



## Results-Driven Solutions January 2007 Newsletter

by Krista S. Sheets, President

**"If you don't know where you are going, any road will get you there." Lewis Carroll**

Happy New Year! We're excited about the outlook for 2007 and the potential for you and Paragon to reach higher levels of success. Our first accomplishment for the New Year will be the release of our new book coauthored with Sarah Dale of KNOW NO BOUNDS – [Know Service... Connect with Your Clients. Shape Your Future. Differentiate YOU!](#). Visit [www.ParagonResources.com/knowservice](http://www.ParagonResources.com/knowservice) for more details.

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### Taking Inventory

Even though there is no right time of the year to conduct your Business Planning, December and January are often the preferred months for it. I am starting to receive several calls from clients asking me to set up a consultation to review the results of their planning sessions and provide guidance on how best to achieve their objectives. Before I give my feedback, I always review the accomplishments they made from the previous year, compare them to what they set out to do, and discuss the overall current health of the business. In essence, I am asking for a "State of the Union Address" by taking inventory of where the last year has taken them. Taking this time to step back and assess before moving on too quickly often uncovers some missed or forgotten past goals with many excuses made for why the goals were not met, and some complaints about how the current business is functioning. In my opinion, it's difficult to move forward without facing your failures and issues head on as they may mushroom into bigger issues and weigh you down from achieving new successes.

Only after you review your accomplishments and for some of you, conduct a postmortem of why you weren't able to achieve what you set out to do last year, should you then move on to the "State of the Future" and set your new goals for the upcoming year. To help you set your new goals, I suggest that you set a "theme" or direction for the upcoming year. Start with a high-level initiative or idea you have for your business. Think BIG: "I want to focus on organic growth by maximizing EVERY client relationship and gaining 90%+ wallet share," or "We want to be the Team of Choice for the HNW Investor in Anytown, USA," or "I want to close my first \$5MM account," or "Our clients should feel like they are receiving Ritz Carlton or Four Seasons Service." Your focus for your business is completely up to you, but whatever you do, define one as specifically as possible BEFORE setting any individual asset/revenue or personal development goals. With a clear focus you will be able to make wiser decisions throughout the year.

In addition to reviewing the success or incompleteness of your past business planning objectives, I have listed some questions below that will help you with your "State of the Union" and will ultimately help you set the focus for the New Year.

#### Vision.

What am I working for? When will I realize success? What things in life do I look forward to? Do I have a clear picture of what I want in my life? In my business?

#### Goal achievement.

Are my daily activities consistent with my plan for achieving my life and business goals? What is distracting me from achieving my goals? What can I do to eliminate those distractions?

#### Those who are closest to me will determine the level of my success.

Have I surrounded myself with the best possible people to maximize my success? This includes my internal (staff) and external teams (strategic alliances), as well as my clients and personal relationships. Do I actively and effectively communicate the value that my internal and external teams bring to my business?



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Know and grow.

Do all members of my internal team have clearly defined roles that fit their strengths? Do they own their positions? Do they have active developmental plans to improve their individual performance and competence? What is it that I need in order to feel confident and competent?

Life is change, growth is optional.

How am I dealing with the increasingly rapid pace of change in the world? In my craft? What do I need to do to plan for the future?

Acknowledge there are those that don't want you to succeed.

What can I bring to the table that my competitors can't? What are my points of distinction?

Barriers to my success.

What exhausts me in my life and in my business? What energizes or excites me? What can I do to minimize the drains and maximize the energizers? Do I have any PITAs (pain in the ...) in my life or business? What can I do to minimize their effect or eliminate them from my life or business?

Health is our real wealth.

What can I do to improve my health and well-being so that I will be stronger and better able to deal with unexpected stressors? How do I define a healthy business? What can I do to make myself and my business healthier?

Emotional deposits.

Have I touched another person's life today? Am I doing what is in the best interest of my clients? Am I living an authentic life? Do I walk the talk in my own life?

Please be sure to visit our library for articles of interest and tools to help you with the growth of your practice – [www.ParagonResources.com/newsworthy/library\\_pg\\_4.php3](http://www.ParagonResources.com/newsworthy/library_pg_4.php3)

If you have any comments or suggestions on how we can better assist you and your practice, please know that we welcome your input. We look forward to working with you this year.

Wishing you a stellar 2007!

Warmest regards,

Krista

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