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Ideas For Success | *March*

Earlier this month I hosted a Webinar titled "It's The Economy, Stupid" – a nod to James Carville's slogan that helped Mr. Clinton get elected 16 years ago. Our discussion revolved around the impact the current slow-down is having on attendees' businesses. As you might be experiencing – depending on where you live – comments ranged from "best first two months we've had in years" to "things stopped at the end of '07 and haven't improved."

Trickle Down Fears One key point that came up is you likely have access to many resources to determine the best options for your business and your family. Your employees, meanwhile, may be overly influenced by the onslaught of negative headlines: "Oil hits \$110 a barrel"... "Gas at record \$3.20 a gallon"... "Foreclosures continue climb." This provides you a wonderful opportunity to serve as a steward. Take time in the next few days to visit with your employees about their concerns. Listen closely, answer their questions. You may be the only person they know who understands the cyclical nature of the economy. They probably won't approach you. Reach out to them, and they'll notice how much you care.

Hello, It's I Eighty-five years ago, Sigmund Freud used the term "ego" to describe the judgment and control that balances morals with the inner desire of the "id" and the conscience of the "super ego."

Recent revelations about the indiscretions of New York governor Eliot Spitzer are a prime example of someone whose out-of-control ego contributed to his downfall. How a man who brazenly led the charge against corruption could himself give in to its temptations seems to go against logic. However, the same bold – some would say arrogant – personality that created Spitzer's fame apparently overwhelmed his personal decisions.

All leaders need healthy confidence to face the challenges that come with holding a position of responsibility. However, when ego – quietly



What Goes Around

During my television days, I worked with an analyst – Dave Rowe – who played 12 years in the NFL. His favorite saying was: "Life is a big wheel. So be careful when you're on top, because some day the wheel's gonna turn." One asset that makes you great as a business leader is your tenacity to focus on achieving what you desire. That same quality can be destructive, if used for the wrong purposes. Be sure to treat everyone with respect and kindness regardless of where you are on the wheel, because some day it will turn.

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resting in the depths of subconscious – awakens to blur the line of judgment, it's a short leap to destructive actions. As Will Rogers wrote, "Live that you wouldn't be ashamed to sell the family parrot to the town gossip." While attempting to put his life back together, the disgraced former governor might want to start by relearning that lesson.

Walt's Wisdom News programs, talk shows and tabloids feed the public's fascination with the trials and tribulations of celebrity. Yet it's not just the rich and famous who are being closely observed. This month's magical idea from my encounters with Disney cast members suggests you, too, are under the microscope:

"It's not that employees don't watch what you're doing. They watch everything you're doing."

Cameras and microphones might not be nearby, but eyes are upon you. What will you do differently?

Internal Conflict Presidential historian Richard Norton Smith said: "Experience never exists in isolation; it is always a factor that coexists with temperament, training, background, spiritual outlook and a host of other factors. Character is your magic word, it seems to me — not just what they've done but how they've done it and what they've learned from doing it."

With learning comes the ability to make better decisions; typically, after carrying on a conversation inside your head. Whether it's the whispers of your conscience, gut instinct or inspiration from a higher power, in the course of a day you may 'say' more to yourself than to others. This is part of the normal path to clarity. The key is to listen with a discerning ear.

Often, those voices attempt to derail your forward progress. Be sure to consider whether that discussion you're having with yourself is logical thought process or simply fear creating havoc with your accrued wisdom. The first results in more sound choices. The latter simply gets in your way, leads to unnecessary delay and, ultimately, may cause you to bypass what could be your next great opportunity.

Until next month, continued success in all things.

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