

# CELEBRATING SELF-IMPROVEMENT MONTH

## THE POWER OF YES VS. NO



By Dena Breslin,  
Dena B Coaching

Have you heard of the Pareto Principle?? It is a theorem of belief begun by Vilfredo Pareto in the late 1800s, which states that for

most of life events/goals, achievements, 80 percent of the outcomes come from 20 percent of the causes.

For business owners, this principle can be a guiding force for prioritization. We are champion “doers.” The most successful businesses not only know how to DO, they know specifically what TO DO.

And, this prioritization, at its simplest form is a YES LIST vs. a NO LIST. A CEO or President knows, based on the company’s mission and vision, what to say YES to and what to say NO to. And

the best companies, the best leaders, the best teams keep that in their sights, weekly, monthly, quarterly.

While there may be exploration, research, trial and error, that is also prioritized to the outcomes planted within the Mission and Vision.

Do you have a Mission and Vision statement for your business?? Do you teach it and cast it regularly for your team of employees?

Here are a few simple Yes and No Tips that can serve as the foundation for your Success.

- Yes to setting weekly goals that align to quarterly and annual goals (suggested reading *The 12-week Year*)
- Yes to asking GREAT questions vs. mediocre questions of your staff and team (suggested reading, *Leaders Ask Great Questions*)

**CALLING SMALL BUSINESS LEADERS!**

**Pandemic has your Mind more than a little stuck?**

**Is your team relying on you to amp up your Leadership? Feel like you were made for More, and you're not sure which step to take first??**

**What if you**

- increased your bottom line by 50% by the end of 2020!
- streamlined clear marketing to your top 5% clients!
- got back to The One Thing that you were made for!

**Let your first step be with DenaB! Set up your FREE Discovery Call Today! [www.denabcoaching.com](http://www.denabcoaching.com)**

**Dena B COACHING**  
*Break the Rules. Be a Happy Freak!*



Rick Wolf, Servant Leader



**EMBRACE THE CHALLENGE**

*Embrace the Challenge provides individual and organizational leadership coaching and professional development services:*

- PERSONAL/PROFESSIONAL COACHING
- LEADERSHIP ENHANCEMENT
- ORGANIZATIONAL DEVELOPMENT

Have you or your organization used the past few months to take things to the next level? If not, give Rick a call!

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- Yes to encouraging ebb and flow from your employees, making sure they know how to rest and recover, heck, celebrating that! In fact, Celebrating MORE with your teams and staff!
  - Yes to a culture of continuous learning. Add it to the job descriptions. Most of all knowledge is Free today.
  - No to incessant phone usage/social media swiping/wasted time
  - No to donuts in the breakroom ALL THE TIME. What else would be worth having and sharing at breaks?? I'm guessing you are wise to this hint.
  - No to gossip. Period.
  - No to lazy thinking. “I don’t know, or it’s not my job” is so outdated. Go above and beyond, often. Heck, isn’t that the POINT of having a Smart phone attached to your hand?
- Now take this bit of inspiration and consider what 20 percent you’re committed to spending 80 percent of your time on.
- For a Mindset Reset, or a Leadership workshop for your team, Contact Dena Breslin, via [www.denabcoaching.com](http://www.denabcoaching.com) or reach out via LinkedIn or Facebook.

## PUT ME IN COACH



By Rick Wolf, Servant Leader, Embrace the Challenge, LLC

Do you remember the lyrics from John Fogerty’s 1985 hit, ‘Centerfield’? “Put me in coach, I’m ready to play today. Put me in coach, I’m ready to play today. Look at me, I can be centerfield.” How many of us remember a great coach that served to inspire and help us grow? The “coach” could have been associated with a particular sport, talent, or academic pursuit. “Coach” initially helped us to develop a skill. As we gained confidence, he/she helped us begin the fine-tuning process that took the skill to another level. Usually at this point someone with “credentials” assumed the coaching role. Not only could they refine and improve our skills, but they taught us to begin the self-reflection process that enabled achievement at a higher level. Equally important, they understood how to “get in our heads” They helped us realize that our mental preparation for a competition was as important as our skill preparation.

Here’s my question; if we know the value of coaching, why do so many of us abandon the practice as we move into our respective careers? We expect a professional athlete, musician, vocalist, actor or actress to routinely work with a coach, but why not our physician, lawyer, financial advisor, child’s teacher, or someone else from whom we receive services? Why don’t we get coached?

The reality is coaching begins with you. It starts with a desire to improve yourself and others and grows from there. It can become formal or informal, however remember this, the greater your investment, the greater the yield. A coach can make an incredible difference in your life. You will realize it the day you look them in the eye and say, “Put me in coach, I’m ready to play today!” Have a great week and Embrace the Challenge. PS: If you were wondering, yes, I have a coach!



**EMBRACE THE CHALLENGE**

For additional information, please call 610.334.8373 and visit [www.EmbracetheChallenge.org](http://www.EmbracetheChallenge.org).