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Hi

Thank you for being a faithful reader in 2008. Watch for your 2009 Goal Planning Edition between Christmas and New Years. If you have any feedback or a testimony of how you applied the "Be G.R.E.A.T. in '08" challenge this year would you please reply and share with me? How did you experience or give it? Quick reminder: Grateful, Real, Excellent, Amazing, Teachable? It would be encouraging to hear and share your story in the next issue. Here is to an amazing 2009 and this is my official Merry Christmas and Happy Holiday greeting of love to you and yours!
Your Coach!
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I. Huddle Up -- Facing Fear, Choosing to Go Forward



"Flat is the new up."

I had to chuckle at how a business colleague summed up the present state of the entrepreneur. It's pretty serious out there, and we are all in it to one degree or another.

I went through my own shock this fall when solid clients were forced to cut back, and I found myself facing a 65 percent loss of business within one week! The emotional ride of anxiety, uncertainty, fear, questioning-it is called "grief"!

The waves are rough as we head into the sea of adversity. As you know, adversity has a way of shaking us to our core and leaving us in a place of unknown-while at the same time providing an opportunity for us to choose our response.

Now Is the Time

Listen to me, dear leaders. You need to step up right now! Now is your time to step out of your greatest fears, rally your people, address the fact that you are scared, your people are scared-*and* opportunity is everywhere!

You may not be able to change the events and circumstances of the world around you. But you are able to choose your attitude, change your behavior, and act intentionally to take advantage of all the opportunity that surrounds you.

Until you stop reacting to "what was" and start responding to "what is," you will stay in an emotionally arrested state, hunkered down in a state of fear which will never produce the results you can be proud of. I am not saying, just think positive. What I am suggesting is, surround yourself with people who see opportunity, will tell you the truth, and help you focus not on the "how" or the "what" of your operation, but on the "who" and "why."

That is one thing that's beautiful in this dark storm. Just like 9/11, it is a chance to simplify life, get back to what matters most, face our dark sides, dismiss those nagging self-limiting beliefs, and be positioned to see all the great opportunity that is passing you by.

Courageous Surrender

What we can control, influence, and impact, we must do so. What we cannot control, I invite you to surrender to. Not surrender in a give-up kinda way. Far from it. I mean surrender in a courageous, bold way-intentionally dismissing the fear (false sense of controlling) and the negative self-limiting beliefs so that you may see through eyes of faith (the opposite of fear) to the amazing opportunities all around you.

Once you have done that, look around your sphere of influence and help others do the same. People need the *real you* to lead them. There is nothing worse than the vibrato of an out-of-touch leader. Courage is key in a time like this. The faster you can come to grips with your own fears, the sooner you are ready to reignite hope and optimism from an authentic place.

I got out my General George S. Patton quotes the other day just to inspire myself.

So if you don't mind my Patton approach, I have a few words to the strong!

Listen Up, Leaders!

Leaders! Please stop solving your own crisis in a vacuum. Get help, get clear, and get in front of your team and talk to them! And don't screw it up by skipping to the talk *before* the help-and-clarity part. As you are putting your budgets together for next year I implore you to be forward-thinking of the ramifications of the economic hit on you and your employees. Morale, productivity, and long-term results are at stake-not to mention the recovery process of your organizational health after all this. With all the cuts and downsizing you have to remember the human dynamic of what is happening.

Think about it. If *you* are scared, and you actually have control, information, and power, what about your people's emotional state every waking hour of the day *without* control, information, or power. Please, pull your employees together and methodically process with them the emotion, the fear, and the uncertainty of what is going on. Get them on the same page of how to maximize results and creatively seize opportunities!

You all know that it a rare occasion when I directly say, Let me help you. It's hard for me to self-promote, and I just have to trust that you all know my heart. However, this is my sweet spot and what I am good at. I can help you face this dark time, and your investment in your team will pay high dividends in the end.

As we head into a new year, please promise me you will lead wisely and will invest your time, energy, and resources into your team. My desire is for you to win this war and emerge a respected, loved, and admired leader who has a great testimony of "I remember when..."

FOR YOU!

Shandel

II. Pep Talk -- Monthly Quotes

Attitude Quote by Charles Swindoll

"The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstance, than failures, than success, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company, a church, a home. The remarkable thing is we have a choice everyday regarding the attitude we will embrace for that day. We cannot change the past...we cannot change the fact that people will act a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude....I am convinced that life is 10% of what happens to me and 90% how I react to it.... And so it is with you." - Charles Swindoll

Words of Wisdom from General George S. Patton, Jr.

- * The test of success is not what you do when you are on top. Success is how high you bounce when you hit bottom.*
- * Courage is fear holding on a minute longer.*
- * Go forward until the last round is fired and the last drop of gas is expended...then go forward on foot!*
- * It is only by doing things others have not that one can advance.*
- * There are three ways that men get what they want; by planning, by working, and by praying.*
- * Moral courage is the most valuable and usually the most absent characteristic in men.*

You can read more Patton quotes by subscribing to my blog www.shandel.com

III. MVP Award -- Successful People Living with Intention: Kristin Knight, CEO of Filter



Kristin Knight is the founder and majority owner of FILTER, a full-service creative resources company headquartered in Seattle, with branch offices in Portland, San Francisco and Los Angeles. FILTER's clients include top consumer brands and technology companies, as well as leading design, advertising and interactive agencies.

But to me she is K2 and a total Rock Star! Kristin has an amazing story that every person needs to know as they head into 2009. She is resilient, courageous, and brilliant while at the same time uniquely caring, soft, and beautiful. Having invested heavily in FILTER's culture and team environment, she has seen the company grow to a \$46 million machine. She is now able to reap the benefits of her intentional work and focus on raising her boys and discovering her purpose. Adversity has brought out the gold in Kristin's life and because of all she has gained she is positioned and confident heading into this next year. It's your year, Kristin, and I am so proud of all you have done and all you are.

Check out filter at... www.filtertalent.com

Here's Kristin...

I started FILTER in 1990 when I was 23. I knew I was tenacious, but I didn't know then just how resilient I was—nor how much I would need resilience to make it through the tough spots. During the first decade, business was good. Then in one six-month period in 2001-2002, I experienced a 70 percent drop in business—while pregnant and going through a divorce. It was a really rough time!

But I'm so grateful for the experience. It made me into the person I am today and I am now able to help others through their own times of adversity, trial, and hardship. Shandel Slaten helped me prevail in those tough few years. She helped me realize that I had the strength and optimism I needed. She taught me to look for meaning in every situation. You really can't get through tough times without a good support network. Because of the confidence I gained from that previous adversity, I have been able to build FILTER back up (I bought out a partner in 2006), until I am in a position to hand off responsibilities to a great team of people and step away from the day-to-day operations.

Shandel has been most helpful lately in working with me on focusing on personal growth. After years of intense work, I found myself with "stress addiction." But I want to be purposeful in living a balanced life Shandel is helping me figure out what I want to use my time for. I want to spend more time with my children, I want to take better care of myself, I want to give back and help others, and I want to travel. It's a big transition, but an exciting one!

- *Kristin Knight*

IV. Game Schedule -- Start 2009 off with a BANG!



2009 is upon us! Time to get clear on your intentions and goals for the New Year! It is time to get focused, drop the excuses, and take action. Why not spend some time with a group of people who are also pursuing the next level in their lives? Consider the January [Life 301](#) class for the extra support and clarity you may need in the new year.

"ASK SHANDEL" I love to hear your comments on the newsletter via the blog. If you are not a blog subscriber check out www.shandel.com and get regular updates from the radio show "Ask Shandel" and other stuff.

For Your Company: Building The Extraordinary Team Workshop - Are you being the best leader you can be when it comes to your people? Is your team as efficient and functional as you desire? Are you certain your team has clear communication & priorities? Are you maximizing each person's time, talent, and energy? [Brief overview here.](#) Contact [Jenny](#) for more information to bring this workshop to your team.

For You: Know Yourself; Understand Others *Self Study Course* - Want to maximize your understanding of your communication and behavior style as well as what motivates and drives you? This course helps take you to the next level of your self-discovery process. For more information check out our product page at www.truelifecoaching.com

[Testimonials and more details on Life 301](#)

V. On 3 - Ready...1,2,3 - BREAK

Thank you for taking the time to read this month's edition of *The Coach's Time Out*. I truly appreciate you forwarding this newsletter to those whom may find it beneficial. If you desire to subscribe, please visit the front page of our website or send an email to ss@truelifecoaching.com with the word SUBSCRIBE.

If you would be so kind to forward this to a friend - see below for an easy click to help you pass it on.

Life's a blast - go for the 2 EXTRA points!

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Be You. Be Real. Be the Best You can Be...Today!
