

HOW TO BE SUCCESSFUL IN ANY ECONOMY



BY LINDA AND TERY TENNANT

Guest Writers

At a recent ATA function, I asked several leaders how they are dealing with the current trucking industry environment. Some had a specific strategy or action plan and others were hunkering down and waiting for things to get better.

This made me think of Pete Morrell, a fellow franchisee of Leadership Management, Inc. (LMI), who had his best year after 9/11. Imagine this when many companies were shocked into survival mode. But Pete has great leadership skills and he strongly believed business leaders needed productivity and leadership development then more than ever.

Below are a few of Pete's beliefs. Hopefully they will spark ideas for you in being successful in your current environment.

IT'S ALL ABOUT THE POWER OF CHOICE

Choose Positive Attitude

As leaders our attitude is contagious. It is usually reflected in how our managers interact with their employees and how employees interact with customers.

An attitude of positive expectancy is the most important trait of an effective leader. Positive expectancy is a predetermined and proactive habit of thought dominated by faith, hope, optimism and courage. The only difference between a positive and negative attitude is personal choice. We must choose and consistently practice an attitude of positive expectancy; it is not a natural mindset.

We attract the circumstances that fulfill our expectations. Are we choosing fear or courage? Fear paralyzes productive action.

WHATEVER YOU VIVIDLY IMAGINE,
ARDENTLY DESIRE, SINCERELY BELIEVE
AND ENTHUSIASTICALLY ACT UPON,
MUST INEVITABLY COME TO PASS.
—PAUL J. MEYER, FOUNDER, LMI

Fear attracts and supports failure. Fear eliminates ownership of possible solutions and puts us in a victim mindset.

Life will always be a mix of good or bad. Attitude is truly a choice.

Putting ideas into action: Consciously replace negative, fearful thoughts with thoughts of positive expectancy. Limit the amount of time spent reading or talking to others about negative news. Focus on what we want, not on what we don't. Be a good role model for the rest of the team.

It's our responsibility to be successful under the conditions as we find them, NOT as we would like them to be.

Choose Action

We can't allow fear or negative thinking to prevent us from taking positive, productive action. Now is a great time to focus and fine tune your business. Look for the slight edge – small changes done consistently over time that make a huge difference in results.



Putting ideas into action: Ask employees to identify and eliminate areas of waste and provide ways to grow the business. Provide new offerings to existing customers. Take care of current customers – provide extra services when possible. Set a goal to gain market share. We know companies who consistently do this during a down economy by taking actions to become more effective.

In many organizations, time and misdirected effort are one of the biggest areas of waste. Ensure every employee knows what to do, how to do it and why. Establish with each employee their most important priorities and measurable results. Review where they stand on each desired result and agree upon an action plan with scheduled follow up dates to review progress. Ask non performing employees to leave the organization.

Get creative in developing yourself and your team. Have everyone read a new book and identify three ideas to implement. Ask employees to document in writing how they perform key tasks so others can be cross trained. Identify ways to improve processes. Use this time to finally complete or update written job descriptions.

The effective leader always chooses effective actions rather than comfortable activities.

Choose Accountability and Personal Responsibility

Accountability pushes us beyond our self-imposed limitations. If we want our lives to be filled with abundance and significance we can never allow ourselves the comfort of an excuse. Some companies will be more successful in the current environment than others – take personal responsibility for being among the most successful. Control and influence what you can; let go of what you can't.

Putting ideas into action: Ask yourself, am I settling for what is or am I pushing toward what could be? Set goals for people development, improvements in processes, quality and customer service, in addition to financial goals.

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book takes about an hour to read and includes an online leadership assessment.

Linda Tennant is President of Attainment, Inc., a franchise of Leadership Management, Inc., a worldwide productivity and people development organization. Using a proven behavior change process, Attainment helps leaders improve productivity, leadership, communication, teambuilding, coaching and sales. Read more articles at www.attainmentinc.com or reach us at attainment@juno.com or 602-615-4163.



SUCCESS COMES TO
THOSE WHO KNOW IT
ISN'T COMING TO THEM
AND WHO GO OUT AND
GET IT. —FRANK TYGER



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