



GottaGettaCoach!<sup>®</sup>  
INCORPORATED

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Hi All ~ Barry Zweibel, here. Attached please find the 1qtr2008 edition of "Not Just Talk!" - the quarterly newsletter from GottaGettaCoach!

For all you \*perfectionists\* out there, ever notice that when you do some truly super work that no one notices, it doesn't seem to \*count\* nearly as much as a when someone else does an above average job that \*does\* get noticed?! This issue of "Not Just Talk!", then, looks at ways to get your \*truly super work\* noticed...and appreciated.

First up is a review of Harry and Christine Beckwith's recent book, "You, Inc. - The Art of Selling Yourself." In addition to my assessment of the book, I'll give you 16 of what I found to be its more meaningful takeaways.

Next is the "Ask the Coach" segment that builds on a recent newspaper interview I did about how to work more effectively with a less-than stellar boss. After all, your boss is the person \*most\* responsible for recognizing your crowning achievements, so a little extra attention to that particular relationship is probably a good idea.

Then comes a half-dozen "Notable Quotables: Great Things I Didn't Say (First)" that hopefully tie together the lessons to be learned from the first two pieces.

And, to round things out, I've included some highlighted titles from last quarter's GottaGettaBlog! blog postings, GGCI news from last quarter, and a few product offerings for your consideration.

As always, questions, comments - and suggestions - are welcomed. I'm just an email or phone call away.

Enjoy~

- bz

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# Not Just Talk!

The quarterly newsletter designed to help you better 'walk the talk' - at [work](#), and in [life](#). Plus [news](#), [notes](#), and (admittedly some) nonsense from ICF-Certified Master Coach [Barry Zweibel](#) and [GottaGettaCoach!](#), Inc.

Monday, January 14, 2008

## 1qtr2008 - Not Just Talk! Newsletter

### Table of Contents - 1qtr2008 - Not Just Talk! Newsletter

- Book Review: *You, Inc.*
- Ask the Coach: *Working with a Terrible Boss*
- Notable Quotables: *Great Things I Didn't Say (First)*
- What's News at GottaGettaCoach!?
- GottaGettaBlog! Highlights

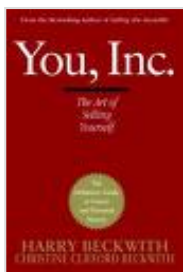
posted by Barry Zweibel at 7:57 AM 0 comment(s)  

## 1qtr2008 - Book Review – You, Inc.

Title: [You, Inc. – The Art of Selling Yourself](#)

Authors: Harry Beckwith and Christine Clifford Beckwith

ISBN-13: 9780446578219



I was very eager to read this, the latest book by marketing guru Harry Beckwith. After all, his “[Selling the Invisible](#)” was an indispensable resource for me as I starting building my business way back when. So when I found it while browsing in an airport bookstore one evening, I immediately grabbed it and headed toward the checkout counter.



At some point, even the smartest, most capable, people you know will admit that they need to improve their leadership, management, and communications skills.

That'll be *your* cue to say something like, "[Wow! Sounds like you GottaGettaCoach!](#)"

So thanks, in advance, for being at-the-ready for that!

### Links

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- [2003-2007 blog archives](#)
- [how to post a comment](#)
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So while I found much of its content to be quite excellent (more on that in a moment) I didn't really care for how it was written. It felt like two separate books, actually – one written by Harry and one written by Christine – that somehow got randomly shuffled together into one.

Don't get me wrong; they each shared some wonderful stories, vignettes and lessons learned. But it felt quite disjointed to not know whose lessons learned I was reading about at any point in time – especially in the first few sections of the book. I don't know why it was so distracting to me, but it really was.

Okay, that said, on to some of nuggets about the art of selling yourself that I highlighted while reading:

1. The first thing to sell is ... *yourself*.
2. The future belongs to the Communicators.
3. Ambiguity is expensive.
4. To improve your writing, read what you write aloud and revise before sending or submitting.
5. “A poor teacher describes; a good teacher explains; an excellent teacher demonstrates; a great teacher inspires.”
6. How to give an excellent thirty-minute speech: Speak for twenty-two minutes.
7. Life is not what you make it. It is how you take it.
8. How many thank-you notes did you send last year? This year, send twice that many.
9. Follow up within a day.
10. The greatest gift you can offer is your time.
11. The greatest compliment you can pay is: “I understand something deep in your heart.”

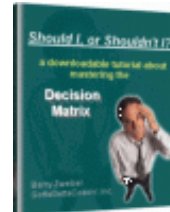
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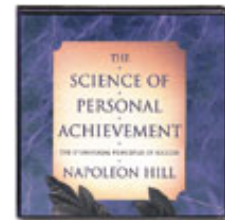
For Your Consideration



[Employee Performance Discussions- A Special Report by Barry Zweibel on 10 Important Things a Boss MUST Know How to Say.](#)



[Should I, or Shouldn't I? A Decision Matrix Tutorial- Let Barry Zweibel teach you how to objectively assess your choices without having to rely so heavily on your gut feel.](#)



[Napoleon Hill's Science of Personal Achievement- Barry Zweibel's all-time favorite Napoleon Hill audio program.](#)



[Fun Family Rituals- A wonderfully-](#)

12. Give your all.
13. Keep learning.
14. Always do right.
15. Be vivid.
16. Don't just be brief; be briefer.

Good stuff to be sure. But I really wanted to like this book more than I did. Amidst some truly helpful tips and tricks, I found it bloated with more than its share of platitudes and filler. I mean were two chapters *really* necessary for tips on attire, when one advised us to “buy one great suit,” and another was needed to simply add “and one pair of great shoes”?!

*You, Inc.* is billed as “The Definitive Guide to Career and Personal Success.” And maybe it is. Thirty reviewers on Amazon.com thought enough about it to give an average rating of 4½ stars (out of 5) – and more than half of them gave it a full 5-out-of-5 star rating!

I don't know about that, though. I mean I did learn some things – and if you read it you will too. But, on balance, the Harry Beckwith book I'm far more comfortable recommending is his *Selling the Invisible*.

Surely I could go on about *You, Inc.*, but I want to honor that last nugget I learned from it!

Labels: [Book Reviews](#), [Feature Articles](#)

posted by Barry Zweibel at 7:52 AM 0 comment(s)



engaging compilation of how families celebrate birthdays, holidays, vacations, meal-times, and their love for each other.

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Categories

- [Ask the Coach](#)
- [Book Reviews](#)
- [Feature Articles](#)
- [GGCI News](#)
- [Make a Purchase](#)
- [Notable Quotables](#)

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- [October 2003](#)
- [January 2004](#)
- [April 2004](#)
- [July 2004](#)
- [October 2004](#)
- [January 2005](#)
- [April 2005](#)
- [July 2005](#)
- [October 2005](#)
- [January 2006](#)
- [April 2006](#)

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## 1qtr2008 - Ask the Coach: Working with a Terrible Boss

**Question:** Barry, I saw you were quoted in a *Wall Street Journal*

article about working with a lousy boss. I liked your advice. But my boss isn't just 'unreceptive', he's downright unbearable! *Any additional suggestions for working with a truly terrible boss?*

**Answer:** Not that it's a panacea, but I think that developing your abilities to engage in meaningful and relevant conversations with your boss will go long way toward improving relations – a key to making him/her a less-difficult boss for you. So let's go to the interview's cutting room floor and take a closer look at how to improve your ability to M-E-E-T with your boss:

**Acronym: M-E-E-T**

**M – Match** – Match the 'style' of your request to the preferences of the boss (time of day, day of week, by phone, in person, via email, etc.)

Don't just send an email and wait. And don't just burst into his/her office demanding a one-on-one. You may not think so, but when and how you ask for a meeting can make a world of difference in terms of his/her receptivity (or defensiveness) to your request.

**E – Explain** – 'Cranky' bosses really don't like surprises, so be clear about what you want to meet about. Asking for approval to attend a professional development opportunity (or to hire a coach!) is a very different type of conversation than wanting to refute a poor

performance review or substandard raise. Give to boss time to adequately prepare for the conversation by letting him/her know what it is you want to talk about, before you jump right in and start talking about it.

**E – Engage** – Okay, now it's time for the meeting itself. Again, match (tempo, style, language, etc.) and quickly explain what you want to talk

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- [January 2007](#)
- [April 2007](#)
- [July 2007](#)
- [October 2007](#)
- [January 2008](#)
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*NotJustTalk! is published quarterly by Barry Zweibel, noted business and personal life coach, and president and founder, of GottaGettaCoach!, Incorporated.*

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*GGCI focuses on leadership development with executives and managers who want to:*

- 1. think more strategically more of the time*
- 2. communicate more effectively, up, down, and across the organization*
- 3. better leverage their time, effort, and personnel resources*
- 4. adopt a more coach-like attitude with staff and vendor personnel*
- 5. be ready willing, and able to have difficult conversations, when needed*

about. Remember, though, the point of meeting is not to explain – it's to engage in a discussion so that a decision can be made, or an agreement reached as to next steps. So:

- DON'T push the boss into a corner.
- DON'T be inflexible in acceptable outcomes.
- DON'T get emotionally hooked.
- DON'T over-reach.

And

- DO be tolerant.
- DO be open to counter-intuitive ideas ... negotiate, if need be.
- DO stay focused.
- DO keep breathing.
- DO remain respectful at all times.

**T – Thank** – Regardless of outcome, express gratitude for being able to even have the meeting. You may not always get what you want, but that's okay. The Bigger Goal, after all, is to facilitate your ability to have these types of conversations in the future, not just for today. Before you leave, reiterate any Next Steps that you and your boss have agreed to. Then work these items as you would those of a major project or deliverable. Because in very real terms, it is.

And what if your boss doesn't want to meet or keeps canceling? Above all else, keep your cool. Bosses are busy people. But, when appropriate, find a moment and say: "I know you're crazy-busy these days, boss, but this is an important conversation for us to have together. So how do you recommend we make it happen?" Again, no guarantees you'll get the meet, but this approach will surely increase its probability.

*6. drive key business results without being a jerk!*

*GGCI also provides [life coach](#) and [life coaching-related](#) services to those looking to make good things happen sooner in their lives and careers.*

*For information on how [GottaGettaCoach!](#) can help you, or those in your organization, please [contact GGCI](#).*



### **Point Last: What to do before you even ask for a ‘meet’:**

**Good – Do your homework.** Be sure that whatever you’re asking for is: (a) reasonable; and (b) non-precedent setting, so it doesn’t set off a chain of downstream implications.

### **Better – Think things through from the boss’ perspective.**

Understand the risks and potential unintended consequences of giving you approval. Thoroughly consider what doing so would mean to others. Assess how helping you would also help your boss (and the opposite).

### **Best – Do really, REALLY, good work on a day in/day out**

**basis.** Provide the boss with value-added regularly. Show, through your ongoing actions, that you truly are worthy of the boss’ trust and regard. Build and nurture a solid relationship with your boss before you need or want anything.

Labels: [Ask the Coach](#), [Feature Articles](#)

posted by Barry Zweibel at 7:39 AM 0 comment(s)



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## 1qtr2008 - Notable Quotables: Great Things I Didn't Say (First)

- "The person who knows how will always have a job. The person who knows why will always be his boss." - Diane Ravitch
- "Only the mediocre are always at their best." - Jean Giraudoux
- "Difficulties are meant to rouse, not discourage. The human spirit is to grow strong by conflict." - William Ellery Channing

- "Respect a man, he will do the more." - James Howell
- "Pick battles big enough to matter, small enough to win." - Jonathan Kozol
- "Don't just think better, think different." - Harry Beckwith

Labels: [Notable Quotables](#)

posted by Barry Zweibel at 7:37 AM 0 comment(s)



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## 1qtr2008 – Last Quarter's News about GottaGettaCoach!

- Perri Capel, columnist for **The Wall Street Journal** quotes Barry Zweibel in a 12/4/2007 piece titled, "[When a Boss Is Unreceptive To New Views](#)" published in both the on-line and print editions of the paper. An expanded version of the article was also published by **WSJ CarrerJournal** under the title of "[How Can I Defuse Tensions With a Difficult Manager?](#)".
- Barry Zweibel was invited to be coach and facilitator as part of a two-day November team-building retreat for employees of Hill-Rom Company, Inc., as a follow-up to a series of team-member interviews completed in October.
- Barry Zweibel attended (and volunteered at) the 12th annual International Coach Federation conference in Long Beach, California, as did about 1,500 other coaches from 36 different countries, in total.
- Sally J. Zepeda, Ph.D., professor and graduate coordinator at the University of Georgia, requested permission to include excerpts of written materials by Barry Zweibel in two books that will be published in the very near future - one on Professional

## Development and one on Coaching - by Eye on Education

(Larchmont, NY).

Labels: [GGCI News](#)

posted by Barry Zweibel at 7:36 AM 0 comment(s)



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### 1qtr2008 - GottaGettaBlog! Highlights

I've been using [GottaGettaBlog!](#) as a vehicle to capture news, notes, and musings about coaching, mentoring, and getting more from YOUR Untapped Potential – along with whatever other I happen to find amusing and/or thought-provoking – since June of 2003.

With the start of the New Year, though, [GottaGettaBlog!](#) has moved to a new location: <http://www.ggci-blog.com/>. Don't worry, though, the 400+ posts already made are now permanently archived at <http://www.ggci.com/blog/> under the heading of [GottaGettaBlog! 2003-2007](#) and will remain accessible there, or through the GGCI search engine ([www.ggci.com/search](http://www.ggci.com/search)) along with newer blog posts, and newsletters, past and present.

Meanwhile, highlighted blog postings from last quarter are, as per usual, listed below – just follow the links:

from [October 2007](#)

- [For Future AND Incumbent Executives - Today](#)
- [Higher Understanding through Ping-Pong](#)
- [Thank-You Notes](#)
- [Taking it Off-Line](#)
- [It's Not Still Spelled "Busy-ness" for a Reason](#)

from [November 2007](#)

- [Coaching Next Level Leaders](#)
- [Coaches and Therapists - How Different?](#)
- [Chuck Norris is afraid of choking](#)

from [December 2007](#)

- [Who Said Quitters Never Win?](#)
- [A Prescription of Description](#)
- [Wynton Marsalis: Leadership Lessons](#)

As always, your on-line comments at [GottaGettaBlog!](#) and [GottaGettaBlog! 2003-2007](#) are both welcomed and encouraged. To receive weekly digests of new [GottaGettaBlog!](#) postings, [update your subscription here](#). Thanks.

posted by Barry Zweibel at 7:29 AM 0 comment(s)



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