



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES
MANAGEMENT CONSULTING GROUP

WILL ROBERTSON / JAY McDOWELL

Will@PS-MCG.com Jay@PS-MCG.com

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562-577-7000

ATTITUDE

In this message, we are going to revisit that game changer for professionals the world over.



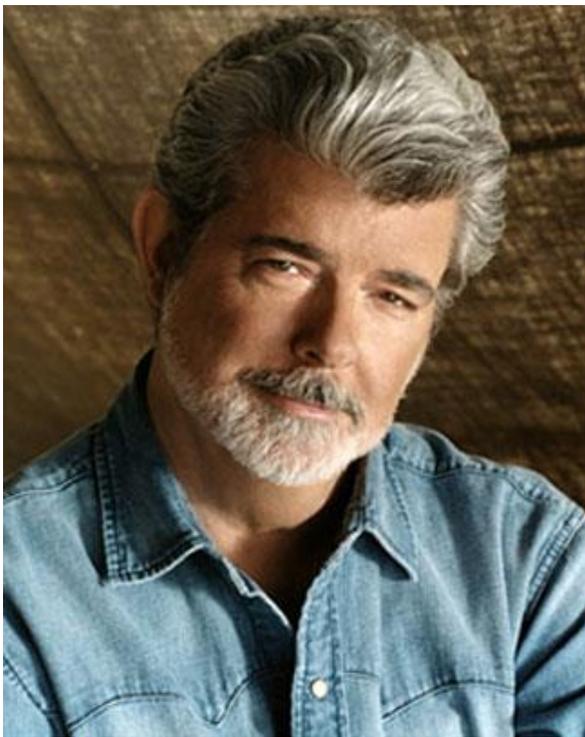
Everybody talks about attitude and the word itself has many meanings. It can mean a brash, confronting style of communication. It can also mean the way we think about everything going on around us. Or it can mean how we approach the reality of our personal and professional life from one day to the next. Can you think of just three people who were living examples of this? Here are a few hints...

Here is number one:



You would have to be a movie buff to appreciate this person. This is Jim Henson. He was the creator of these adorable fuzzy puppets we came to know as Muppets. Jim Henson, the man behind the Muppets, was born on September 24, 1936, in Greenville, Mississippi. Henson began working as a puppeteer in college, creating characters like Kermit the Frog. He worked as a producer on *SESAME STREET*, a popular kids' show that launched in 1969, and created *THE MUPPET SHOW* in 1976. *THE MUPPET MOVIE*, the first of many movies featuring Henson's famous characters, appeared in 1979. Henson received several accolades for his work, including Emmys, Grammys and a Peabody Award. He died of pneumonia on May 16, 1990. His attitude was forever smiling and forever entertaining. It's hard to look at any of his creations and not smile at the sight of it. Here is number two:

Meet George Lucas. Director George Lucas was born on May 14, 1944, in Modesto, California.



He grew up in the suburbs, which inspired his 1973 film *AMERICAN GRAFFITI*. He studied cinematography at the University of Southern California and caught Francis Ford Coppola's eye. Coppola helped him enter the film business. He's best known for directing the *Star Wars* and *Indiana Jones* movies. You may not know of this person but you very likely know his work. His attitude was that a movie could be made to move the audience in a profound way and still entertain by sweeping them into another reality for a few hours. Just getting into the movie business was no easy task. He had plenty of help along the way but his career was a result of a positive attitude that made him a delight to work with. As a result all of Hollywood brought their projects to his desk and we all stood in line to see the results of his work.

And here's a third person:

This is one of the most amazing women in America. Her name is Grace Hopper. United States Navy Admiral Grace Hopper (1906–1992) was one of the first programmers in the history of computers. Her belief that programming languages should be as easily understood as English was highly influential on the development of one of the first programming languages called COBOL. It is largely due to Grace Hopper's influence that programmers use "if/thens" instead of 1s and 0s today. From a young age, Grace had a curious and analytical mind. When she was seven, she decided she wanted to figure out how clocks worked. To find the answer, she took apart every single alarm clock in the house!



When her mother found out, instead of scolding Grace, she limited her to taking apart only one alarm clock at a time. Just look at what a positive attitude did for her! She helped change the entire world and at the same time became one of the highest ranking US Navy Officers in history.

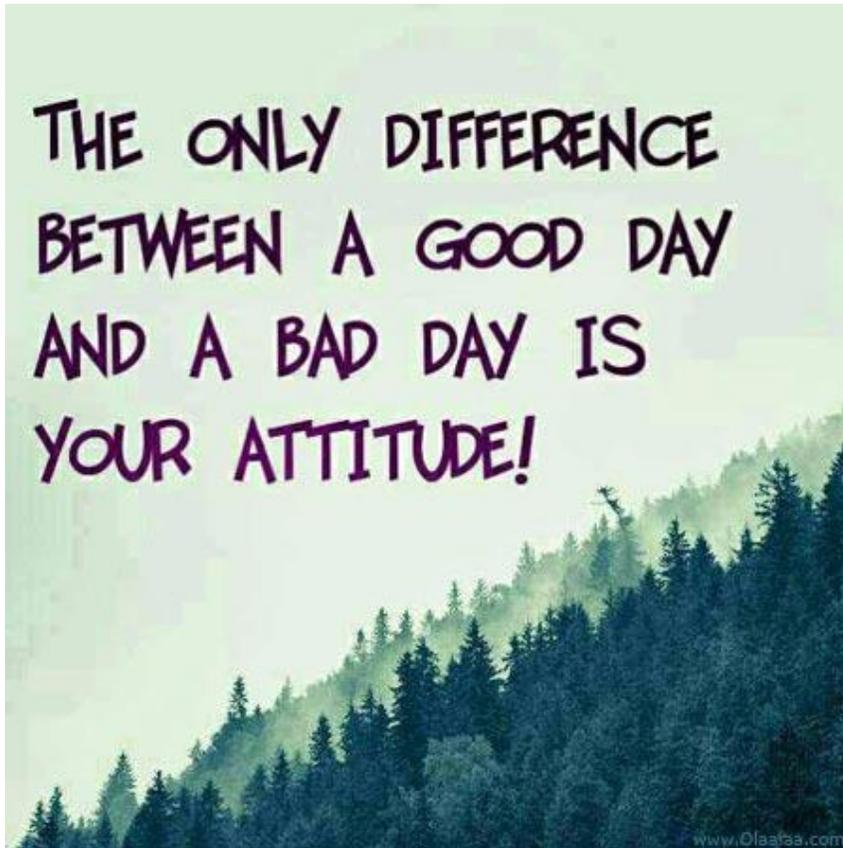
So what is our legacy? We may find ourselves answering phones to help our customers today and as a result, running the company in the future. We can come to work with an attitude that supports us or defeats us. That little voice inside your head that never shuts up is where attitude starts. We become what we think about most. Here are a few ways to keep that voice under control...



Know that your contribution is important. Treat yourself with respect and a positive self-esteem because a lot of people depend on you for their success. We call it the “butterfly effect.” The term comes from the theory that a butterfly can fly one way instead of another and create a tiny breeze that spawns a huge storm somewhere else on earth. Imagine that your work just one day with just one customer might make that kind of difference. We don’t know when or where that difference might create something far more powerful but it can happen.



Nothing in the known universe is standing still. Even the planet we live on is moving around the sun at 67,000 miles per hour. That’s 18.6 miles per second and we’re living on the surface of it. What does that mean to us? Attitude can move mountains, change the future and be a cause for good if we appreciate the bigger picture. There are no unimportant people. We all have a job to do and what we do makes a difference.



Finally, be careful what you let into your mind from day to day. It's easy to become cynical, bitter and unappreciative if we don't take time to count our blessings. Bad news surrounds us but so does good news. For some reason the bad news seems to be louder. Take time to tune out the noise and chatter of what's wrong and notice what's right. There's a lot of good news surrounding us. You answering the phone for one of your customers can be the best news they've experienced all day!

Until next week, if you know of any business that can use the benefits of highly effective coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies as of Jan. 1, 2017. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 562-577-7000. Our web site is www.PS-MCG.com Our E Mail addresses: Will@PS-MCG.com and Jay@PS-MCG.com



Will Robertson, Founder / CEO



Jay McDowell, President / MBA

Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.