

# theFrumiGroup

## Take Yourself to the Top

Notes by Frumi Rachel Barr, MBA, PhD

**Author:** Laura Berman Fortgang

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**Author bio and credits:** Laura Berman Fortgang is the president and owner of InterCoach and a nationally recognized career coach who has worked with hundreds of entrepreneurs, managers, and executives to help them get more from their business and their life.

### Notes:

I am going to take your personal and professional life to the next level. Coaching takes an inside-out approach to your career success. We'll unlock your potential by helping you grow and investing in your ability to achieve. We will usher in the success that you have been waiting for, but not necessarily the one you had in mind.

Michael Gerber, who wrote *E Myth*, says that entrepreneurs must work on their business instead of just in it. Most people spend more time doing what they do than planning and designing it. Whether you are growing a business, designing your corporate career track, or working to achieve balance in your life, working on a consistent basis with a coach allows you the structure and the time to work on your life instead of just being in it.

Friends and family lack the objectivity that a coach can provide, and more importantly your success is your coach's only agenda.

When we work on your career goals, our work is held in the context of how those goals reflect who you are as a person and fit it into what will work for your whole life.

You can only be excellent when you are expressing your core values. It is vital to your success to get at who you are, discover your values, and reorient around them. To demand excellence from yourself and others, you will need to know how to gain access to values as the focal point of growth.

Take charge of your career and take charge of your life.

### Do Any of These Sound Familiar?

- 1) **You are mid-career, and you're feeling stuck.** You've hit a dead end, and you think there is no way out. A coach would shake things up and get things moving again.

- ◆ Make a list of all the things that you are procrastinating about or putting up with in your personal and professional life.
  - ◆ Eliminate EVERY item on the list
  - ◆ Put extensive boundaries in place to keep those things from infringing again
  - ◆ Get in touch with your strengths or gifts, and make the appropriate changes to honor them fully.
  - ◆ Make a pact with yourself never to put up with anything again
- 2) **You feel like you are always on a treadmill, and get off.** A life of over-achievement. Now it's time to live. Coaching will adjust your perception to bring a balance to your life.
- ◆ Get off adrenaline - eliminate all the things that trigger it
  - ◆ Give up having problems - design systems to eliminate problems and keep others from bringing problems to you.
  - ◆ Start investing in other people - start acknowledging people; develop people; Guide them to their strengths; allow people to manage up.
  - ◆ Clean up your integrity - integrity is not compromising yourself, and taking the high road whenever you can.
  - ◆ Take responsibility- lead people out of problem and blame mentality and into being solution oriented. Don't take responsibility for the problem, but do take it for the solution.
  - ◆ Develop your intuition - intuition is in everyone but it is only available to those that are willing to hear it. Three ingredients are: find time for creating silence each and every day; know how to frame your questions and concerns by being specific; learn how to distinguish intuition from fear. Intuition send you warnings in a gentle way anything jarring is more likely to be fear.
  - ◆ Tap into your vision
  - ◆ Become the leader you are, NOW
- 3) **You really want to be doing something else.** Would you like to find passion and meaning in your life? Coaching will help you honor what you long to do, and will overcome every reason that you think means you can't make a change.
- ◆ Recognize and give up external expectations
  - ◆ Start living by your internal wishes
  - ◆ Identify your core values - values in this context are what you are attracted to doing and being
  - ◆ Reorient your life around your values
  - ◆ Create a crossover plan if you need to
  - ◆ Schedule a weekly time to review and strategize the implementation of your plan.
  - ◆ Get a lot of support
  - ◆ Celebrate your new life.

4) **You're stuck in survival mode.** Business is stalled. You're always putting out fires. Your

coach will help you prioritize and re-align your goals.

- ◆ Think big - identify ideal client and start rejecting smaller opportunities. Don't limit yourself by the choices you've made and how little you've valued yourself. Sometimes mediocre results come from aiming too low.
- ◆ Create your new fish tank - designing a tank means creating a picture for your business or life that you can grow into. The clearer and more specific it is, the more likely you are to achieve it.
- ◆ Make a 1-3-5-year plan and describe what it looks like from every angle.
- ◆ Choose your ideal client - write down the profile making it clear and concise. Only work with ideal clients.
- ◆ Play a bigger game (tighten up the infrastructure accordingly) - systematize everything
- ◆ Ask for what you are worth or more - make sure you know what is acceptable and unacceptable to you.

5) **You're new at entrepreneurship.** An exciting new life full of promise, and so full of pitfalls. Having a coach will shorten your learning curve and help you determine the skills you need.

- ◆ Make sure you are really an entrepreneur. Attitude and perseverance are half the battle. The other half is having a winning strategy and plan for your business
- ◆ Make sure you have enough money for 6 - 12 months.
- ◆ Be profit driven rather than revenue driven.
- ◆ Be able to answer "what do you do?" in one sentence. Develop your point of recognition. I propel people and businesses to the next level. Just a solid statement of the outcome that becomes the point at which customers recognize that they need you.
- ◆ Network your way to a great reputation. Develop centers of influence - these people know you and what you do, and they happen to come into contact with many other people who can use your service or product. If you invest most of your energy in ten centers of influence, keeping in mind that there are a hundred or more people behind them, you have the start of a healthy network. You network to build relationships. Become a resource for the people you meet. If you don't ask for what you need, they will think you need nothing. Be specific in your requests.
- ◆ Add value to your service. Have your customers give you input on what they need. Take them beyond what you can do for them and into what they can do for them, to add even more value. "What will you do differently now that you have a coach"? "What are you willing to go for that you would not have gone for before"?
- ◆ Get the most out of your business, so it doesn't get you. Mark your territory (e.g. home office; create your ideal work schedule; schedule for emergencies; create iron-solid boundaries; create a daily framework - make a list of important items and plan your day around them; create a single daily action; build on your strengths and delegate your weaknesses.

6) **You're at the mercy of the ups and downs of sales.** Your coach will help you to get out of the trap of needing the sale, many more of them will start rolling in. Calm the sales roller coaster.

- ◆ Identify your personal needs. Get needs met outside of sales relationships, by friends, trusted colleagues, and loved ones.
- ◆ Get them met outside of work and get them out of your way. Needs are what you must have to be your best. They become the prism through which you see your world. If you get conscious of them you can fulfill them in ways that fuel you rather than rob you of your ability to achieve. Design and set up support systems.
- ◆ Attract the customer to you.
- ◆ Become a better listener by putting yourself in the client's shoes. Listen for who the person is. When you are listening for people, your attention is on putting them ahead of the result. 1. Be aware of the smokescreen you listen through. 2. Operate your mouth with a seven-second delay. 3. Know the purpose of your listening ( for who the person is? For their need?) 4. Check on the accuracy of your listening by reflecting back to the other person.
- ◆ Learn to serve really well. Keep your word, treat them well, and know your product well. 1. Become the expert. 2. Develop a reputation for being the best. 3. Share what you learn. 4. Provide client extras. 5. Say thank you - don't let the payment be the end of the transaction.
- ◆ Operate on a full tank
- ◆ Enjoy a smooth ride.

7) **You feel overqualified and underutilized.** Coaching will help you understand and develop your skills and relationships. You will learn how to get noticed, raise your standards, improve communication and advance your career. Go from feeling overqualified and underutilized to fully contributing.

- ◆ Stop feeling sorry for yourself and get over yourself.
- ◆ Raise your standards; show them who they are dealing with. Quicker response time for call or email. Improve communication style. Note three standards you can raise right way that will make a difference.
- ◆ Invest in yourself. Know your product well. Learn about your industry and your competition. Do the professional reading you should. Request training programs. Invest in your wardrobe and appearance.
- ◆ Stop competing and start collaborating.
- ◆ Stop apologizing or making excuses
- ◆ Document your accomplishments. Start documenting everything that you are doing a good job at, especially projects that can be brought up at review time. Keep a quantifiable record. Don't assume that the people who make decisions know what you do.
- ◆ Turn strangers into fans by networking and mentoring. Network internally and externally. Getting involved is equally important to networking.
- ◆ Improve the flow of communication. 1. Be a model, modeling the communication style you want to have with people by using it with them. 2. Make people right. Formally acknowledge their point of view to smooth the flow of communication so you can be heard. 3. Manage up - this means telling your manager how to help you do a great job,

telling him or her how to help you succeed/

- ◆ Be responsible for your own career.

8) **You think you have to be the Hero.** You're overwhelmed; there is too much to do. You've probably taken on more than you need I to. We'll teach you the skills that will motivate you and your staff to a higher level of performance. As a result, you 11 be free to excel, 2. you'll feel like you have time on your hands.

- ◆ Be a model. Model behavior, attitude, and standards that people couldn't help but start to emulate.
- ◆ Take the charge out of your voice
- ◆ Stick to your new job description (mapping, teaching problem solving, endorsing (give them extra attention when they are stretching themselves) and correcting behavior (separate the behavior from the person)) Help people develop focus and structure. Look for where people are doing well.
- ◆ Fine-tune your people skills. Tell the truth; make requests, they are more of a directive and has a non - threatening challenge to it that people respond to; connect with people; listen for clues as to who people are and not just the details of what they are saying.
- ◆ Listen for clues as to what hinders others' performance.

9) **You're waiting for a miracle.** Coaching will assist you to chase your dreams yet also deal with reality. You will learn how to maximize your enthusiasm to get the results you need.

- ◆ Tell the truth to yourself and everyone else. Take responsibility and clean up all the places where you are out of integrity.
- ◆ Get to the source of every symptom. Raise standards; don't take work unsuitable to goals. Take decisive purposeful action, take care of both yourself and your business, expect the best, and ask for what you want.
- ◆ Attain the basics before you can meet your needs. These comprise of integrity in the structure of your life. The basics consist of the essentials for living and for carrying out business: enough money to live, enough capital to carry the business, enough resources, enough people to support you, enough time to take care of your-self, and the ever-important telling the truth, keeping your word to yourself and everyone else. If you have the basic in place, they can serve as a springboard for the rest. Needs will be attained at any cost. The reward is reaching your desires. If any of your desires are tremendously emotionally charged they become needs.
- ◆ Simplify! Downsize! Become profitable immediately (cut expenses, liquidate, add products or services) 1. Reevaluate what works and what doesn't. get back in touch with what matters to you. 2. Give it all you've got, reinvent it, or get rid of it. 3. Secure your support system. Get cooperation from everyone. 4. Restore integrity and raise your standards 5. Build a reserve.
- ◆ Put money in the bank. 1. Know where the money goes. 2. Make a budget 3. Bring in additional income. 4. Save while you pay down debt.

## **Developing self discipline**

### **The first stage - Structure**

Exercise, eating well, acknowledging the important people in your life every day, the calls that would make the difference, doing the professional reading . Balance is the greatest challenge. Develop your daily framework. List the specific daily actions that would support what you are up to. Your list should reflect both business and personal actions that would support your well-being. When they are specific they are measurable, and you'll be more likely to do them. Create the framework with actions that will support the goals you have for your life and career.

### **The second stage - Do Less, be More**

To take the higher road for ourselves, we must ultimately attach its value to who we want to be. The Who challenges you to go beyond your comfort zone. It stretches you and asks you to be more. We are much less threatened and much more inspired by the prospect of being more. Being strict and disciplined loses its appeal. We need these linear actions to get going, but the Who level will help us in sustaining our goal.

### **The third stage - Acceptance**

Structure and becoming who you want to be will work most of the time, but when they don't, you'll have no choice but to enter the third stage: acceptance. You'll either come up with some other way to get the same result, or you'll give up the result altogether. Trust yourself to do what really matters to you.

## **Relationships - A defining factor**

1. identify what kind of relationships you keep now (energy-draining, energy-dependant, or energy-exchange).
2. Refocus all your relationships to the energy-exchange level.
3. Develop your inside 10
4. Develop and nurture your frontline 20.
5. Deal with people by being of service.
6. If you are a partner, be a good partner.
7. Refocus envy into a positive emotion.

People will hire coaches on an individual basis to keep themselves fresh and constantly upgrade their careers and lives. Corporate managers and executives will rely on coaching to help them be more and more portable and marketable. Executives will coaches to become better leaders, remove the defects from their business and their lives as well as assimilating coaching skills to use with their human capital. Or they will use coaches to help make a leap into their own businesses. The entrepreneur and business owner will use their coach to filter all the information that keeps coming at them at faster and faster rates, in order to stay viable in the marketplace. Even more important, they will rely on their coach to help them discover new ways to be successful without a high emotional cost.



Contact Frumi at 949-729-1577  
[ceoconfidante@frumi.com](mailto:ceoconfidante@frumi.com)  
[www.frumi.com](http://www.frumi.com)

**About the reviewer: Frumi Rachel Barr, MBA, PhD**

Many CEO's find themselves asking "What now?" to sensitive situations that only an experienced former CEO can understand. Frumi is the advisor to call to work with you and your executive team as a confidante and - some would say - corporate shrink. She has an uncanny knack of getting to the heart of your corporate climate and maximizing your team's performance, profitability and sustainability.