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INCORPORATED

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Not Just Talk! – 3qtr2009

To view on-line: www.ggci.com/NotJustTalk

Hi All ~ Barry Zweibel, here. Attached please find the 3qtr2009 edition of "Not Just Talk!" – the quarterly newsletter from GottaGettaCoach!

- **In Search of More Skillful Living** – How does one live a life where we *naturally* strive to align more closely to our core values, routinely seek continued personal and professional development, and more consistently aspire toward transcendence? Here are some ideas.
- **Courageously Courageous** – A review of several presentations from the first ever Positive Psychology World Congress, including courage and sport, courage aided goal-directed action, and ways the military creates greater courage.
- **Notable Quotables: Great Things I Didn't Say (First)** – A half-dozen good ones!
- **GottaGettaBLOG! Highlights from 2009qtr2**
- **GottaGettaCoach! News from 2009qtr2**

And, if you haven't already, be sure to check out my two new products:

- (1) **Leadership Moves** – An email-based learning program about how to become a more compelling leader – <http://www.LeadershipMoves.com>
- (2) **Name It; Frame It; then, Claim It** – A downloadable e-book about helping interviewees master the Inner Game of interviewing ... and more – <http://www.ggci.com/nameit>

Be sure to use **coupon code 50819C** when ordering to receive a 15% new product discount.

As always, your questions, comments, and suggestions, are welcomed!

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Not Just Talk!

3qtr2009 edition

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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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In Search of More Skillful Living

Interesting notion, “skillful living”, isn't it?!

To make sure we're all talking about the same thing, let's define it as, “Embracing a respectful caring of others and self; content (if not happy); useful (if not wise).¹” It's about well-being, really, and it begs the question, beyond transient mood shifts, how does one permanently increase well-being? How, indeed, *does* one live more skillfully?

How does one live a life where we *naturally* strive to align more closely to our core values, routinely seek continued personal and professional development, and more consistently aspire toward transcendence?

The outcomes are certainly desirable. I mean, who *wouldn't* want:

- **More Pleasure** from the ordinary and routine
- **Easier Non-attachment** to outcomes we cannot affect
- **Improved Self-filtering** so that we don't say the things we wish we didn't just say
- **Continued Growth** and improvement in whatever we do

- **Deeper Engagement** in our relationships with all living things
- **Greater Contribution** in helping those less-fortunate, or more needy, than ourselves
- **More Perspective** to understand things more broadly and/or deeply

But simply *wanting* is not a strategy. So here are four actual strategies to put into play to dramatically increase the skillfulness with which you live:

1. **The Attentional Strategy** – This approach is about quieting the mind, relaxing, letting go and developing from that, greater mindfulness and acceptance of what is. When we can turn our attention away from the hustle and bustle of our day, the break that ensues allows us to re-engage with the world in far more meaningful, conscious, and purposeful ways. Taking time-outs like this can be challenging at first – anyone who’s ever had trouble going to sleep, or woken up at 3am because of something they’ve been worrying about knows what I mean. But remember, **just because you have a thought doesn't mean you have to actually think it.** Just practice letting them go or think them later.
2. **The Articulation Strategy** – This strategy, often referred to as the Psychological Strategy is about changing how we think and the tone of our self-talk so that they’re more positive, supportive, and healthy. In some cases, it may mean saying ‘yes’ to facing our fears, saying ‘no’ to our self-limiting beliefs, or saying, ‘you know, I’m really okay with *not* having all the answers right now.’ One of my favorite parts of [the Napoleon Hill Success Scrolls](#) is in Scroll #9 where he says, **“The power of thought is the only thing over which any human being has complete unquestionable control.”** The Articulation Strategy is about exercising that complete unquestionable control over what (and how) we think.
3. **The Social Strategy** – This strategy relates to both our routine interpersonal relations and the support with which they increase (or decrease) one’s sense of well-being. How many times have you found that those closest to you undermine your efforts to be a better person? They’re likely not *intentionally* trying to de-motivate or disempower you, but they do just the same. Examples: You’ve announced you’re going on a diet and your significant other wants ice cream for desert; you want to apply for a dream job and your best friend tells you not to get your hopes up. Very UN-helpful! In contrast, **the Social Strategy is about finding the people who WILL support you in your dreams, goals and plans and encourage and support you as you work to achieve them.** We’re not talking ‘Yes-Men’ here; we’re talking surrounding yourself with people who are there for you, really there for you – your *support* community.

4. **The Physical Strategy** – While the prior strategies about honoring what you and those around you think, feel, and talk about, this last strategy is about taking care of the *physical* you. How you exercise, what you eat, and how you, literally, move through the world. The value of establishing (and then maintaining) some sort of fitness practice is twofold: (1) The better condition your body's in, the better you'll feel – and the more willing you'll be to practice living more skillfully; and (2) the more time you spend taking care of the physical you, the less time there will be for idle, unproductive, worry or regret. So, not only do you become more fit, but you also recharge your brain in the process by giving it a respite from the incessant mind-chatter that, no doubt, engulfs you from time to time. Know, though, that **this is an iterative process, best practiced – and savored – over time**. It's more of a journey than a quick there-and-back, and like any journey, you need to get yourself ready for it.

By regularly applying the Attentional Strategy, the Articulation Strategy, the Social Strategy, and the Physical Strategy into your daily living, it soon becomes easier to be respectful caring of others and self, and permanently increase your well-being.

And that gives you a huge advantage in learning how to embrace more skillful living.

Try it and see.

1 - definition from "Beyond Happiness: Developing a European Perspective on Positive Psychology," a symposium organized by Ilona Boniwell, July 2009.

Courageously Courageous

I recently had the opportunity to hear three short presentations about courage. The first one, given by Gallup Senior Scientist in Residence, Shane Lopez, PhD, dealt with courage and sport, who defined courage in terms of it being the "capacity to confront opposition", "increased determination in the face of resistance," "overcoming fear," and "having lots of guts!"

As the audience shouted out answers to Dr. Lopez' initial question, "What's the most courageous moment in sports in the last 100 years?" it was interesting to consider how each spoke to the two parts of sports courage he highlighted:

- **Physical Courage** – Overcoming physical aggression
- **Vital Courage** – Rising to the occasion for the sake of the team

Cynthia Pury, PhD, from Clemson University, was the next speaker. In talking about how courage aided goal-directed action planning, she described three main elements of courageousness-in-action:

1. That the actions taken have a noble purpose
2. That they have an intentionality about them
3. That they are taken notwithstanding the fact that one or more elements of objective fear surround them

To increase courageousness, Dr. Pury recommended:

- Focusing more on where you are in your plan to reach your goal and what needs to happen next
- Focusing more on the value of achieving your goal
- Focusing more on ways of decreasing the risk of action and/or better controlling your fear

She then identified several different types of courage:

- **Illogical Courage** – When there's not a strong relationship between the action and the goal (like kissing the statue in the University's quad so not to fail a test).
- **Bad Courage** – When the goal is noble to the actor, but the observer sees it as a *bad* goal (like suicide).
- **Evil Courage** – When the goal has strong negative moral connotations (like with terrorism or assassinations).
- **Foolish Courage** – When the value of the goal is not apparent to the observer and the risk is high to the actor (like bungee jumping or other daredevil actions).
- **Modest Courage** – When the actor downplays the risk, but the observer sees it is very high (as when fire-fighters who run into burning buildings simply say, "I'm just doing my job").

The last speaker, Captain Paul Lester, from West Point, discussed creating what he called a "courageous mindset" and presented preliminary findings from his research from having soldiers reflect about times when they were most courageous, times when they knew they should have shown more courage, but did not, and lessons learned from practicing courageousness, including improved self-concept clarity and greater transformational leadership qualities.

I, for one, found it very interesting to look at courageousness from so many different perspectives. It definitely added to my understanding and demystification of fear, fearlessness, and courageousness.

I hope that reading about it provided a similar value for you.

Notable Quotables: Great Things I Didn't Say (First)

- **William A. Foster:** Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.
- **John Ruskin:** When love and skill work together, expect a masterpiece.
- **English Proverb:** A smooth sea never made a skilled mariner.
- **Mark Twain:** Courage is resistance to fear, mastery of fear - not absence of fear.
- **Jean Paul Richter:** A timid person is frightened before a danger, a coward during the time, and a courageous person afterward.
- **Harold Wilson:** Courage is the art of being the only one who knows you're scared to death.

GottaGettaBLOG! Highlights from Last Quarter

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. Some blog post links from last quarter are highlighted below:

- April 2009
 - If I was Lou Piniella's Executive Coach -- Ah, baseball! In honor of the new season, I took a few moments to frame how I'd coach "Sweet Lou", the manager of the Chicago Cubs, if I was hired to be his executive coach.
 - Leadership Moves" Email Learning Series-- I'm pretty excited about this one. It's a new email-based learning program I've developed called "LEADERSHIP MOVES" about motivating direct reports, "every day, every way" that's set up to email you a new Leadership Move, automatically, every 2 or 3 days. (**Important Note:** If you use Coupon Code **50819C** when ordering, you'll **save 15%** off the regular price. Just my way of saying thanks for being a loyal subscriber to *NotJustTalk!*)

- Expert In" AND a "Student Of" -- Experts are typically thought of as people who "already know." But by embracing the "mind of a student", some excellent new learning can continue to occur quite readily.
- May 2009
 - Breaking Bad Habits -- MIT neuroscientists report that they now have proof that we cannot "unlearn" bad habits. So, okay, if we can't "simply delete" bad habits from our brains, what can we do to "stop indulging" in them?
 - Stress and Performance -- What Goldilocks and guitar strings have to teach us about our place on the Human Performance Curve.
 - Stretching Yourself -- Some fascinating findings about women who are very successful, compared to those who are not
- June 2009
 - Random Act of Kindness, June 2009 -- A fun little 'airport' story about me, a little old lady, and getting from here to there.
 - Ten (Almost) Really Good Reasons to Procrastinate! -- I've been meaning to post these items for *years* and am finally getting around to it!!! See how I justify NOT getting things done!
 - Proof that Coaching Works -- It's one thing to have beliefs about the positive impact of coaching. It's something quite different when your beliefs can be substantiated as fact through independent, peer-reviewed, methodologically-valid research with meaningful, and statistically-significant, findings. Here are some findings about the power of professional coaching, courtesy of the Positive Psychology conference.

As always, your on-line comments are welcomed and encouraged.

GottaGettaCoach! News from Last Quarter

- The Habitat Company, one of the largest private residential property managers in Chicago and the Midwest, included a piece on life coaching – with a mention to GottaGettaCoach! – in their Spring "Habitat Lifestyles" newsletter.

- GGCI Publishes releases, Leadership Moves Learning Series. An Email-based professional growth and development program of 32 essential ingredients needed to help make you a World Class Leader. Delivered right to your email inbox, a new Leadership Move every two-to-three days. More at <http://www.leadershipmoves.com>.
- GGCI is now on Twitter - At the urging of my sonny-boy, Andy, I've started tweeting. You can follow me at www.twitter.com/ggci.
- The Peer Resources Network cited Barry Zweibel as a "CHAMPION FOR PEER ASSISTANCE, COACHING & MENTORING". Per President Rey Carr, "Champions are individuals and organizations that represent best practices in their field." Barry was specifically cited for the methodology he used in conducting last quarter's GGCI Executive Coaching Client Survey.
- Barry Zweibel joined IPPA - the International Positive Psychology Association.
- GGCI Publishing releases Name It; Frame It; then, Claim It. Powerful Interviewing, for an Interviewee, is more than just answering questions asked. It's about having – and sharing – a unique, and compelling, point-of-view. And it all starts with your Interviewing Inner-Game. More at www.ggci.com/nameit.
- More GGCI/BBB News: On June 1, 2009, the Better Business Bureau of Chicago and Northern Illinois introduced a new Ratings System (a letter grade from A+ to F) for all Accredited Businesses and non-accredited companies that are in the BBB database to replace the previous "satisfactory" or "unsatisfactory" rating. The new ratings will be used by all BBBs across the United States and Canada. The letter grade for GottaGettaCoach!, Inc. is "A+".
- Barry Zweibel attended (and tweeted from) The First World Congress on Positive Psychology.

How YOU Can Help GGCI Continue To Grow

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!"

And that'll be your cue to tell them about GottaGettaCoach!, and me, Barry Zweibel.

GottaGettaCoach!, Inc. provides **executive coaching, leadership development, and life coaching** services that help executives and other leaders be more capable and compelling at work – up, down, and across the organization – and in life.

GGCI also helps those across all walks of life be more confident and caring and engaged in the particular challenges they face, because it's really hard to be at your best when you're stressed or strained or frustrated or stuck or generally at a loss, don't you think?!



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