



GottaGettaCoach!<sup>®</sup>  
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## *Not Just Talk! – 1qtr2009*

To view on-line: [www.ggci-quarterly.com](http://www.ggci-quarterly.com)

We start off this quarter's newsletter with its feature piece called, "New Year's Resolutions: They're Corny, but So What?!" Based on an interview I did for StyleChicago.com, it's a fresh look at a perennial issue that's designed to help get your New Year off to a great start.

Then, a review of Dr. Harriet Lerner's "Fear and Other Uninvited Guests." As you may know from my blog, I've become increasingly interested in how fear and courageousness affect success at work and in life. Reading the book, and then writing this review, definitely helped me solidify my understanding and perspective on the topic. It's definitely worth a look-see.

To round things out, some favorite "Notable Quotables" about facing one's fear ... and facing another New Year! Plus, highlights from last quarter's GottaGettaBLOG!, and GGCI news-of-note from the last 90 days.

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

- bz

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# Not Just Talk!

1qtr2009 edition

[www.ggci-quarterly.com](http://www.ggci-quarterly.com)

Designed to help you better 'walk the talk' at work, and in life, Not Just Talk! is written and published by Barry Zweibel, noted master-certified executive and personal life coach, and president and founder of GottaGettaCoach!, Inc

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## New Year's Resolutions: They're Corny, but So What?!

With a seemingly endless ability to regenerate interest, New Year's Resolutions are back! Sure, they're corny. And, sure, they rarely work. But so what?! New Year's Resolutions are a chance to start anew - literally *and* figuratively - so why not?!

My most-recent contribution to the topic (aside from this piece) takes the form of an interview with [StyleChicago.com](http://StyleChicago.com), specifically, the **Life Factors Review**:

Life Factor	Beliefs	Reality
Health/Fitness		
Friends		
Family		
Romance		
Personal Growth		
Rest/Relaxation		
Physical Environment		
Career		
Money		
Joy/Laughter		

Assign each Life Factor listed on the chart a rating between 1 and 10 in terms of what you *want* to score it ("Beliefs"), and the score it actually deserves ("Reality"). Any Life Factor rating that varies by 2 or more from column to column is "ripe for a New Year's Resolution."

"On some days you'll be able to make great strides, while on other days, mere baby steps will be a great achievement," I was quoted as saying, "A lot of little steps will still get you there, though." So when working on your Resolutions, be sure to

acknowledge even the itty-bitty ways you're accomplishing - or at least moving toward ... or at least not moving *away from* - your goals. This will actively nourish your stick-to-itiveness.

As is typical, some of my interview ended up on the cutting-room floor. A part I particularly liked was an idea on how to better **B-O-N-D** with your New Year's Resolutions:

**B** – **BELIEVE** that this year is **THE year** where you make some meaningful progress on your Resolutions. That you lead a busy life is undeniable. But doing nothing to improve your life is *inexcusable*. Resolutions can help you continue to grow and stretch your *best*.



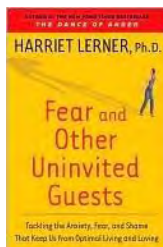
**O** – **OPEN** your eyes to even the smallest of ways to keep your Resolutions alive and nourished. Peter A. Cohen said, “There is no one giant step that does it. It's a lot of little steps.” Resolutions work that way, too, as already indicated.

**N** – **NOURISH** your emotional buy-in to your Resolutions by regularly reviewing your Reality ratings and connecting back to what they truly mean to you. "How does one become a butterfly? You must want to fly so much that you are willing to give up being a caterpillar." (Trina Pallus)

**D** – **DEVELOP** a daily tracking plan; swipe your calendar with a colored marker every day you work on your Resolutions. At the end of the month, enjoy the rainbow! And if for some reason, you have a few bad days in a row, know that that's to be expected and go do something to make yourself marker-worthy!

So, with that all said, what New Year's Resolutions are on tap for *you* in 2009?!

## Fear and Other Uninvited Guests



**Title:** Fear and Other Uninvited Guests

**Author:** Harriet Lerner, Ph.D.

**ISBN-13:** 9780641646690

**Published:** May 2004

“The only being I have ever known who was entirely free of fear and always “in the flow” was my cat, Felix.” So writes Dr. Harriet Lerner on Page One of Chapter One. “But as for people, no one is immune to the grip of anxiety, fear, and shame – the “big three” that muck up our lives.”

“Most of us experience fear as a kind of stop sign or flashing red light that warns: “Danger! Do not enter!” she continues. Our task is to learn to “decode” that signal in more productive, and self-affirming, ways.

But it’s no easy task because fear breeds anxiety and anxiety impedes our ability to think clearly, making it all too easy for our fear-based, anxiety-laden, *stinkin’ thinkin’* to unilaterally conclude that we are weak and impaired and *less-than*. No wonder so many people have such low self-esteem! If they only knew it was just that they happen to have an “overactive” fear response.

The pathway out, of course, is that something has to be changed. But *fear of change* is another bump in the road in and of itself. As the author states, “Change is an anxiety-arousing business because whenever you make a change, you can’t make only *one*.” Think about it. With any *one* change you try to make, there likely follows scads of *other* related and tangential, (read: uncontrollable) changes that happen along with.

Naturally, our already over-stimulated Fear Response mechanism freaks out even more about all this - about just *thinking* about all this!

In an effort to protect ourselves from all of this, a *reluctance* to change takes hold. More *stinkin’ thinkin’*.

Now there's nothing wrong with wanting to feel comfortable and in control, so avoiding what evokes fear and those other disquieting emotions makes sense on the surface, but not deeper down. According to Lerner, “While avoidance will make you feel less vulnerable, it will never make you less afraid.” In fact, the opposite is more likely true - the more you avoid fear, the more afraid you become of it ... the more afraid you become of the *possibility* of it.

And *that's* problematic.

So what’s the solution? In a word, it's "courage" - the capacity, as the author defines, "to think, speak, and act *despite* our fear and shame.” And how does one develop such capacity and courage? Through practice, of course – and by recognizing our inherent courageous in many of the things we already think, feel, and do. Oftentimes, we are more courageous than we realize:

- When we take action
- When we speak up
- When we question something or someone

- When we truly listen
- When we think for ourselves
- When we make commitments
- When we allow ourselves to be held accountable for the commitments we made
- When we're creative
- When we learn
- When we allow ourselves to be known by others
- When we are willing to look at ourselves objectively
- When we are willing to be more of our natural, authentic, selves
- When we are generous or patient with someone
- When we keep an open mind
- When we keep an open heart
- When we make it through a particularly tough day
- When we sit with our fear rather than run away from it

Indeed, the more we can get in touch with courageousness *we already have*, the less control fear anxiety, and shame will have over us. It can be quite liberating, actually. But it does take practice. And there is no magic elixir. Concludes the author:

“No one gives us courage – not experts, gurus, healers, artists, teachers, or heroes, fictional or real. The good people in our lives inspire us, push us, encourage us, cheer us on, advise us, support us, help us to strategize and figure out the first step, remind us of our own potentialities and possibilities. But rather than giving us courage, they help us to remember the courage we already have, and inspire us to act on it. If we are intentional about finding the places and people that inspire and empower us, we will remember that we can act courageously – a challenge that is at the heart of who we are in the world and what kind of world it is.”

For such a serious topic, I found [Fear and Other Uninvited Guests](#) a surprisingly *smooth* read – its conversational tone made the material much more approachable than it would have been otherwise. The author’s use, and selection, of case studies was also very effective in that they excellently illustrated the key points and concerns she was making. So all in all, I found the book provided some very meaningful - and realistic - guidance, about how to decode our Fear Responses in more productive, and self-affirming, ways.

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### Notable Quotables: [Great Things I Didn't Say \(First\)](#)

**Audre Lorde:** “When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid.”

**David Reynolds:** “When people tell you they don’t fly because they’re afraid of flying, you need not believe them. They don’t fly because they don’t buy airline tickets.”

**Anaïs Nin:** “Life shrinks or expands in proportion to one’s courage.”

**Susan Grafton:** “If you’re not afraid, you’re not trying hard enough.”

**Oprah Winfrey:** “Cheers to a New Year and another chance for us to get it right.”

**Henry Moore:** “I think in terms of the day’s resolutions, not the year’s.”

## **GottaGettaBLOG! Highlights from Last Quarter**

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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 else I happen to find amusing or thought-provoking – since June of 2003. Some highlighted blog postings from last quarter are listed below – just follow the links:

*from [October 2008](#)*

- [How Happy Are You?](#)
- [Brainstorming Basics](#)
- [Conflict Dynamic Profile for Individuals](#)

*from [November 2008](#)*

- [Why Dogs Don't Enjoy Music](#)
- [When to NOT use Email](#)
- [Networking: Another Good Reason For It](#)
- [Three Leadership Styles](#)

*from [December 2008](#)*

- [C.L.E.A.N. up after an Outage](#)
- [Common Sense Office Politics](#)

- [Maintaining Morale in Tough Times](#)
- [Out-Loud Leadership](#)

You can now *wander through* the on-line archives at [GottaGettaBLOG!](#) with the new "Read a Random Post" feature. Be sure to check it out! And, as always, your on-line comments are welcomed and encouraged.

### [GottaGettaCoach! News from Last Quarter](#)

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- An article written by Barry Zweibel was picked up for syndication by [BNET](#).
- Barry Zweibel was interviewed for an article at [StyleChicago.com](#) about helping busy working women do better with their New Year's Resolutions.
- Barry Zweibel was asked to participate in a Kingston University (UK) survey about Executive Coaching and Language.
- Barry Zweibel was interviewed for an article in Print Solutions magazine about the value of working with an executive coach.

### [How YOU Can Help GGCI Continue To Grow](#)

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At some point, even the smartest, most capable, people know it's time to improve their leadership, management, and communications skills. And that will be *your* cue to say,

.....  
*"Wow! Sounds like you GottaGettaCoach!"*  
.....

GottaGettaCoach! provides **executive coaching** and **leadership development** support to executives interested in:

1. Upgrading their executive presence and organizational influence
2. Thinking more strategically more of the time
3. Communicating more effectively, up, down, and across the organization
4. Leveraging their time, effort, and personnel resources more effectively
5. Being ready willing, and able to have difficult conversations, when needed
6. Driving key business results without being a jerk!

GGCI also provides **life coaching** and related **products and services** that help make good things happen sooner for people at work – and in life!

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*“Thank you for your continued interest in, and support of, what I do. The number of prospective clients you continue to refer my way is both gratifying and delightful!”*

*– Barry Zweibel*

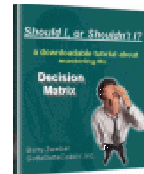
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### Select Product Offerings from GGCI



Employee Performance Discussions – Got an employee performance issue, but not sure how to say it without making things worse?! Get your copy of this Special Report by Barry Zweibel and find out how.

Should I, or Shouldn't I? A Decision Matrix Tutorial – Objectify your conclusions without having to rely so heavily on 'gut' feel. An excellent tool for both business and personal decision-making.



Napoleon Hill's Science of Personal Achievement – This is my all-time favorite Napoleon Hill audio program. Old-school to be sure, but a really worth listening to time and time again.

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Fun Family Rituals – A wonderfully-engaging compilation of how families celebrate birthdays, holidays, vacations, meal-times, and their love for each other, written by the family members who practice them.

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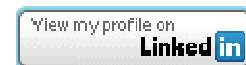
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