



GottaGettaCoach![®]
INCORPORATED

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Not Just Talk! – 4qtr2009

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- [Job-Search Coping Strategies - Ask the Coach](#) → Just because it's difficult doesn't mean it's impossible, so here are some ideas to keep your job-search efforts going.
- [The Pursuit of WOW! - Book Review](#) → Your personal branding needs more WOW! now, than ever. This timely advice is just as relevant now as when it was originally written.
- [Notable Quotables: Things I Didn't Say \(First\)](#) → A large handful of famous (and not-so-famous) quotations of note.
- [GottaGettaBLOG! Highlights from 2009qtr3](#) → A quick digest of some highlighted blog posts from last quarter.
- [GottaGettaCoach! News from 2009qtr3.](#)

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

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Not Just Talk!

4qtr2009 edition

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!, Incorporated

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Job-Search Coping Strategies - Ask the Coach

Question: I really hate my job and want to do something different. But I'm not making very much progress toward that. What strategies can you offer to help?

Answer: Current economic conditions have imposed several delays for new job seekers:

- There are "**visibility**" **delays**—considerably more effort and stick-to-itiveness are needed to find new opportunities, to be noticed, and to stand out from the seemingly ubiquitous competition.
- There are "**process**" **delays**—interviews, if even happening, are taking longer to get, the spacing between first and second interviews is increasingly drawn-out, and the tempo of the hiring process often loses traction or momentum somewhere between start and finish.
- There are "**congratulatory**" **delays**—even when an ideal candidate is identified, vetted, approved, and ready-to-go, hiring freezes, budget reductions and headcount cutbacks put things on hold. This, by the way is not just frustrating for the applicant; it's also quite maddening for hiring managers, as well.
- And, of course, there are "**motivational**" **delays**—best intentions notwithstanding, it can be very challenging to stay actively engaged in the face of all of this.

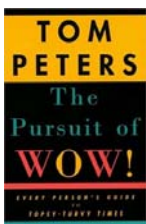
But there are some **Coping Strategies** you might employ (no pun intended) to assist you in your job-search efforts:

- Many of my clients have opted to stay in their *current* positions, if they're so lucky to still have one, and delay their next move until sometime down the line, while using this time to gain better clarity of what would be their INP (Ideal Next Position).
- A number of them are working quite diligently to "shape" their jobs as much as possible, taking on additional responsibilities, accepting increasingly visible and/or challenging assignments, really working on increasing their impact and influence on the organization, in an effort to bring their current role more in line with their INP.
- Those looking for work are expanding their search parameters to include jobs "close to" or "in the neighborhood of" their INP. Others are temporarily forsaking their INP for a steady paycheck, an "interim" job, or Plan B, etc.
- Most are redoubling their efforts to stay positive, focused, and engaged during their INP job-search. While not always easy, they've realized that it's really *not* like wandering in the desert, hoping against hope that that oasis on the horizon isn't just another mirage, regardless of what their vivid imaginations may suggest.
- Some are taking two or three part-time jobs in an effort to cobble together a full-time paycheck.
- Almost everyone is looking at ways to cut back on their spending to help stretch whatever emergency funds they still have.

Of particular note, however is this: I've noticed a LOT of people reconnecting back to what they're truly grateful for—friends, family, health, their respect for others, the joy of the small things, and such. Maybe a New Beginning is just around the corner. Or maybe there are a few more twists and turns in the Road to Find Out. Regardless, they're proceeding with grace, guile, and gratitude that should serve them quite well.

Hope this helps.

The Pursuit of WOW! - Book Review



The Pursuit of WOW! Every Person's Guide to Topsy-Turvy Times

Author: Tom Peters

ISBN-13: 9780679755555; Published: November 1994

What makes an almost 15 year-old book of non-fiction still relevant in today's world? Well I think the subtitle says it all: "Every Person's Guide to

Topsy-turvy Times.” Indeed, these times are certain those! So let’s take a little trip down the memory lane of my bookcase, shall we?

Tom Peters, for those unfamiliar with him, was THE business visionary and guru back in the 80’s and 90’s. And one of the things he did best (and, to a lesser extent, still does) was get people thinking ... creatively ... effectively ... excellently! In the Pursuit of WOW!, he provides more than 200 such thought-provoking (and action-provoking) ideas about “stepping out and standing out from the growing crowd of look-alikes.”

Here, then, are a number of excerpts from them:

- “A while ago I came across a line attributed to IBM founder Thomas Watson. If you want to achieve excellence, he said, you can get there today. As of this second, quit doing less-than excellent work.” (p.1)
- “Empowerment is not the things you do *for* people, it’s the impediments you *take away*, leaving space for folks to empower themselves.” (p.6)
- “Don’t forget your thank-you notes! Writing demonstrates a level of effort, and is permanent. Typed or handwritten? Handwritten by a country mile. A two-line, largely unreadable scrawl beats a page and a half spit out by the laser printer.” (p.28)
- “Remind people (gently) of how much you’ve done for them. If you can’t get recognition from others, at least recognize yourself!” (p.29)
- “Give EVERYONE credit. Giving credit costs you nothing, and nets you big-time.” (p.31)
- “Stand behind people in times of stress. When people are facing a battle, a board meeting, or a big sales pitch, having you, the leader, how up for a few minutes is crucial life-support. Don’t interfere with the “substance” – but do show up at the office at 1 A.M. to drop off a pizza. Your trivial yet noble act will become lore, or something close to it, for months to come – if not years.” (p.32)
- “Make that call NOW: Solve the problem before it festers. It’s obvious, at least in retrospect: Every big problem was at one time a wee disturbance. If only ...” (p.51)
- “Today, you are [only] as good as those who swear publically by your work (Reputation), the skills and results you can confidently and concisely brag about (Resume), and the number of contacts you maintain in your professional sphere of interest (Rolodex). Does this week’s calendar reflect the above? That is are you specifically and conscientiously working on your three Rs?” (p.64)
- “Never treat a temp like a temp.” (p.70)
- “Want zip? Zest? Energy? Then hire and promote zip zest, energy – i.e., characters. The slightly cockeyed. The somewhat offbeat. (And, occasionally, the more-than-somewhat offbeat.)” (p.119)

- “Beware of muted criticism and the absence of indecent invective! Beware an inert workforce! Open your ears (and hearts and minds) to raucous dissent and innovative disorder.” (p.178)
- “To “nurture the crazies” (my constant refrain) is to invite discord – and, usually, failure. But not to nurture the crazies is to flatly guarantee failure.” (p.184)
- “I often advise businesspeople (and businesses) to describe how they are special in 25 words or less – what makes them stand out from the “me too” herd. If they can’t do that, they ought to pack it up. We ought to apply this same test to our key business processes: Explain *their* aesthetics in 25 words or less.” (p.193)
- “The one thing I believe for sure is that success kills. It leads to conservatism and arrogance. You don’t even need to get to arrogant; conservative is enough.” (p.273)
- “Bugged by the direction of a contentious conversation? Trapped in a cab by slow-moving New York City traffic, and already late for a meeting? Stalled on any topic? Follow your breathing, for 30 seconds, a moment, or 10 or 20 minutes. “Breathing in, two, three, four. Breathing out, two, three, four.” It calls a complete halt to whatever over-wrought tension is building inside.” (p.315)
- “Does your 25 or 250,000 square feet of responsibility reek of decay? Or pride? Why don’t you put down this book – and take a look?” (p.317)

The Pursuit of WOW! is surely not for everyone. As its back jacket states, “This brash, digestible book might drive you up the wall, but it might also drive you (and your business) to new heights.” It’s the promise of the second half of that last sentence, though, that may make it a well-worthy book for you to read.

Notable Quotables: Things I Didn’t Say (First)

- **Laura Kloepper:** “There will be a day when you can no longer do this. Today is not that day.”
- **Billie Jean King:** “Pressure is a privilege.”
- **Thomas Edison:** “The three great essentials to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third, common sense.”
- **Earl Nightingale:** “Creativity is a natural extension of our enthusiasm”
- **G. K. Chesterton:** “I would maintain that thanks are the highest form of thought, and that gratitude is happiness doubled by wonder.”
- **Leonardo da Vinci:** “I have been impressed with the urgency of doing. Knowing is not enough; we must apply. Being willing is not enough; we must do.”
- **Tom Peters:** “Celebrate what you want to see more of.”

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—since June of 2003. Some highlighted blog postings from last quarter are listed below – just follow the links...

July 2009

- [GottaGettaCoach! Celebrates 9-year Anniversary](#)
- [Unlock Your Full Potential](#)
- [Risk Tolerance and Reality](#)
- [Selected GGCI Tweets from July 2009](#)

August 2009

- [Summer Hiatus - August 2009](#)

September 2009

- [The Odds for 10 Top Job-Finding Strategies](#)
- [Executive Coaching and/or SME-ness](#)
- [Defying the Downturn](#)
- [Levels of Delegation](#)
- [New Leadership Moves for You](#)
- [Unsolicited Thank Yous](#)
- [Selected GGCI Tweets from September 2009](#)

GottaGettaCoach! News from Last Quarter

- “Managing Your Boss Effectively,” an article by Barry Zweibel is to be included in an upcoming issue of “Print Buyers International”.
- University of Kansas Marketing Club referenced articles written by Barry Zweibel as part of their theme for this year: "Developing Our Networking Skills."

- Got a nice mention in "[A New Way of Long-Range Planning](#)" over at <http://www.entrepreneur.com/>. Thanks, Bonne!
- Also, some guest-blogging and article-writing are on the horizon. Stay tuned.

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!"

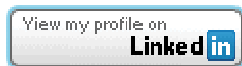
And that'll be your cue to tell them about GottaGettaCoach!, and me, Barry Zweibel.

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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