

COMPETITIVE EDGE, INC.

September, 2002

Premier Issue

The Competitive Edge, Inc. Newsletter

“BE DARING, BE FIRST, BE DIFFERENT.”

Why Endorsement Matters

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Endorsement. We do it everyday, most times without realizing what it really means. It is the vital link in the world of commerce. This word is how business does or does not get done. Endorsement is so important that it can make or break a person and can determine the bottom line of a company. One only needs to look at recent events caused by a number of corporate executives who failed to act responsibly, not only with their employees, but with their investors as well. Subsequently, investors have removed their endorsement from the stock market and the losses on Wall Street have been staggering. We have just experienced a tough lesson in what it means to endorse or withhold one's endorsement of another.

By now you are thinking, here we go again, another example of "corporate babble" that will soon run its course. Not so. Endorsement is basically putting your name on the line for a person or an organization. What you are really doing is pledging your assets, your credibility. Those corporate executives who caused Wall Street numbers to plummet so drastically should now understand the meaning of endorsement as their credibility hit rock bottom when their questionable accounting practices and other corporate scandals were revealed. You can win or lose through endorsement, so you better be certain when you pledge your assets for someone else. You stand to increase your assets or lose all credibility.

Let's say you are working with a client who is particularly impressive in terms of motivation, efficiency and integrity, but who, you sense, is a bit unhappy in his present position. Later on in the week, you have a casual conversation with a CEO friend who is looking for someone with your client's very credentials, and you tell the CEO friend that you happen to know someone that could fill his requirements. You have already established credibility with your CEO friend so he immediately connects with your client and bingo----your client gets the position because of your endorsement of him! You believed in his worth and were willing to put your reputation or your stamp of approval on the line for him. That is endorsement.

But, what has this done for you? Sure, it got your client a new position and your CEO friend has met his need. But, if your endorsement was on target, you have increased your assets exponentially as each of the satisfied persons in your endorsement path will tell others about your abilities. Those "others" will also pass on your name and you only stand to increase your worth. Henry Ford once said, "You can't build a reputation on what you are going to do." To be truly effective, endorsement requires thorough, decisive, ethical action and follow-through. For more on the value of endorsement, watch for my new book that is now in the developmental stage.

Our next issue:

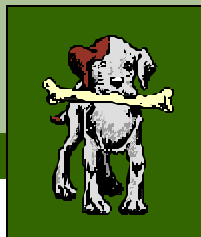
**Got a question?
Need an answer?**

ASK JUDY

**Let CEI know
your questions
and then watch
for Judy's advice
in future issues.**

**“Good reputations...
Are not built cutting corners;
they're built upon insistence on high standards”**

James R. Eiszner
CPC International



Coming Up ...

TRAINING FOR SUCCESS PROGRAM
September 30 - October 2, 2002
8:30 a.m. to 5:00 p.m.
at the Hampton Inn, Peachtree City, GA

Day 1 & 2 - \$858.00 Day 3 - \$429.00
All Three Days - \$1195.00

For more information, call 770 - 487- 6460
or visit our website @
www.competitiveedgeinc.com

ON THE LIGHTER SIDE OF LIFE:

Seven Things One Can Learn From A Dog:

1. Never pass up the opportunity to go for a joyride.
2. When loved ones come home, always run to meet them.
3. Be loyal.
4. If what you want lies buried, dig until you find it.
5. Avoid biting when a simple growl will do.
6. Bond with your pack.
7. When you're happy, dance around and wag your entire body.

What's New In Training...

Plastic blocks that snap together are no longer child's play. The makers of Lego building toys have now added Serious Play, a 6,500-piece set that is intended as a tool to develop critical thinking in business, to their product line. Robert Rasmussen, COO and creative director of Serious Play says, "This is play with a purpose." According to their website, the purpose of Serious Play is to address two key questions:

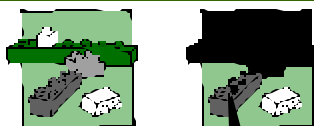
Why does work need play?

- Play helps release thoughts that are locked in the head and the heart.
- You see things differently. Ideas come to life with more concrete detail than ideas expressed through just talking.
- Play lets you experiment, explore and take risks with ideas without fearing consequences that might happen in "real life."

Why does play work?

- Play is voluntary; it can't be coerced or mandated.
- Play is imaginative; you can suspend the rules of the real world.
- Play is special; if it's routine, it's not play.

As with the children's Lego play sets, Serious Play is also packaged in theme sets in which participants build corporate structures, struggle with competitors and deal with hostile takeover bids. When Bob Fulgrum wrote, "Everything I Need to Learn, I Learned in Kindergarten," he obviously didn't anticipate Lego sets for grown-ups that would further enhance one's ability to think and learn "outside the box."



I think one of the most powerful things that managers and leaders can have in their arsenal is the capacity to admit when they've made a mistake...

Ken Blanchard

"Good always triumphs over evil cause its nicer."

Mammy Yokum in *Li'l Abner*
by Al Capp

Personal leadership is a “doing” thing, not a “talking” thing.

Linda Wachner

Meet Judy's Staff

Eileen has supported Judy's business endeavors since conception. In addition to serving as Judy's Financial Advisor and Computer Consultant, Eileen manages Judy's budget, accounts payable and accounts receivable, tax preparation and deposits.

Eileen Tooley
The “Surge Protector”

Darbie Bufford
The “Gatekeeper”

A graduate of Lander University, Darbie joined Judy's staff two years ago. She has a strong customer focus and watches the bottom line. She is a “Realist” and always asks, “why?” Her primary responsibilities include: customer interaction, systems administration, presentation design (she's our powerpoint queen), brochures and proposals and serves as our MFS Profiles / IDS and Inscape staff expert.

Janet Boyce
The “Web Witch”

Janet is a friend of Judy's for 24+ years. A retired high school teacher, Janet has B.A. and M.A. degrees in History, Political Science and Economics and a very high theoretical values cluster. Her areas of focus are: research & analysis, reading assignments, CEI publications' preparation and editing. Janet is editor of our CEI Newsletter.

Judy Suiter
The “Go to” Guru

Iggy Kahl
The “Project Oracle”

A retired BellSouth IT Project Manager, Iggy is a new addition to Judy's staff. Her activities include: customer interaction, database and nurture marketing management, office administration, project management and systems design. She is our SalesMax and Select staff expert.

Carol Schug
The “Go-for
Extraordinaire”

Carol was a college classmate of Judy's at the University of Iowa and has worked with CEI for the past 10 years. Carol's primary activities are: keeping the files organized, maintaining our book list, inventory control, and KEEPING JUDY HAPPY!! (She makes great gazpacho and cold cucumber soup!)

What Our Clients Are Saying...

“As a plant manager, I faced issues such as lack of trust, lack of direction, lack of training and lack of teamwork. Also, there was no formal way in place to measure the relative performance of my staff. She has helped me make some tough decisions and has provided me feedback on my performance as measured by my team...We have become a well-rounded high performance team.

Jim Walter, Plant Manager

“Be Daring, Be First, Be Different.”

WHAT JUDY IS READING:

It is easier to fight for one's principles than to live up to them.

**Alfred Adler
Psychologist**



“*Developing Leadership & Character – Knowing Enough About Yourself to Lead Others*” by Drea Zigarmi, Michael O’Connor, Ken Blanchard and Carl Edeburn . Published by Zigarmi Associates, Inc., 2000.

“*True Leaders -How Exceptional CEOs and Presidents Make a Difference by Building People and Profits*” by Bette Price and George Ritcheske. Publisher: Dearborn Financial Publishing, Inc. 2001.

“*When Generations Collide - Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work*” by Lynne C. Lancaster, David Stillman and Harvey MacKay. Publisher: HarperCollins. 2002

<http://www.competitiveedgeinc.com/ReferenceResources.html>

HEADS UP!!!!

laptops continues to rise. **Safeway** (you) reports that some 208,000 laptops with a value of nearly \$640 million were stolen in the year 2001 saw a 53% increase in stolen laptops. According to **Security Focus**, 10-15% of laptops are stolen with intent on selling the information contained on them. It contains company proprietary data, company networks and employee information. Government laptops are equally vulnerable. As you recall, a State Department laptop with important top secrets disappeared in

An informal survey conducted by **Support Republic** indicates that **most laptops are actually lost or stolen on corporate property, not while traveling.**

If laptop security is a concern of yours, there are numerous security firms listed on the web that provide a wide variety of security devices and hints to protect your laptop from becoming another statistic.



“*How we spend our days is how we spend our lives.*”

Anne Dillard