

HOT NEWS YOU CAN USE

VIOLATE EVERY INDUSTRY NORM POSSIBLE



This past month I attended a 3-day Advanced Business Development Academy presented by Dan Kennedy in Cleveland, Ohio. After dinner on the first day of the conference, Nido Qubein gave an inspiring talk.

Nido Qubein is living testament to the greatness of America and to the power of purpose, passion, and persistence. Nido came to the United States in 1966 from the Middle East. Arriving with virtually no money, no connections and almost no understanding of the English language, he worked his way through college and went on to get a master's degree in business. He began speaking, delivering a slide show and talk about the Holy Land to church and civic groups — and he went on to become one of the most respected, sought after and highly compensated professional speakers in America.

Nido is past president of the National Speakers Association. He leveraged speaking to consulting to business opportunities. He founded a bank; that led to his position on the Board of BB&T Bank.

Today, he also serves on the boards of and acts as a strategic advisor for a number of celebrated companies including La-Z-Boy Furniture and the Great Harvest Bread Company chain with over 240 stores in 44 states.

In 2005, he became the 7th president of High Point University. Nido Qubein's unimaginable transformation of the once sleepy and dowdy High Point University to the current shining star it is now has included raising over one billion dollars at high speed. Almost everything he did when taking HPU's reins was the opposite of what virtually any

or every other "more qualified and experienced" academic executive would have done.

Since 2005, the results speak for themselves. Traditional undergraduate enrollment tripled in size from 1,450 to 4,300; faculty grew from 108 to 270; and the campus quadrupled in size from 92 to 380 acres. Today the campus is sprawling with 57 new buildings for academics, residential life, Division 1 athletics, food facilities, and student engagement.

So, why the ramble about Nido Qubein and High Point University? It is an amazing case study of what can happen when you violate every industry norm possible. This spectacular growth at High Point University would never have been achieved with an academic at the helm.

Besides being a phenomenal fundraiser with an A-list Rolodex, the key to Nido's growth track was treating students and their parents like clients. What are their stated and unstated goals, aspirations, worries and fears?

Here are some golden nuggets from Nido Qubein:

- Valuable 4-step process:
 1. Create value; 2. Interpret value; 3. Remove all irritants; 4. Add "wow" to the experience!
- You should create a "to be" list versus a "to do" list.
- Who you spend time with is who you become.
- If you take risk out of your life, you take opportunity out of your life.
- You can no longer just compete with your strength. You must be differentiated.
- You can no longer be average anymore. You have to be excellent.
- You must have a growth mind-set.

If your purpose is clear, you can become passionate. Passion leads to energy, and energy leads to action. Action leads to significance, and significance leads to happiness.

- George

MAKE THE MOST OUT OF THE SMALLEST OF SPACES

There was a time when people thought smartphones and online social media such as LinkedIn would render the business card obsolete. Well, that didn't happen. Instead, business cards remain as relevant as ever, evolving to incorporate digital elements in their design, as well as becoming more creative.

DO YOU REALLY NEED A BUSINESS CARD?

A business card is a reflection of you and how you want to represent your business. One of the primary reasons to invest in cards is that they are critical and powerful networking tools. It's not always practical to have a conversation with every person you want to connect with. When you need to communicate what you do and how you can be contacted, having a card at the ready means this information can be effortlessly shared. It's quick, and no one is left fumbling for a smartphone, a napkin or relying on their short-term memory.

The design of the business card itself is dependent on a few factors. What do you want to convey about your business and what you do? Do you want to be strictly professional? Or do you want a card that reflects your personality?

HAVE A PURPOSE. Don't spend a cent until you know the cards will be a worthwhile investment. You don't want to have a few hundred out-of-date cards lying around weeks or months after ordering them. Let them serve you well.

KEEP THE DESIGN CLEAN. You want to capture the attention of the recipient, not overwhelm them. If the information on the card isn't clear, the card can't serve its purpose. Only say what is necessary (name, profession, contact info) and leave it at that.

BE CREATIVE. When you hand someone a well-designed business card, one that goes beyond the white rectangle of boring, they keep it. If the card leaves a lasting impression, chances are they'll share it with others. Let it be a reflection of yourself or your business, and don't be afraid to step out of the 3.5" x 2" box.



TACTICS FOR TAKING ACTION

Leadership requires making a multitude of decisions each day. All these decisions demand some level of evaluating possible solutions and visualizing outcomes, but scratching your head over tougher situations can really use up your valuable time.

If you need to make a decision that benefits both your business and your customers, you have to use your brain and your intuition. Here are a few basic decision-making tactics that are all too often overlooked:

1. Refresh

Creative thinkers seek inspiration from outside, and often have their best creative ideas while they aren't sitting directly in front of their computers or blank canvases. Decisions require the same relaxed perspective. It is more difficult to make a good decision when you are stressed or haven't given yourself adequate breaks. Take a walk outside or grab a cup of tea to relax your mind before making the call.

2. Ask an Expert

You should never be above making a phone call to consult with someone who has more knowledge or experience than you. Mentors are great influences, and they help leaders become better by sharing their expertise in their field. An expert opinion will give you more insight into the problem, whether you take their advice or not.

3. Value your Values

Keeping a close eye on your values and the values of the company will allow you to weed out any decisions that don't meet the moral standards you've worked so hard to uphold. More important, your decision will reflect these standards, and your customers will appreciate your honesty and respect your ability to stick to your guns when the going gets tough.

SUDOKU OF THE MONTH

		7						5
	6	9				7		
4					8	6		
		8			3		7	
1							3	9
6	4					1		
				1				
7	3					9	4	
		4				8	5	3

TRIVIA TEASER

JULY TRIVIA Qs

- How many people signed the Declaration of Independence on July 4, 1776?
 - 22
 - 12
 - 2
 - 15
- On what date did most of the delegates actually sign the Declaration of Independence?
 - July 6, 1776
 - July 14, 1776
 - July 26, 1776
 - August 2, 1776
- In what city would you see the Column of July?
 - London
 - Paris
 - Washington, DC
 - Amsterdam
- Which nation **does not** have a national day in July?
 - Switzerland
 - Venezuela
 - Canada
 - Argentina
- For whom is July named?
 - Gaia, ancient Earth Mother goddess
 - Janus, the Roman god
 - Saint Julian of Le Mans
 - Julius Caesar
- July 16-17 are known as the July Days. They mark an uprising in which country?
 - Poland
 - Russia
 - Germany
 - Czech Republic

Our Clients Say It Best

Subject: Thank you

Hey George,

Thank you for getting the boxes done last night. They look great! Yellows match, Kris is happy... Happy director = Happy Roberto!

Cheers!

Bob Lukaszek

NVision

Subject: 16" x 20" posters and 8.5" x 11" flyers

Hi George,

Thank you so much for your ability to produce and send them out ahead of schedule. Our client was very pleased and loved the posters and flyers.

Thank you again,

Lauren Burgess

The Causeway Agency

ANSWER KEY
1) C 2) D 3) B 4) A 5) D 6) B

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The New Psycho-Cybernetics



BOOK REVIEW

AN OLD CONCEPT WITH NEW LIFE

The idea of psycho-cybernetics started as the topic of a book written by physician Maxwell Maltz in the 1960s. This book defines the mind-body connection as the core in succeeding in attaining personal goals. The technique promotes setting a goal through visualization of that positive outcome. Concentration on inner attitudes is essential to the approach, as a person's outer success can never rise above the one visualized internally.

At the time, the book took the self-help world by storm and would eventually go on to pave the way for people such as Zig Ziglar, Tony Robbins and many other motivational speakers who cite it as a huge inspiration in their line of work.

Although the original book came out over 50 years ago, it has helped inspire some of the world's greatest professional athletes, surgeons and countless others today. Now, an updated version has hit the scene, and it aims to do the same for a whole new generation of potentially successful people.

Upon its release, the newest rendition, aptly titled *The New Psycho-Cybernetics*, began garnering positive reviews almost immediately. The update not only makes the book easier to read, but the new ideas and concepts included make practical application a lot more seamless in today's world. To put it simply, if you are trying to better yourself either personally or professionally, this book is definitely a must-read!

WELCOME NEW CLIENTS:

DOUGHBOYS
INSURANCE PROGRAMMERS, INC.

THANK YOU FOR REFERRING:

Nancy Anshutz, Anshutz Design
George E. Platt, My CT Dream Home, LLC
John Barrasso, Mechanical Contractors
Association of CT, Inc.



Sudoku Answer Key

3	5	8	7	6	9	4	1	2
1	9	2	8	5	6	3	7	4
7	6	2	4	1	3	5	8	9
8	2	1	5	7	9	3	4	6
9	3	5	6	4	8	7	1	2
6	4	7	3	1	2	8	9	5
2	9	6	8	3	7	1	4	5
4	8	4	1	5	2	9	6	3
5	1	3	9	6	4	7	2	8