

COMPLIMENTS OF

Frank Easterly's



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ARTICLES:

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BRAIN FOOD...

Published for the clients, associates, and friends of Frank Easterly's LEGACY DEVELOPMENT GROUP who search for unique tools, tips, and techniques to improve the human side of organizations... and who yearn to leave a lasting legacy both personally and professionally.

VOLUME 1 ISSUE 9

MANAGEMENT METHODS: The Fit Force Challenge

Work is more than making a buck! It's about making money, for sure, but it's also about human endeavor and endurance, determination and dedication, creativity, caring and cooperation. I've met some of the most inspiring people and heard the most inspirational stories through work. Heck, when it comes down to it, work and love about

sum up the two major activities of human existence. That's why this issue of BRAIN FOOD is featuring an outstanding win-win work program created by a business friend of mine for the benefit of his coworkers. I think you'll like what Dave Hood, Vice President of First Alarm, has done. My guess is you'll like it so much you'll want to

know more or be put in touch with Dave – which I'll gladly do. So read on (pages 2 and 3) and see if you're not inspired by the Fit Force Program and by Chuck Carter's determination to become more fit and healthy. And when you want to know more, just email me at:

frank@legacydg.com

MANTRAS: Quotes You Can Use Immediately

"The hell to be endured hereafter, of which theology tells, is no worse than the hell we make for ourselves in this world by habitually fashioning our characters in the wrong way."

~William James

"A gossip is one who talks to you about other people. A bore is one who talks to you about himself. A brilliant conversationalist is one who talks to you about yourself."

~William King

"We should not only use all the brains we have – but all that we can borrow."

~Woodrow Wilson

"There are no problems we cannot solve together, and very few that we can solve by ourselves."

~Lyndon Johnson

"No man has a prosperity so high or firm, but that two or three words can dishearten it; and there is no calamity which right words will not begin to redress."

~Ralph Waldo Emerson

"Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great."

~Mark Twain

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EMPLOYER HEALTH PROGRAMS SEE WORKER MORALE GO UP AS THE POUNDS GO DOWN

By PEGGY TOWNSEND, Sentinel staff writer

February 28, 2005

"The former Watsonville Police captain awakened one morning with a feeling of heavy pain in his chest."



Chuck Carter lost 50 pounds running through the neighborhood as part of his fitness program. (Dan Coyro / Sentinel)

Chuck Carter's wakeup call came a little over a year ago.

The former Watsonville Police captain awakened one morning with a feeling of heavy pain in his chest.

Carter had always been fit, but retirement and a busy stint on the Watsonville City Council had conspired to keep him from a regular exercise routine, and he had slowly packed on the pounds.

That morning, Carter thought he was having a heart attack.

The pain turned out to be indigestion, but it was enough for Carter to decide it was time to get back in shape.

And, he did it with the help of his new employer, First Alarm, losing 50 pounds in the process.

Three months ago, the 62-year-old Watsonville resident finished the Big Sur Half Marathon.

"I think the company offering this program and encouraging it, enabled me to (get back in shape)," says Carter, who now regularly runs four to eight miles a day.

"Doing it alone is one thing," Carter says, "but I found what helped me was the program at work."

Corporate fitness programs are nothing new, although the high-tech bust of 2001 left many company gyms as depleted as their stock prices.

Still, companies like First Alarm in Aptos and Hitachi in San Jose, which has a 25,000-square-foot, on-site fitness center, are seeing the benefit of helping their employees get healthy. They include, say experts, things like reduced workers' compensation and health-care costs, a reduction in absenteeism and better company morale.

"We've seen employee morale go up and a change in people's confidence levels," says marketing assistant Carolina Portillo Franco, of First Alarm's fitness program. "People just feel more confident doing their jobs."

FIT FIRM

First Alarm, a security company with 650 employees, was inspired to start its program not only because its owner Jarl Saal was an avid runner but also because the firm's health insurance and workers' compensation costs were rising by double-digit figures every year.

"We were faced with the awful decision to decrease benefits or increase employee contributions" for health care, said Dave Hood, the trim,

dark-haired general manager of the company.

"We thought if the health of our employees was better, maybe our costs wouldn't be out of control."

The company's first offering was a program called "10,000 Steps," run by Cornerstone Fitness of San Jose.

Owned by Steve Smith of Scotts Valley, Cornerstone's eight-week walking program includes a pedometer, tracking cards, e-mail coaching tips and a walking handbook for each employee.

The goal is for each employee to log 10,000 steps — or six miles — of walking a day.

First Alarm upped the incentive by throwing in weekly prize drawings for those who turned in walking logs, regardless of how many miles were walked.

About 30 people — mostly those who work inside First Alarm's six offices — elected to take part in the free and confidential program, Hood says.

It wasn't long before small groups of employees were forgoing part of their lunch hour to take walks to nearby Seacliff Beach or were parking their cars a little farther away from the office.

"The truth is, not everyone is ready to dress down and go into a gym and start working out," Cornerstone's Smith says of the 10,000 Steps program. "But someone might be willing to go for a walk with a co-worker or friend."

"One employee lost 35 pounds on the 10,000 Steps program alone," says Portillo Franco.

"We're getting ready to do the program again."

"We were faced with the awful decision to decrease benefits or increase employee contributions" for health care... "We thought if the health of our employees was better, maybe our costs wouldn't be out of control."

~Dave Hood, VP
First Alarm

Continued....

EMPLOYER HEALTH PROGRAMS SEE WORKER MORALE GO UP AS THE POUNDS GO DOWN

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PLENTY OF BENEFITS

Smith sees lots of benefits in having company-sponsored fitness programs.

"From an employee morale standpoint, a fitness program is wonderful," he says. Employees feel like the company cares about their interests and, as they work out, they begin to form bonds. "It puts employees in touch with each other. Suddenly there is communication," Smith says.

Fitness programs also pay off monetarily.

"Studies have shown that for every dollar a company invests in a wellness program, the return is \$6 or \$7," says Smith.

The returns come, he says, in an increase in productivity and morale, as well as a decrease in absenteeism and workers' compensation claims.

One study at the Steelcase company, for instance, showed medical claims were 55 percent lower for employees who used fitness services at work than those who did not.

Another study by the DuPont Corp. said absenteeism at the company was reduced 47 percent over six years after a fitness program was implemented. But some say gains are more modest.

A report in The Physician and Sportsmedicine Online noted that the number of employees participating in these fitness programs is often small and changes may be short-lived.

The best way for companies to help employees stay healthy is to have a program and reach out actively to its workers, it said.

WEIGHING-IN

Reaching out is exactly what First Alarm did when it started its next program — a fitness challenge that divided participants into teams competing to lose weight and body fat.

First Alarm hired local personal trainer Christy Watkins who met regularly with participating employees to

talk about nutrition, fitness and set out a personalized program.

Points were handed out for percentage of weight and body fat lost and for participating in fitness events like the Wharf to Wharf race or the Alzheimer's fund-raising.

Weight lost, calories consumed and miles walked, were strictly confidential, Hood says.

Prizes like gift certificates and days off were awarded throughout the 12-week event, with big prizes going to the winning teams and individuals.

Laura Unruh, who works in the company's accounts payable department, liked the encouragement she got from being part of a team and having a personal trainer.

She lost 22 pounds and now goes to the gym regularly.

"Last year, I walked the Wharf to Wharf for the first time," the blond 31-year-old says. "This year, I'm going to run it."

Employees at First Alarm weren't a lot different than workers in most companies, trainer Watkins says.

"They had poor eating habits," she says. "They took short lunches, worked long hours and ate way too much fast food."

And many of them were too tired at the end of the day to go to a gym or take a walk.

Watkins encouraged employees to start bringing their own lunches and keeping healthy snacks like trail mix, water and apples at their desk instead of heading to the vending machines.

She helped them set up exercise programs and sent fitness tips via e-mail.

The result was that 42 of the company's employees on the program lost a total of 400 pounds, Hood says.

Having a personal trainer to design a fitness program and keep participants motivated, was great, according to Carter.

"She pumped you up and got you excited about participating," he says.

But even better than losing weight and running a 12-mile race, was how the program made Carter feel.

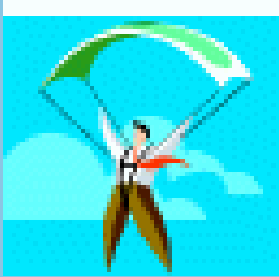
"The biggest thing to me," Carter says, "is by being fit, you feel better about yourself."

"From an employee morale standpoint, a fitness program is wonderful," he says.



Employees feel like the company cares about their interests and, as they work out, they begin to form bonds.

"It puts employees in touch with each other. Suddenly there is communication," Smith says.



“You make money work for you, rather than simply working for money.”



“You constantly learn and grow rather than think you already know.”

MULTIPLICATIONS: The Heart of Selling Part 2: Acquiring a Millionaire Mindset

In Part I of *The Heart of Selling*, I posited the notion of five myths about great sales people. They are:

1. Great salespeople have to be highly educated.
2. Sales experience is a great predictor of sales results.
3. A great salesperson can sell anything.
4. There is one right sales approach for every product or industry.
5. Motivation, drive or determination is all you need to become a superior salesperson.

While these five myths describe more of the “what is not true,” I want to tell you what I think is absolutely true about great salespeople. Say all you want about each salesperson being uniquely motivated by a variety of influences like money, power, status, competition, achievement, etc., but my sales and sales management experience tells me this: If salespeople are not motivated by a desire to ever-increase their earnings, they are destined to mediocrity at best – especially in a company that wants to grow. The math is quite simple: If most of the income for Salesperson A (SA) is generated by commissions and those earnings are tied to sales production, when the sales go down, the earnings go down too. If SA is satisfied with current earnings and maintains a

“satisfied” level of production, the company’s sales stay the same (per SA). Without salespeople wanting to increase those earnings, the company’s growth remains flat. The company is then faced with hiring more sales people to increase its earnings which, in turn, is usually perceived as a blow to someone like SA. SA’s attitude gets worse (quickly or over time) leading to less production and less earnings...for SA and for the company.

The solution: Ensure that your sales force is composed of people with millionaire mindsets (MM). That is, people who are motivated by consistently wanting to increase their earnings. What is this “MM”? You have a millionaire mindset when:

1. You believe you create your own life, rather than life just happens to you.
2. You are committed to becoming wealthy rather than just wanting to be rich.
3. You focus on opportunities, rather than obstacles.
4. You admire wealthy and successful folks, rather than resent them.
5. You like getting paid for results, rather than time.
6. You act in spite of fear, rather than letting fear stop you.
7. You constantly learn

and grow, rather than think you already know.

8. You think big, not small.
9. You value and promote your worth, rather than waiting for others to do it for you.
10. You make money work for you, rather than simply working for money.
11. You believe that the more wealth you have, the more you can give away...remembering that the more you share, the happier you are!

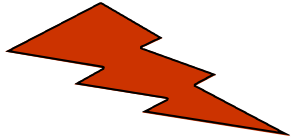
If you’re a sales manager, you can interview to determine whether candidates have a MM – and here’s a tip: you don’t find out by asking the question directly.

If you’re a sales manager and you see people on your sales staff not motivated to continuously raise their income, and therefore their sales production, find out immediately why that is so. Assuming your GMP is correct (refer to past Greatest Management Principles articles in past BRAIN FOODS), there are only two possible explanations: Either they **can’t** raise their earnings – **or** – they **don’t want to**.

Give me a call if you’re wondering what to do when you’re faced with these two explanations. Or – read *Multiplications* next time for Part 3 of *The Heart of Selling: I Can’t vs. I Don’t Want To*.

LEARNING SUMMARY

- **Promote fitness at work. It pays off in heightened morale, increased productivity, and lower costs.**
- **Work is not just about money. It can be the stage on which the best of being human is played out.**
- **Being wealthy is just one more opportunity to share.**
- **Learn and grow rather than think you already know.**
- **From one perspective, all of life is about love and work.**



Inspirational Resources:

- *Dave Hood*
- *T. Harv Eker*
- *Elizabeth Bigelow, Ph.D.*

Managing Motivations: What the G.M. CEO Could Have Said

In our last issue, I asked our BRAIN FOOD readers to send me their ideas about what General Motors CEO Rick Wagoner could have said when he announced mass layoffs. Let me sum up the feedback:

“In announcing these layoffs, I want to apologize for letting many of my co-workers down. While market pressures, competitive forces, and a lack of efficiencies all contributed to the need for this decision, it is my job as your leader to anticipate these factors and take action that avoids painful consequences such as these. I will do everything in my power to lessen the pain as well as to lead more effectively in the future.”

LEGACY LAUGHS...

5 TIPS FROM EMPLOYEES TO MANAGERS ON HOW TO ENHANCE THEIR RELATIONSHIPS

1. Never give me work in the morning. Always wait until 5:00 pm and then bring it to me. The challenge of a deadline is refreshing.
2. If it's really a “rush job,” run in and interrupt me every ten minutes to inquire how it's going. That helps.
3. If you give me more than one job to do, don't tell me which is the priority. Let me guess.
4. If a job I do pleases you, keep it a secret. Leaks like that could go to my head.
5. If you have special instructions for a job, don't write them down. In fact, save them until the job is almost done.