



Results-Driven Solutions June 2008 Newsletter

by Krista S. Sheets, President

If you missed the last newsletter, you can download it at:
www.ParagonResources.com/library/rds_advice_4-08.pdf

Welcome Summer!

I'm making up for not sending a newsletter last month with this edition of Results-Driven Solutions. I apologize for the lack of correspondence, but May was an amazing month that was full of life. My family of friends enjoyed 3 Bat Mitzvahs, a 60th wedding anniversary, a 70th birthday, 5 more birthdays, and a wedding. All of this was topped off with one of my greatest professional accomplishments...my first international presentation to 1200 attendees of the annual convention for the Financial Planning Institute of South Africa. To celebrate, I experienced an extraordinary and unforgettable trip to Cape Town.

I was a bit apprehensive about attending this convention because I was unsure that my work here in the States would translate and add value to those in another country. What I discovered is that it definitely does and it was confirmed that our challenges in this industry are universal. As I listened to the presenters from the United Kingdom and Australia discuss practice management issues and solutions, I kept emphatically nodding my head with agreement. It is a relief to know that we are not alone when trying to build and manage successful investment advisory businesses.

The message throughout the two days was one of encouragement and a time for action in these areas:

- No more building a business in spite of yourselves...you must build it by design, not by default.
- Less is more. Having too many clients leads to inefficiency, stress, and lost opportunities.
- Work smarter, not harder. Don't try to be everything to anybody. Control your business model and your brand.
- Hiring top talent and professionally developing them is a necessity to stay competitive.
- Segment your clients and build a proactive service strategy for each.
- Define your ideal AND profitable client relationships.
- Focus on engaging clients and building client advocacy.

To all my new friends in South Africa, THANK YOU for sharing your beautiful country with me and enlightening all my senses. I cannot wait to take you up on your offer to come back!

Random Acts of Kindness Month

Sarah Dale, strategic partner from Know No Bounds, offers this value-added client appreciation activity – Random Acts of Kindness. Because of all the negativity in the world, we have a harder time seeing all the good there really is around us and being grateful for what we have. Kindness is contagious, so why don't you surprise your clients with an

unexpected gift or message? There doesn't need to be a special occasion on the calendar to let your clients know they are appreciated. Here is a suggested message to send, along with a few ideas for appreciation items:

"With so much negativity in world news, we believe random acts of kindness can help change perceptions and remind people that we are thankful for the many blessings we have in our lives. Small actions can, and do, make a difference. With this in mind, July is Random Acts of Kindness month at (insert team's name). In appreciation of our relationship, we have (insert your random act). We are so fortunate that we can do nice things for good people like you. We thank you for our relationship."

- Make a donation to their favorite charity in their name
- Send a travel book for a trip your clients may be taking this summer
- Give a gift basket for those empty nesters whose children will be off to college this fall
- Take a client out for breakfast, lunch, or dinner for no other reason than to learn what's going on with them
- Send a magazine subscription that is related to their hobby or interest

Sarah and I work together providing comprehensive solutions to our clients. We co-authored the Know Service book which provides a proven process of "5 Steps to 5-Star Service for Financial Professionals." To learn more visit: www.BoundlessPublishing.com

Is Stress Keeping You Up at Night?

While in South Africa, I was so busy that I rarely saw the news, especially from the United States. No wonder I was so relaxed over there! After 26 hours of door to door travel from South Africa back to Atlanta, I was a little jet lagged and weary, but it was time to get back to reality. I turned on the news and it was one downer after another...oil and food prices, natural disasters, market volatility, political chaos, and on it went. I just kept on thinking of the most memorable moment for me in South Africa - petting a cheetah - to hopefully calm my nerves. I know, it's a bit strange that a wild animal whose natural instinct is to kill could tame all the negative thoughts in my head, but nature has that effect on me. What are you doing to deal with all the negativity in the news and the pressures in your business and life?



As many of you reading this newsletter know and have personally experienced, we utilize the Managing For Success DISC and Workplace Motivators Assessments as the foundation for all of our work. These assessments bring great awareness on what makes you tick, what energizes you, and most importantly, where your passions lie. In turbulent times such as

these, it's important to stay strong, take time for yourself, and recharge your battery. There is no "size that fits all" in this area. For those familiar with the DISC behavioral model, also known as an energy model, everyone has a different way to deal with stress and some are less affected by chaos and change than others.

If you are a financial advisor who has a team, this is your time to be a great leader and guide your team through dealing with the stress. The Managing For Success DISC Assessments we use are so good that they not only identify a person's communication style and what role they should play on a team, but also can identify stress, whether in the workplace or in someone's personal life. Compared to last year, we have seen a 40% increase in the number of stress indicators in the assessment results. That's a lot of stress that may be negatively affecting many with increased lateness, illness, and disengagement or dissatisfaction at work. As the leader of your business, do whatever you can to give your team members assurance that these troubled times will pass and that you value their effort. Take time to ask them how they are doing and if they need anything.

Below are general tips to help better understand your DISC style and what you can do to re-energize your battery.

Dominance Style

D's are results-driven, extroverted people who face problems and challenges head on. They show their stress by being impatient, argumentative, and possibly short-tempered. They relieve their stress by being active and working out their frustrations. Physical, competitive exercise and getting results through do-it-yourself home projects are good answers to addressing their stress.

Influencing Style

I's are extroverted people who are verbally gifted, charming, want to have fun with others, and can influence others to their way of thinking. They show their stress by being disorganized, overly optimistic, and impulsive. They relieve their stress with people-time and interaction with others. Social time, going out to lunch, shopping, and taking life less seriously are their ideas of fun.

Steadiness Style

S's are introverted people who prefer a calm, stable environment. This style has the most difficulty dealing with chaos and rapid change. They show their stress by being stubborn, inflexible, and by holding grudges. They relieve their stress with downtime where they can take the time to process all the changes occurring around them. Sleeping, reading a book, gardening, and taking a hot bath are usually their outlets.

Compliance Style

C's are introverted people who have high standards for themselves and others. They hate to make a mistake and will do anything to eliminate human error in the future. They show their stress by being overly critical, guarding information, and distancing themselves from others.



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They ease their worries and relieve their stress by thinking or spending time alone to reflect on the situation and figure out how to avoid it in the future.

Our Team Development Process is an ideal solution for building awareness about the people who drive your business. The ultimate goal of the process is to provide you the information you need to make wiser decisions for future growth of your practice. Included is a comprehensive analysis of each person's strengths and motivators, as well as potential workplace stressors. Please contact us or visit our web site:
www.ParagonResources.com/products/team.php

A Time to Remember a Great Man, Tim Russert

Many were affected by the sudden death of Tim Russert on June 13th. I stared at the TV with disbelief and was comforted by the kind words of so many who were close to him. My great friend and colleague, Bette Price, wrote a wonderful tribute to a man who many didn't personally know, but whose character and life philosophy impacted us all.

Please read her tribute at:

www.ParagonResources.com/library/russert.pdf

If you have any comments or suggestions on how we can better assist you and your practice, please know that we welcome your input. If you are looking for assistance on a specific project, please feel free to contact us so we can craft the best solution for you using our own expertise or that of our strategic partners.

Warmest regards,

Krista

To learn more about our products and services, please visit our web site:
www.ParagonResources.com

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