



- I. Huddle Up -- Are You Ready for A New Normal?
- II. Pep Talk -- Monthly Quotes
- III. MVP Award -- Successful People Living with Intention: Roger Ferdinand
- IV. Game Schedule -- Summer Life 301 Class starts June 17!
- V. On 3 - Ready...1,2,3 - BREAK

I. Huddle Up -- Are You Ready for A New Normal?



Call me cynical, but I am a bit weary of hearing from the two extremes of *doom-and-gloom realists* and *unrealistic "salesy" optimists*. I am ready for a "new normal" that I can deal with, so my entrepreneurial brain can once again break out of the norm and soar to new heights. How about you?

I realize that redefining "normal" is painful. Believe me, I know. I've been thinking how I experienced the process in a very vivid and intense way when I went to New York City to help in the relief effort one month after the September 11 terrorist attacks.

The city was still in shock, consumed in grief, unbelief and sadness. Everyone knew they needed to start moving on, but move on to what? What was the new normal? The best work I did during the two weeks I was there was simply to wander the streets with the intention of hearing people's stories and letting them vocalize that life would never be the same. I kept an amazing 14-page journal if you ever want to read it, but suffice it to say they had to define a new normal pretty quickly - as did the rest of the world.

These days, I'm hearing and experiencing similar emotions as I coach clients during this time of - for some - financial tragedy. In the spirit of growth and vitality, I want to see people work through the sadness of mourning what was their old reality to accepting what is their new reality. So, although words like *stability*, *assurance*, and *discipline* rarely leave my lips (nor does the word SAD, which is the acronym of that trio of words), I think we leaders need to consider the wisdom they can provide.

I believe that as entrepreneurs and organizational leaders implement the SAD formula, it would grant great freedom, confidence and energy to lead well into the next phase of establishing the new "norm." It would help us begin to build again, driving happiness and joy back into our people economy.

WHAT IF STABILITY IS A CHOICE?

Stability is an "iffy" word right now. Stress for leaders comes from the high need for control which has been stripped away by world events. We have all been out of control for so long, there has been little stability for us to offer to our team. With no stability, there is no rest, no renewal.

My realist side says we are not out of the woods yet with this recession drama. However, my optimism in the human spirit says that we have a chance at a new worldview and can adjust to the new reality of what is. Therefore we have the opportunity to *create* stability. What if stability is a choice? What if you can choose to

offer stability to your family, your team, even yourself, in areas you *do* control? Just for a little heads-up around steadiness and stability, consider this: 45 percent of the population resists change for change's sake, and after that nobody really likes change unless they are in charge of it or have a big say in it.

As a leader, I am considering how I can create a stable environment and let people around me regain their balance, renew their energy, and reignite their passion. This does not happen without intention. People need your confidence and assurance as their leader. Together let's find ways to provide stability so that we can grow.

HONEST ASSURANCE, NOT THE RAH-RAH KIND

The second part of the cure for living in a SAD, depressed environment is for the leader to provide assurance. Again, not a bunch of positive-thinking non-factual *rah-rah*, but honest, kind assurance that you will do the right thing as their leader with whatever means you have within your control.

I find my clients are often thinking this and working themselves sick to make sure their people are taken care of. Yet they rarely take the time to articulate it to the very people they are caring for with the assurance they are with them and for them. Instead, driven leaders in a stressed-out, burned-out, exhausted state keep pushing their people at a very unsustainable rate. I am very worried for that leader's future.

People may follow you for a while in a fear-based dictator state. But the first chance they get to go with a leader who truly cares for their well being and offers them stability and assurance, they will silently leave you and you won't know what happened.

I have coached many leaders who had to face the fact that their intention to care was totally eclipsed by their dominant, driven behavior. Remember people do not read your motives they read your actions. Offer assurance and get people back onboard.

DISCIPLINE TO SHAKE OFF THE RUBBLE AND REBUILD

The final step is discipline. It is time for new disciplines to be implemented and followed through. This time in history has granted us great insight into where we have been slacking or wasteful. It is now time to shake the rubble off and get to rebuilding the future you desire and that is truly purposeful.

Many of us have learned we don't need to work so hard to accomplish more. Others have seen how truly unmotivated they are without routines, systems, and procedures. Great! You now know something very valuable about yourself. It is time to get up and get into this new game we are playing.

The message isn't a SAD one, after all. Ban the doom-and-gloom realists and unrealistic "salesy" optimists. Life is an adventure, and right now is the time to accept the "new normal" and then to figure out how to blow past it and be exceptional!

Your Coach,

Shandel

If you need help with creating your new normal, renew culture or reinvigorate your team - call me. I love that stuff!

II. Pep Talk -- Monthly Quotes

The truth of the matter is that you always know the right thing to do. The hard part is doing it. - General H. Norman

Schwarzkopf

The strength of the group is the strength of the leaders. - Vince Lombardi

If you are bored with life, if you don't get up every morning with a burning desire to do things, you don't have enough goals.
- Lou Holtz

No organization that counts on burning up its people is sustainable. Enjoy yourself and have fun while working. If you're not having fun, either you're in the wrong line of work, or you're doing your job wrong. - Colin Powell

A good attitude can overcome some other limitations, but even great talent can't overcome the wrong attitude. - Jim Tressel

III. MVP Award -- Successful People Living with Intention: Roger Ferdinand



This month's MVP is Roger Ferdinand, and what a great story Roger has to share. My joy has come from watching Roger give himself freedom to be more of who he is, to make courageous decisions to break out of his own limiting beliefs and experience the moment of what my friend April coined, "A sudden clarity of where I've always belonged." His promotion, his renewed purpose, and his vision for his team are only a taste of all that is awaiting him as he continues bravely in his process. I am so proud of you, Roger, and I know your [Life 301](#) group is grinning too. Here is a short version of Roger's story, but if you click below you can

read the full account of his process. It's cool!

Here's Roger...

Change is hard. Change is scary. I think that's as apt a description as any of my journey over the past year.

After five-plus years of working 60-70 hour weeks on a crucial software project, I was ready to quit. Conflict and stress were constants in my work life and had overflowed into my family life (which I had stupidly sacrificed for 5-plus years).

It was at that time that I was offered the opportunity to work with an executive coach, and after some soul-searching, I decided to give it a try. I interviewed a number of coaches, and when I got to Shandel, I could immediately tell that her focus was on me and not on herself. The first thing we did was to try to get to the core of "who I am," "what drives me," "what do I believe in," "what's important to me." I'd like to say that I had an epiphany-like moment and all was well. Gee, that would've been nice. No, there have been ups and downs. The downs have sometimes been so depressing that I questioned the whole process. The ups have more than balanced the downs.

In late March of this year I was asked to assume a real management position in the company. It's not something I was seeking, but looking back on the past year I can see that it is a natural result of many of the processes I've put in place and the energy I've put into our product and our development staff.

Is everything perfect now? Of course not. I do think I've come a long way toward (or is it backward?) returning to the kind of person I used to be, the kind of person I want to be. I still have a long way to go (those high standards I set for myself), and I know that I'm still a long way from being the husband, father, manager, friend that I want to be. The difference today is that I have some experience and better insight into myself to draw on. Change is still hard. It's just a little less scary now.

Roger Ferdinand

[You have to read the whole thing! Here is Roger's Full Process Here!](#)

IV. Game Schedule -- Summer Life 301 Class starts June 17!



SUMMER IS ON THE WAY!

LIFE 301 next class starts June 17th...Summer is a great time to journey to the next level in your life!

Define yourself, your next level, and what success looks like to you!

Do you have a charged life battery? The Life 301 workshop is for those who have successfully taken on the basics in life and now seek the next level in which to excel. If you've attained a measure of success, yet find yourself at a personal or professional plateau, Life 301 is for you. If you find that practically every minute of your life is filled, yet you lack fulfillment, this workshop is just in time for you. Discovering and working from your personal values you'll maximize your potential to succeed in all aspects of your life. Are you ready, willing, and able to do what is necessary to experience such a life?

Contact us today for more information or check out our Workshops page on 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!

Shandel Slaten

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