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Photo by Hugh Foster

“BE DARING, BE FIRST, BE DIFFERENT”

APPRECIATION – THE “GROWING AND DIGGING” WAY

Appreciation: to be thankful and express admiration, approval or gratitude; also means that something has increased in value.

The Chinese have a proverb that goes this way: “If you want one year of prosperity, grow grain. If you want ten years of prosperity, grow trees. If you want one hundred years of prosperity, grow people.” Growing people, helping them to discover their strengths and weaknesses, creating better relationships, and building high performance teams is what Competitive Edge, Inc. has been about for twenty-five years now. Any success we have had along the way could not have been achieved without my clients, my associates, my employees, or my friends and family. Since this is the time of the year to take inventory of all my blessings, I dedicate this issue to all of you who have shared my journey throughout these many years.

To all my clients, I truly value the trust you have placed in my organization. I pledge to you that, with your continued business, I will continue to serve you ethically, honorably, and provide you with the products and services that will enhance your organization as well. As you well know, building and maintaining a company takes an enormous amount of energy, time and money, and there are many setbacks and disappointments along the way. Many of my clients have been with me since Competitive Edge, Inc. was formed twenty-five years ago; you know my struggles as I do some of yours. Together we have grown and supported one another, and your support for me has been immeasurable. You have no idea how much I have learned from you. Daniel Scoggin, president and CEO of TGI Friday’s Inc. once said, “The only way to know how customers see your business is to look at it through their eyes.” I think of many of you as my mentor as you have shared your secrets of work and success with me, and your advice has made my journey easier.

Be assured that I will continue to listen to you, my customers, and as competition continues to grow in our global society, the art of listening will become even more important. As the editors of *The Leader of the Future*, a Peter Drucker Foundation book, write: “The how- to-be leader knows that listening to the customer and learning what he or she values---‘digging in the field’---will be a critical component, even more so in the future than today.”

My associates, my employees, my family and friends also lay claim to a huge part of my appreciation platform. They make me look good---every last one of them. Again, most of them have been around the past twenty-five years and have offered their love, support, and advice. Over the years, I have been the recipient of their generosity and have tried to thank them in personal and individualized ways. But, being human, I know that I have not always thanked them nor appreciated their generosity enough.

So to all of you, “You are appreciated. You make a difference in my life.” Meanwhile, let’s all continue “digging in the field” and growing in ways that contribute to our success and fulfillment in life. I hope you have a bright and successful new year in 2007!

“Appreciation is a wonderful thing. It makes what is excellent in others belong to us as well.”

~ Voltaire

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“The more you recognize and express gratitude for the things you have, the more things you will have to express gratitude for.”

~ Zig Ziglar

“Encouraged people achieve the best; dominated people achieve second best; neglected people achieve the least.”

~ Anonymous

What Judy is Reading

- *China, Inc. How the Rise of the Next Superpower Challenges America and the World* by Ted C. Fishman
- *Mind Set!* by John Naisbitt
- *Making Change Stick, Twelve Principles for Transforming Organizations* by Richard C. Reale

These books are available by accessing www.competitiveedgeinc.com and clicking on Amazon.com.

MORE ON APPRECIATION...

Every time you make an effort to activate appreciation, it shifts your perception of the world around you for the better. This is especially true when life isn't necessarily meeting your expectations. Holding this magnificent feeling in your heart creates a compass inside you for finding more of the good things life offers. Instead of making guesses about what's best in a challenging situation, and hoping you've guessed right, by applying appreciation at that time you will see more intuitively how to find a balanced perspective. You can apply appreciation in any situation you encounter.

~from Heart Math, Applied Appreciation

IN THE NEWS - LUXEMBOURG APPRECIATION FOR JUDY'S PROGRAMS

Judy was in Luxembourg the first week of October of this year to present executive level Train-the-Trainer courses exclusively to clients of Luxembourg Human Resources Firm, The Lilith Project Sarl. She was interviewed by paperJam, the business journal of Luxembourg, who published an in-depth article in their October 13, 2006 issue on her outstanding training abilities and the courses she presented. They write, "Judy Suiter is a stand out. Smart, energetic, personable and an entrepreneurial force in her own right..." This was Judy's third trip to Luxembourg and she is again on their schedule for 2007.

Another Reason to Show Gratitude...

Research shows that people who are grateful show remarkable improvements in mental and physical health and that regular practice of gratitude has positive effects on many levels: physical, emotional, mental, spiritual, personal and professional. Participants in a study that were classified as being grateful felt better about their lives and were more optimistic, exercised more, and reported sleeping longer and waking up refreshed.

~R.A. Emmons & M. E. McCullough, 2003

idXready Programs

Competitive Edge, Inc. is happy to offer our clients another new product, **idXready**, a synchronized ready-to-go learning system. **idXready** is the first system designed to integrate proven learning models, participant pre-work, rich video clips, validated research-based assessments, individualized participant manuals, fully scripted leaders' manuals, professional PowerPoint presentations, proven learning activities and contemporary content that actually enhances the classroom learning experience.

idXready is a group of totally prepackaged training programs with personalized assessments that are integrated into the participants' materials. **idXready** can be used as an off-the-shelf training program for companies that do not have time to develop their own materials or for those who want to enhance the training they are doing in the following seven topical areas:

- **Frontline Management: Leveraging the Strengths of Your Style**
- **Reducing Team Conflict**
- **Capitalizing on Team Talents**
- **Collaborative Skills for Teams**
- **Fundamentals for Sales Effectiveness**
- **DISC Relationship Selling**
- **Improving Your Listening Skills**

Sample participant materials and video clips will be available to view via the internet after January 1, 2007. Contact **Competitive Edge, Inc.**, and we will be happy to assist you with the new and exciting **idXready** programs.

New Products – Discovery Map® Profile

Competitive Edge, Inc. is very excited to offer a new DISC related product called the DISCOVERY Map®, “The Landscape of Behavior,” which helps explain the behavioral regions in which different people live in order to better understand them.

There are four major behavioral regions on the DISCOVERY Map®:

- Dominance**-the need for control
- Influence**-the need for interaction
- Steady**-the need for steadiness
- Cautious**-the need for compliance to their high standards

Your DISCOVERY Map® will help you display pictorially information about the DISC model and is available in an 18” x 24” numbered print for \$39.95. For more information about DISCOVERY Map®, contact **Competitive Edge, Inc.** at 770-487-6460 or by email to judy@competitiveedgeinc.com.

Upcoming Events

TRAIN THE TRAINER PROGRAM

April 16, 2007 through April 18, 2007

Hampton Inn, Peachtree City, GA

Your investment for all three days is \$1195.00

Please register by December 26, 2006 for the January class, and by April 2, 2007, for the April class.

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

We have received numerous requests for an Advanced Train-the-Trainer Program. If you have any interest in attending an advanced class, please call us at 770-487-6460 or send an email to: judy@competitiveedgeinc.com. Possible dates are May 10-11, 2007. Please let us know your preference, and we will try to meet your desired dates when we schedule the class.



Competitive Edge, Inc. is one of the foremost trainers in the industry. Starting in 1981, we have been instrumental in the development of industry certifications and are one of four trainers authorized by TTI to conduct 'Train the Trainers' workshops. From our headquarters in Peachtree City, Georgia, USA, Ms. Suiter provides instructional, assessment and performance-enhancing assistance to organizations around the world.

DISC CLUES AVAILABLE

DISC Clues is an informative and fun way to keep the four DISC behavioral styles foremost in your mind. They are sent on a weekly basis via email and are provided free to our valued clients. If you would like to receive these quick and fun reminders, contact us at judy@competitiveedgeinc.com or 770-487-6460.