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The Competitive Edge, Inc.



Photo by Hugh Foster

“BE DARING, BE FIRST, BE DIFFERENT”

Planning Ahead – A Novel Idea

“The drops of rain make a hole in the stone not by violence, but by oft falling.”

- Lucretius, Roman philosopher

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This is the beginning of a new year, and I thought I would toss out this question to you: Where do you want to be at the start of January, 2007? You are probably thinking to yourself that 2007 is much too far in the distance to be concerned with it right now; let's take care of 2006 first. However, any success we may have in 2007 is predicated on what we do today. Paul Tagliabue, the National Football League Commissioner since 1989, says, "The future doesn't happen---it's shaped by decisions." So, our status in January, 2007, will be determined by how we "play our hand" in 2006, beginning right now.

In a recent newsletter, Marc Corsini, a Birmingham, Alabama consultant, asks a few interesting questions on the topic at hand: Are you giving your all to your work? Are you working as hard as you are playing? To these, I add: Are you doing work that complements your passion? Do you find joy in what you are doing? Are you making the most of your talents and your time? Are you accomplishing what you tell others they can do? In other words do you "walk the talk"?

While doing a favor for a colleague, I came across a book that has been tucked away on my shelf titled, *212°* by S. L. Parker. Just a slim volume of 76 pages, this book oozes success – if you make application of the advice offered in the book. We all know that water is hot at 211° and boils at 212°; just one degree and water is not only boiling, but now generates energy. Can

you imagine what we could accomplish if we turned up the heat in all our activities by just one degree? The examples in Parker's book are ones that have practical application. He describes what happens with a one degree differential: if, on a rainy day, the temperature drops from 33° to 32°, it can snow, and when one makes an extra mortgage payment a year, a 30-year mortgage can be cut to 22. By adding just one more of something creates an entirely different outcome.

Parker writes, "It's the final step of a journey that creates an arrival". That last step means one does not stop. You give it all you have. You cannot allow yourself to become weary as you may have to do something more than once to get it right. So how do you take it to the 212° level? That could mean adding a few hours to your workday, making one extra phone or sales call, or coaching a colleague or employee after a long day. It is you who has to implement the action, the adding of that one more degree.

John F. Kennedy said, "There are risks and costs to a program of action. But they are far less than the long-range risks and costs of comfortable inaction". If you decide to apply the 212° principle to what you do in 2006, I know that you will reach the place you want to be at the start of 2007. So let's turn up the heat and get to work. And, best wishes for a prosperous new year.

What's New at CEI

We recently welcomed Deb Magner as our newest CEI employee. She is a native of Rhode Island and brings a wealth of experience and a strong work ethic to our CEI team. Deb brings over twenty years of customer service experience along with several years of exposure to the international sales market. Her diverse background will greatly benefit our staff and our customers. So, if you hear a very energetic and positive voice on the phone, chances are it is Deb. She will be most happy to assist you.

Once again, Judy has made news as three of her books are now available in a bilingual version. Each book contains a German and an English version and is available as a set of three for **Eur 74.50**. They also can be purchased separately. The three books included in this set are:

Energizing People – Unleashing the Power of D.I.S.C.
156 pages, **Eur 24.50**

Exploring Values – Releasing the Power of Attitudes
180 pages, **Eur 27.50**

The Ripple Effect – How the Global Model of Endorsement Opens Doors to Success
260 pages, **Eur 32.50**

“Losers visualize the penalties of failures. Winners visualize the rewards of success.”
Dr. Rob Gilbert

What Judy is Reading

Coach, edited by Andrew Blauner is a treasure trove of insight into the lives of 25 writers who were hugely impacted by certain people at some time in their lives. Some stories are humorous, some instructive and motivational, and, at times, poignant. Writer Charles McGrath of the *New York Times* tells of the influence of his mother and her two sisters on his game of golf. Ironically, he cannot remember his mother ever swinging a golf club! It was her attitude toward life in general that most touched him. The stories go on, but the inspiration does not end on the last page. This book will cause all who read it to reflect on those people who have helped them become the person they are today.

Employee Attitude

A recent Gallup Organization study shows that employees who have an above average attitude toward their work will generate:

- 38% higher customer satisfaction scores
- 22% higher productivity
- 27% higher profits for their company

Retention Practices

According to a study released in PricewaterhouseCooper Saratoga 2005/2006 Human Capital Index Report, the average number of days it takes for an American company to fill a job vacancy in 2004 was 48 days. The average cost per hire was \$3,270.

Success is alive and well at Genentech

San Francisco based Genentech has just been named by Fortune Magazine as the Best Company to Work For in 2006. This high-tech biotech organization seen as “the brightest star in a promising industry that has chronically under-delivered” had year-end revenues of \$6.6 billion, tripled from four year ago. According to CNN Money, Genentech’s secret is its culture. It hires the best and the brightest (after five or six visits and 20 some interviews), gives sabbaticals to prevent burnout, pays scant attention to titles, and keeps creativity alive by encouraging their scientists and engineers to spend fully 20 percent of each workweek pursuing pet projects. Perks for executives are unheard of: no gleaming corner office or upfront parking space, no one is special there. New hires are saturated in Genentech’s history, philosophy and company goals. The campus like company employs shuttle buses and bicycles to move people around. And, as on other campuses, Friday evening calls for some sort of event which generates an abundance of company spirit, communication and collaboration.

Scientists and researchers defend their work before the Research Review Committee. This process helps to “uncover flaws, avoid dead ends, and sift out politics and favoritism” thus allowing for the development of drugs that actually deliver what they are intended to do. Genentech also puts 50 percent of its revenues back into research to focus on “significant unmet needs” in the fields of oncology, immunology, and tissue growth and repair. Genentech’s goal is to be the “leading U.S. oncology company in terms of sales and a leader in both immunology and tissue-growth disorders with new product goals in each of those categories.” Given the work environment that lends itself toward creativity and innovation, it’s apparent why Fortune named Genentech the Number One Best Place to Work. This 29 year-old upstart could teach many organizations how best to use human capital.

Upcoming Events

Judy will be speaking at **Clemson University’s 715th Conference on Professional Development for Women**, Monday, March 27, 2006, at the Renaissance Philadelphia Hotel, Philadelphia, Pa. Her topic is, “What Makes You and Others Tick?” Cost for the one day conference is \$175. and includes tuition, all workbook materials, continental breakfast, networking luncheon and all refreshments. Send three or more people from your organization for \$155/per person. To register call Kay James at 1-864-656-3997 or on-line at www.clemson.edu/success.

New!

One of my associates, Sharlene Alexander, has created one of the best “electronic glue” concepts that I have seen in a long time. She has created 52 DISC Clues of the Week that you can purchase from her with varying levels of customization and send out to your clients to keep the DISC concepts in ‘Top of Mind’ awareness.

Here is a link to some sample clues for you to preview along with her pricing schedule and contact information:

<http://www.ediscclues.com/dc1sample.html>

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If you are not receiving the CEI DISC Clues of the Week, please email us to be put on the list at judy@competitiveedgeinc.com

“Effort only fully releases its reward after a person refuses to quit.”

- Napoleon Hill

“Plans are nothing; planning is everything.”
- Dwight D. Eisenhower