, yelled something and put both my hands in the air.

The whooping excitement and noise got my son to come see what was the matter. I explained that I made my first blog post. In his 11 year-old wisdom he said "what is a blog post".

So I explained. He still didn't get it and really couldn't see why it was such a big deal.

So I tried another tact. He loves playing sport, especially football. I said "imagine that you were kept in your bedroom for 11 years of your 11 year life. Now imagine that you could never play football anywhere other than this bedroom. Then all of the sudden you were taken to a big football stadium with fresh green grass and a sea of faces of people you did not know. Imagine the experience of playing a game there compared to the

space between your bed and your bookshelf." He got it then. (Photo of my son courtesy of [www.actionphoto.com.au](http://www.actionphoto.com.au))

It's either before or after the grave

Internally I reflected further. If I don't start writing publicly the only time anyone will read what I have to say is when I am gone. What a waste of my life that will be. To take one's passion and bury it only to have it resurrected when the person herself is buried surely is a tragedy. Seemed to me an illogical outlet for my interest.

Though I may wonder whether I am a writer, I do not want to die guessing. Then why do I have to write? Why do I need to write? Why do I get all wound up in a ball of energy until I take the time to get my words out and express myself.

Ups and downs



Since starting this blog my reasons for writing were exploratory. I had one purpose – to exercise my writing muscles so that I felt better and more confident at being a public writer. I figured if I put the words down I would at least know they were there. I did not need to know that anyone read them.

At first I thought I better be a 'good blogger' and write everyday. Well this is the perception I had from comments made by others. So I would get home and rush to get my post out. I even remember coming home late one night, it was five minutes before midnight and I just had to get my latest post up. So I wrote one sentence and pushed the button. Done.

Then life got the better of me and I slowed down. Changing my pace seemed like the more sensible thing to do. My direction then became write when I felt like it, when the spirit moved me. All the sudden I would be sitting or doing something and I would get this urge to write a post. Off I went letting each post emerge like a baby being born. Such effort for one blog post seemed out of balance.

Soon I realized that my style was to write long essays. Instead of short easy to digest posts my efforts were like reading a book. This is not the

way people blog I got told. Who cares I said. I just do this to practice writing in public.

Publicity without telling anyone

Every once in a while I would get over my fear enough to actually tell someone about my blog. As if it were not already public knowledge I would send an email or forward a post to a few people. Then I even did the unthinkable and shared the posts on Twitter. Seemed innocent enough for me and not self promotional because of the place I came from was resistance.



I am challenged by the thought of making my words public. There is no turning back once the words are out there. So the easy answer for me was to not make a big deal about the writing. Instead I preferred to let the blog be out there organically growing interest which it slowly is doing (thank you).

I also started to shift in the writing. My topics became more personal and more relevant to the experiences in either my life or those around me. I felt compelled to put my slant on a situation in writing for others to consider. Again I really didn't think of people actually reading the posts. It seemed more important to just get the words out.

Feeling different

Over time a change took place within me. I started to really love the idea of writing publicly. I now want even more freedom and authentic expression.

So this blog is set to evolve. The blog is to evolve as I evolve. Perhaps I might try one type of post one day and a different type another day. Some may be really short, others long essays. The key is that I want this place to be of value, continue to be authentically aligned to me the author.

The conversation starts now



As my writing has been mostly about me exercising my voice, this blog now needs to also be about readers. I truly want to engage with readers online. Up until now I was not keen to have any comments, didn't even want a dialogue. I was not ready for the extra scrutiny and attention. It is one thing to hide behind a computer screen and push a button. It is another thing to see that there is a person at the other end reading what you say. For an apprehensive public writer such as I have been, comments would undo me. I secretly wished no one said anything.

But then I am all about the conversation starting. I like to be the person that asks the questions, gets you to go deep and really think. So wouldn't it be interesting and fair to hear the other side of the conversation? Yes.

To keep the conversation going I need to 1) write more regularly, 2) choose more topics and 3) vary the style, length and format. So this place will expand in its coverage and comment.

So with this post I signal to readers out there that from now on things will be different and the same. You will still get my intuitive insight and take on a situation. You will still get my style. You will also get more commentary, topics, variety and currency.

A question for you...

So if you have stumbled on this post and read any of the other posts tell me something. I would really like to know what you want to know. I am interested and curious about what you want. Let me know.

Let's go there...

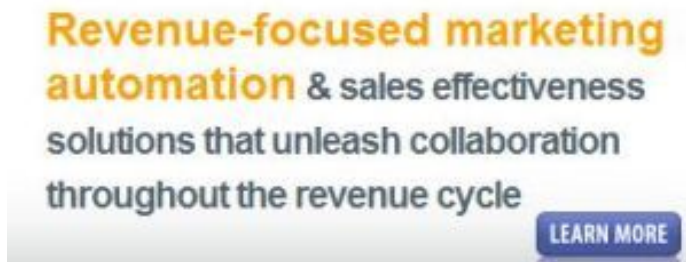
Jenn 

GIHAN PERERA

## Turning features into benefits isn't always the right thing to do

JAN 30, 2010 01:29P.M.

Quick quiz: If you stumbled across a business Web site and saw this as its tagline on the home page, what would you think the business does?



Turns out they sell e-mail marketing software. OK, raise your hand if you guessed that ... ? Hmmm ... Not too many hands, I see.

The big problem with this tagline is not just that it's full of meaningless corporate-speak nouns and adjectives (although that is a problem). No, the big problem is that it's too vague for anybody to know whether it meets their needs. Sure, they talk about benefits rather than features - as all good salespeople are taught to do. But they've turned their benefits into such a generic phrase that it's useful to nobody.


For example, "marketing automation" is certainly relevant for somebody who wants e-mail marketing software. But it could also mean things like outsourcing to an outbound telemarketing company, a PR firm sending regular media releases on your behalf, and building the downline for your network marketing business.

Similarly, "sales effectiveness solutions" could mean sales training courses, books and DVDs to help salespeople, market research and analysis, trends predictors, and a host of other things.

The point is, if somebody comes to the site and is interested in any of these other things, they will be disappointed. And that's A Bad Thing. (And in case you think I'm being too picky by just concentrating on one phrase on the home page, I challenge you to spend five minutes browsing their site - start by clicking the LEARN MORE button - and see how long it takes you to figure out that they are selling e-mail marketing software. I eventually cottoned on to it only on the Pricing page!)

As much as your Web site should engage the customers you want, it should also disengage those you don't want. By doing this, you make your Web site instantly more relevant to the people you do want.

So look at your Web site again with a critical eye. You know who you're trying to attract, but are you inadvertently offering to serve others as well? If so, change the wording to be more narrowly focussed. It will save

the other people's time, and be more engaging to your true prospects. 


PETER WEBB'S "WISDOM CIRCLE"

## How Dare You!

JAN 30, 2010 01:50A.M.



Whenever I feel frustrated, impatient or angry I realize I am defending a proposition. The proposition that "I am" is significant, "How dare you!" "Can't you understand!" "Don't you know who I am!"

When I cool down and step back from the situation, the person, or my own inner dialogue I notice that I've been caught up in the delusion of protecting something that doesn't exist - "I". My "I" is only a figment of the narrative running through my head. And I see that what I'm actually protecting is the idea that my narrative is somehow more significant or important than your narrative. Yet I can choose to be of service to you through practicing compassion, detachment, patience, and above all, wisdom! 

SO WHAT'S NEXT?

## Dr Graeme Codrington's elearning courses for environmental sustainability

JAN 29, 2010 08:48P.M.

Highly respected futurist Dr Graeme Codrington has put together 3 excellent elearning courses on:

- How to Save Energy and Save Money
- How to Make the Public Sector Green
- The Carbon Reduction Commitment

Please read about them here.

You can click on the links in the article and view the first two courses in each segment for free before signing up.

Be remarkable  
Ian

Founder Differencemakers Community

**Sign-up** here for a least one free resource per month and to get your complimentary copy of my ebook *Differencemakers - how doing good is great for business*.

doing today what others will only be thinking about tomorrow 


GIHAN PERERA

## Ask the real marketing experts: your customers

JAN 29, 2010 08:10P.M.

When one of my clients, Max Hitchins, released his e-book 365 Marketing Ideas For The Hospitality, Tourism & Travel Industries, he made more than \$4000 in sales in the first 24 hours.

Was he just lucky? No. He ran a monthly competition on his website and asked site visitors which of his products they would like to win as a prize. What we discovered over a period of months was almost everybody was asking for a particular book. It was the first in the list, so we moved it around – and the results were the same. That's why Max put so much time into producing this e-book, which was on the topic people were requesting, and gave that priority over all his other products.

I wrote an article about this topic for Nett magazine in June 2009. It's still relevant, so you can read the full article here. 

MATT HERN'S MONEY GUIDE

## How To Save Up To Buy Your First Home

JAN 29, 2010 06:15P.M.

Owning your own home is one major goal for many young Australians. But with property prices so high a first mortgage may appear out of reach. In this interview on Wake Up WA, Certified Financial Planner professional Matt Hern shares three strategies that first home buyers (especially young people) can use to save up to buy their first home.

Related posts:

1. First Home Buyers: Don't Rush In
2. Find the right property mentor
3. Latest Research: You Save More by Paying For Financial Advice

SALES SUCCESS FORUM

## Smile Your Way To Sales Success

JAN 29, 2010 06:24A.M.



This week's affirmation is *I have so much to smile about. This week I will remember to smile a little more.*

My affirmation for this week is one that the true believers get....and the cynics wonder why the true believers just seem to be a bit more 'lucky' than them.....yep....it's about having a smile on your dial.

I've got a brother, whom I love dearly, but we're really so different in so many ways.....he doesn't trust anyone who smiles a lot....he reckons

they're all on drugs...life can't be that good!

### **Is it all getting too serious?**

Well, on the other hand, as I'm walking around the corporate offices of my clients, as I watch people walking to and from work, and as I'm frequently on and off planes I've started to notice just how serious people seem to be.

Maybe it's just me, but one of the comments I quite often get from my clients and people who attend my programs is they can see on my face and hear in my voice just how passionate I am about what I do.

And I guess that's why I reckon I tend to smile more than most people.....I truly am passionate about what I do.

What about you?

### **What do your clients see?**

In sales it is so important that our potential and existing clients can see that we're genuinely happy....that we're enjoying our role as a salesperson....that we're proud of what we do...and that we are convinced of the value we create when we sell what we sell.

I remember in my first few corporate presentations when I was working with the Morgan & Banks group a fantastic lesson from my then sales manager MariLee Callister. MariLee had an amazing ability to see more potential in others than they often saw in themselves, which is a wonderful trait of any leader.

After watching me nervously start a few corporate presentations, on my next opportunity to once again take to the podium and present to a group of potential corporate buyers, MariLee handed me a hand written note that simply said "Smile....breath....start slowly....and enjoy!"

And that's become my mantra just before every presentation I make now.

### **Celebrate Your Successes**

Sometimes it's easy, especially in a sales role to focus only on the negatives. You know what I mean.....we get the potential client who just won't return the call. Or we have a proposal turned down when we thought we had it in the bag.

But that's the reality of sales. What about focusing on what's going right....surely there's plenty going on that can bring a smile to your face.

Maybe you're saying....sure....it's O.K. for you Penglase....you do have a lot to smile about....and you'd be right....I do.

But I often wonder whether it's because I've always smiled a lot....always tried to enjoy the moments for what they are....that creates even more things to smile about.

And please don't get me wrong...I certainly don't smile all the time....stuff happens and you've got to deal with it.

So this week....let's deal with 'the stuff' .....and then move on and remember there really is a lot to smile about.

Remember to let your clients know just how genuinely you're enjoying working with them, and for your potential clients to know just how genuinely you're enjoying the opportunity to potentially work with them.

Take time to make a list of what you have in your life right now to smile about....your relationships (social and business); your past sales; your future sales; your current opportunities and the future opportunities you'll create.


And if you're still thinking this is soft and have a frown on your brow.....just make sure it's not there when you're next trying to make a sale.

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ROSS CLENNETT

## How to get more candidates interviewed by clients - the funnel technique

JAN 29, 2010 02:49A.M.

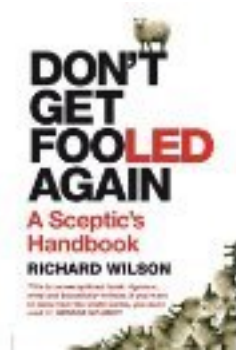
I was coaching a recruiter last year (let's call her Andrea) and after a couple of hours of watching her confidently go about her day, I was able to contribute a few small pieces of advice to build her skills further. Then, uncharacteristically, Andrea stopped and stared at the phone, stared at the resume on the screen in front of her, stared back at the phone and then sighed. It was almost like 

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GIHAN PERERA

## Don't Get Fooled Again, by Richard Wilson

JAN 28, 2010 06:00P.M.



Wilson takes on pseudo-science, political doublespeak, groupthink and denialists - and others - in this readable introduction to scepticism.

This is by no means an in-depth analysis of the topics covered, nor is it a comprehensive coverage of the field. Rather, Wilson exposes us to some of the principles of thinking sceptically, drawing on examples like AIDS denialists, the flawed thinking before and during the Iraq War, and the smoking-cancer controversy.

The points are made by stories and anecdotes, much in the way of a magazine or newspaper, rather than drawing on the science. However, that doesn't make it less valuable. As an introduction to scepticism, and a way to spark an interest in curious laypeople, it does its job well. [B](#)

THE ALMOND EFFECT

## CLUES Will your stress cost you your job?

JAN 28, 2010 08:49A.M.

**Are you a good stress manager? You need to be to keep your people engaged**

You may be one of those lucky people who never feel stressed. If that's you, that's fabulous – although you might want to check with your family and the people who work for you to see if they agree based on what they see.

Stress is a natural and normal part of our lives. But if your heart constantly races, your shoulders are always tight, your tummy is a tangle of knots, you haven't slept properly for ages, you continually feel sick, on edge, weepy, angry etc, then your amygdala is triggering physical warning signs that you need to take notice of.

It's The Almond Effect®, the inappropriate activation of our survival response. This fight or flight reaction is designed to help us in life threatening and dangerous situations. At those times, our amygdala triggers the release of chemicals and hormones to heighten our awareness and give us a jolt of power and strength to protect ourselves from the threat. It's a short-term solution to a short-term threat.

However if we don't manage longer term stress that comes from work or home situations, our bodies stay in a stressed or alert state for much longer periods of time than is safe for us to cope with. We end up exacerbating the situation and doing even more harm to ourselves.

**Not only your health but your job may be at risk**

Symptoms of stress are like a smoke alarm going off. We need to do something about it, immediately. If we delay and allow stress to turn into distress, not only will we experience a negative impact on our health and personal relationships but it may prove to be a career limiting move - especially if you have aspirations to move up the corporate ladder.

**Your stress impacts engagement**

Why? Failure to deal with your own stress could seriously influence how people feel about working with you and for you.

One of the key elements in retaining good people and keeping them engaged is your ability to manage your stress so that it doesn't affect the people around you.

Who wants to go to work not knowing whether the boss will be 'up' or 'down', approachable or not, communicative or sullen, energetic or lethargic, short-tempered or easy-going, acknowledging good work or not even noticing, empathetic or distant, clear in what they want (or don't want) or has fuzzy thinking?

A statement of the obvious? Of course! Yet some people-managers think that stress is a weakness and deny its existence even when it is demonstrably clear to everyone around them that they are stressed out.

They often try to suppress or ignore the signals usually with very sad longer-term health consequences. In another issue of CLUES I'll tell you more about the impact of suppressing emotions on our bodies.

**You damage yourself, your people and your organisation**

Even employees with the highest level of self-awareness and management are worn down dealing with the actual or potential ramifications of your stress. And as the economy strengthens and regains traction, retaining our best employees and keeping all our people engaged will continue to be a major issue.

**So what to do about it**

These are the fantastic tips from Kay Wilhelm on the Black Dog Institute website.

**1. Work out priorities**

Keep a list - make the tasks possible. Prioritise the tasks in order of importance and tick off when done. Include the important people in your life as priorities and attend to these relationships.

**2. Identify your stress situations**

Make a list of events that leave you emotionally drained, with one or two ways to reduce the stress for each. When they occur, use them as an opportunity to practise your stress reduction techniques, then, keep notes on what works for next time.

**3. Learn to 'reframe' statements: Don't react to imagined insults**

It is a waste of time and energy to be oversensitive to imagined insults, innuendo or sarcasm. Give people the benefit of the doubt; talk over the situation with someone you trust. They may have another spin on what was said.

**4. Think before you commit yourself to other people's expectations**

We can often perform tasks merely to feel accepted by other people. Practice saying "no" to requests that are unreasonable or more than you can handle at the time - rather than suffer subsequent regrets and stress. Consider whether you should learn to rely less on the approval of others, again, talk this over with someone you trust.

**5. Move on: Don't dwell on past mistakes**

Feelings of guilt, remorse and regret cannot change the past and they make the present difficult by sapping your energy. Make a conscious effort to do something to change the mood (eg mindfulness technique or something active you enjoy) when you feel yourself drifting into regrets about past actions. Learn from it and have strategies in place for next time. Learn to forgive yourself for past mistakes.

**6. Learn to defuse anger and frustrations rather than bottle them up**

Express and discuss your feelings to the person responsible for your agitation. If it is impossible to talk it out, plan for some physical activity at the end of the working day to relieve tensions. Let go of grudges –they do not affect the potential victim because he does not necessarily know about them. However, the grudge-bearer pays a price in energy and anxiety just thinking about revenge.

**7. Set aside time each day for recreation and exercise**

Gentle repetitive exercise such as walking, swimming, cycling are good to relieve stress. Meditation, yoga, Pilates and dance are also excellent. The trick is to find what suits you best. Hobbies that focus attention are also good stress relievers. Take up a new activity unrelated to your current occupation, one that gives you a sense of achievement and satisfaction. Establish new friends in your newly found interest. There are handouts with a range of techniques for relaxation and mindfulness on the Black Dog Institute website that you can use.

**8. Take your time: don't let people rush you**

Frenzied activities lead to errors, regrets, stress. Request time to orient yourself to the situation. At work, if rushed, ask people to wait until you finish working or thinking something out. Plan ahead to arrive at appointments early, composed and having made allowances for unexpected hold-ups. Practice approaching situations 'mindfully'.

**9. Take your time on the road: Don't be an aggressive car driver**

Develop an "I will not be ruffled" attitude. Drive defensively and give way to bullies. Near misses cause stress and strain, so does the fear of being caught for speeding. If possible avoid peak hour traffic. If caught in it, relax by concentrating on deep (stomach) breathing or 'mindful driving' (using mindfulness technique, also available on website). Advanced driving lessons can be useful.

**10. Help children and young people to cope with stress**

Children need the experience of being confronted with problems to try out, and improve their ability to cope. By being overprotective or by intervening too soon, parents may prevent young people from developing valuable tolerance levels for problems, or from acquiring problem-solving skills.

**11. Think positively – you get what you expect**

Smile whenever possible –it's an inexpensive way of improving your looks and how you feel. Try and find something positive to say about a situation, particularly if you are going to find fault. You can visualise situations you have handled well and hold those memories in your mind when going into stressful situations.

**12. Cut down on drinking, smoking, sedatives and stimulants**

They only offer temporary relief and don't solve the problem. They can create more problems in terms of physical and mental health. Consider the effects you are looking for (sedation or stimulation) and how else you can achieve them

**It's your life and job on the line**

Your ability to manage stress is not just an issue for you and your family. It is critical to effective leadership. Your impact on staff will lead to good people staying or going and whether they perform at their optimal levels.

I strongly believe that great leadership starts with crystal clear awareness about ourselves, our emotions, our responses and our ability to manage ourselves for optimal health and performance.

Isn't it fantastic that mastering stress and mental well-being is not only essential for yourself but will have a hugely positive effect on the people around you and their performance? And that can only be a good thing for your career.

**P.S.**

I'd love to know if you found this CLUES useful and any other topics you'd like to read about. 

GIHAN PERERA

## Get Control Of Your Web Site

JAN 27, 2010 08:13P.M.

Towards the end of last year, I asked my newsletter readers, to tell me the biggest problem they have with their Web site. I was a bit surprised - shocked, even - to see the response, in particular *the most common problem that people had with their Web site*.

### It is: "I can't update my site myself."

By far the biggest problem that arose was that it was difficult - sometimes impossible! - for you, the Web site owner, to update the site yourself.

Here are some examples of what people said:

*"My website is not enabled for me to work on it and in it, so I have to pay someone else to do all my changes for me no matter how small."*

*"Keeping it up to date, not out of date as soon as it has been revised."*

*"Updating it!! Or understanding the technology enough to do so simply. Updating just isn't happening as regularly as it should & there are a bunch of really vital functions we just don't use at the minute."*

*"The biggest problem for me is back end capability and ability to update, review, edit and change it myself."*

*"Not having the website set up so I can change or add information as I please."*

*"I have started to do some outsourcing with some admin work in my business, but I'm just not comfortable really with giving my passwords to an outsourcer, given the security issues."*

*"The turnaround time from idea to action is too long."*

*"I want a way to update it easily. At the moment all I am doing is blogging. I would also like to include video clips and refer to articles."*

This surprised me because I thought this problem had been solved years ago!

You see, when I first started my Web design company in 1997, we gave all our clients the ability to update their site themselves. At the time that was rare and a big point of difference. More recently, though, the sort of software we provided - called a "content management system" - has

become cheaper, more powerful and more accessible. So I was shocked to find that so many Web designers weren't providing it for their clients.

### You MUST be able to update your Web site yourself.

This is no longer optional.

Don't think you can get by with keeping your Web site static, and just making changes on Twitter, Facebook and your blog. It doesn't work that way. In fact, these tools mean it's even *more* important now that you have control over your Web site.


For example, you want to be able to:

- Announce a time-limited offer on your blog, and link to it on your Web site;
- Ask your Facebook friends to pass on a new article you've added to your Web site;
- Post a Twitter "tweet" about a free event you're running as a promotion.

Your Web site is the place people keep coming back to, so you must have control over it.

A few years ago, I said it was OK to pay a Web developer to make each and every change, under some sort of retainer arrangement (so it didn't end up costing you too much). But the world has got so much faster since then, and I don't think that option is feasible any more. It's not the cost, it's the turnaround time. You need to be able to update your site instantly, whenever you feel like it.

### So make 2010 the year you get back control of your Web site!

There are many amazing Internet tools available now - cloud computing, iPhone apps, using Twitter effectively, using Facebook as a business tool, and more. But a surprising amount of stuff depends on you having a Web site - *and* a Web site you can update yourself. You don't need all the flashy bells and whistles, but you *do* need basic control of your Web site. 

MATT CHURCH

## The shoulders of giants

JAN 27, 2010 07:38P.M.

Thought leaders need to come up with original ideas. Their intellectual property needs to bring new thinking to a field of expertise. Isaac Newton is quoted as saying 'If I have seen further than others it's because I have stood on the shoulders of giants'. When is an idea yours and when is it not? I use a simple technique when rethinking established ideas. As I come across an idea in a book or blog [e](#)

ANN ROLFE'S MENTORING WORKS BLOG

## Why work on Australia Day?

JAN 27, 2010 12:49A.M.

It's a holiday today for Australia but sometimes work is play! And I'm so happy because I'm working on the launch of The Mentoring Network Online.

Over ten years ago, I founded The Mentoring Network so that my clients could meet, learn from one-another and participate in seminars that addressed their most important mentoring challenges.

Now we take the concept a step further. By opening it up to a global community, The Mentoring Network Online will enable even more access to resources, solutions and people actively engaged in mentoring, than ever before.

OK, I started late and I'll finish early and go for a swim now. [e](#)

PETER WEBB'S "WISDOM CIRCLE"

## Good versus Evil!

JAN 26, 2010 07:49P.M.



Reading Bob Thurman's 2004 book, "Infinite Life: Seven Virtues for Living Well" at the moment. He gives a mathematical formula to prove the triumph of good over evil:

$\text{Infinity} \times 1 \text{ (evil)} < \text{Infinity} \times \text{Infinity} \text{ (good)}$

"The unenlightened and evil are defined by self-centeredness", he says. "Whereas the enlightened and good are defined by other-centeredness". No matter how many bad thing self-centered beings do to others, they are soon exhausted since their drive is based only on their own appetite and will. Yet other-centered beings strive to make the world a better place and so they are able to draw on the emotional energies and needs of an infinite number of others. "Therefore, other-centered beings will always last longer and perform more capably, since their source of energy is so much greater than that of self-centered beings". [e](#)

GIHAN PERERA

## Why big business isn't embracing Web 2.0 - and why that's good news for the rest of us

JAN 26, 2010 04:55P.M.

I often read Graeme Codrington's blog and tweets, and he recently posted a well-considered, thought-provoking article, "In a Web 2.0 world, business has its head buried firmly in the sand". He starts by saying,

"I'm curious about business' lack of engagement with Twitter / FaceBook / Tumblr / Google and everything else Web 2.0. I would have thought that any communication channel getting


the sort of traction, focus, attention and subscription that these channels are getting, would have business engaging like a love struck teenager who'd just discovered their perfect partner? But it's not so."

(Read the full article here)

I did comment on Graeme's blog, and I'll copy the gist of my reply here because it applies to all of us as business owners.

I think most Web 2.0 stuff is dangerous to large organisations (e.g. Fortune 500 companies), so they see it as a threat rather than an opportunity. They don't embrace it because they don't want to. Sure, they could be dragged kicking and screaming into it, and we all know they could benefit from it. But they don't want to, and really wish it would go away (I'm not saying this is a smart strategy!)

Smaller businesses, on the other hand, have the exact opposite attitude. They love Web 2.0 because it changes the rules - in their favour. It allows them to compete with the big guys but without having to play by their rules. They no longer need deep pockets for marketing budgets, cosy deals with ad agencies, and expensive PR firms in order to build their reputation, attract the right customers and build a tribe of loyal followers. So of course they embrace Web 2.0 openly and willingly - it's good for them.

So yes, if you're a larger organisation, recognise that you might need to take action on Web 2.0, even if you don't want to. And if you're a small business, ignore the fact that the Fortune 500s aren't on board (In fact, let's hope they don't stumble onto the secret too soon!) 

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#### MATT HERN'S MONEY GUIDE

## Principles of Economics Translated

JAN 26, 2010 09:55A.M.

Confused by economics? Then you may enjoy this humorous video by Yoram Bauman, The Stand-Up Economist.

Related posts:

1. Death Throes of the Monster Chimerica
  2. The credit crisis explained visually
  3. Forecasters are so trustworthy
- 

GIHAN PERERA

## Thinking Ahead Journal: Vanessa Hall, Ian Berry, Gihan Perera, Ann Rolfe, Matt Church, David Penglase, David Beard, Glenn Capelli, Glenn Cardwell

JAN 25, 2010 11:45P.M.




Every week I collect the most recent blog posts from my clients and members - all leading thinkers about business and life - and assemble them into the Thinking Ahead journal.

Download the 24th January 2010 issue here.

What's in it:

- The Truth about Trust: Meeting the Needs of Others
- So What's Next?: Immediately usable strategies and tactics for sustainability
- Gihan Perera: Making better conference calls
- Gihan Perera: My Top Ten Web Sites For 2009
- Ann Rolfe's Mentoring Works Blog: Get Strategic!
- Gihan Perera: File your documents and clippings with Evernote
- Gihan Perera: Expect the unexpected: New research that turns conventional wisdom on its head
- Matt Church: Your lifes purpose in 103 minutes
- Sales Success Forum: Listening Skills For Salespeople

- Ann Rolfe's Mentoring Works Blog: Conference Presentations in March and April
- Ann Rolfe's Mentoring Works Blog: Back On Deck
- Lifelong Fitness: Why discipline is better than regret
- So What's Next?: Using water strategically
- The Truth about Trust: Can you forgive and still not trust?
- Thinking Caps: HOPS - Higher Order Presentation Skills
- The Truth about Trust: Women care more about trust than men
- Gihan Perera: Our Internet Predictions for 2010
- Gihan Perera: Nudge: Improving Decisions About Health, Wealth, and Happiness, by Richard Thaler and Cass Sunstein
- So What's Next?: Life/work balance is nonsense - life/work harmony is possible
- Gihan Perera: My Top Ten Web Sites of 2009
- Glenn Cardwell: Mental Calorie Budget
- Thinking Caps: Cracks in the Jetty
- Gihan Perera: Creating the dinosaur experience
- The Truth about Trust: Sometimes the relationship is just not meant to be
- Matt Church: The Nobility of Sales 

## THE TRUTH ABOUT TRUST

## Meeting the Needs of Others

JAN 25, 2010 06:51P.M.



My son Lachlan is very driven by the need for Safety and Security. As long as he feels safe, he's happy, confident, and at peace with himself and the world around him.

If at any time he does not feel safe, he becomes difficult, nagging, he loses confidence in himself, and is generally not very nice to be around.

Let me give you an example of how this plays out. Lachlan dances 4 days a week for The Edge. I do most of the driving back and forth to get him there (Peter does some too – thank you sweetie!).

Lachlan needs to get there early. I like to get him there on time. I mean, we drive up to the door at exactly the time he is meant to be there – it's how I operate, I run everything to the wire, BUT he is NEVER late. He is ALWAYS on time. There are times when I can't understand why he is freaking out, calling me, sms-ing me and hassling me about hurrying up to pick him up from home to get him to dance when I know exactly how long we need to get him there on time.

What I occasionally forget, and have just reminded myself, is the importance of meeting the Needs of others. It's one of the key things I teach about building trusting relationships. Find out what the underlying Needs are for the people you want trusting relationships with. Find out what the important ones are, the drivers, and meet those Needs for them.

For Lachlan, I know his driving Need is Safety and Security. He feels safe when he arrives 15 minutes early for a class, not right on time. If I want a calm, loving and trusting relationship with him, I need to meet that for him.

This week he was 15 minutes early for dance. He's happy, and so am I.

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