



## Through Eagles Eyes

VISION BEYOND SIGHT



**Dear Diane,**

We have been coaching an exceptional local CEO . So often we say coaching turns talent into skills. This leader is loaded with talent, and she has been able to provide outstanding leadership for her organization in these times when some CEOs are "pulling the covers over their heads".

We presented the PeopleMap seminar for her entire staff last fall with superb results. The organization has developed a cohesiveness (due in great measure to her efforts) lacking a year ago. See the client success story below. PeopleMap has been a great support to us overall in coaching individuals and entire organizations .

Tom & Diane

### ***What is your Best Business Strategy Now?***

March 2009, Transformations e-newsletter  
Volume #9

#### **Best Business Strategies for Today's Economy**

With unprecedented news of worldwide economic hardships, most of it disheartening and worsening month after month, our coaches continue to recommend positive action that has proven to be dramatically successful during every economic downturn during the last 100 years.



Business leaders following this strategy have distinguished themselves as truly exceptional. These decisions and strategies are surprisingly simple and straight-forward.

Jim Collins, a highly respected business researcher and historian was interviewed recently by Fortune Magazine. He noted characteristics of 15 companies that survived the depression and remain successful, independent companies today.

These characteristics include:

- Core values of Quality and Integrity and living those values without compromise or reservation. No cutting corners!
- Knowing high caliber people get you through the rough times. Part of keeping great people is continuing to invest in them even when times are tough.
- Focus on day-to-day matters while preparing for the inevitable recovery. Adversity can make you stronger, leaner and better able to compete in the marketplace. Success is assured with perseverance.

Robert Prechter, respected market researcher and economic historian, adds emphasis to the conclusions of Jim Collins by providing this amazing example of General Electric (GE):

*During recessions/depressions many businesses make a fatal mistake - they lay off employees. (Prechter admits employers marketing quantity over quality probably have no alternative.) The far better alternative is to cut compensation across the board and keep all of your employees. During the 1930's, General Electric did just that with employee's whole-hearted approval. GE was able to maintain product and service quality, improved product designs and planned for the recovery. When the business picked up, GE shot out of the gate. They wasted no time having to recruit and train new people. It was a win-win for everyone, for when business improved, GE shared in the expansion disproportionately, and salaries and wages shot up as well.*

Let us add just a little commentary that goes to the heart of the current economic problem, its central cause, and probable end. At their very foundation, economies operate on trust and integrity. If you look at any economy in the world, those with the greatest transparency are those with the greatest vibrancy and stability.

This economic situation has the potential to end much more quickly than past disruptions of this magnitude. What it requires is enlightened business leadership on the part of those whose lives are enmeshed with their employees, their suppliers and customers. Men and women of high character, integrity and honesty must lead. *Truly LEAD!*

For those willing to prepare for and grasp it, this economic crisis will be the springboard for a level of prosperity and productivity we've never witnessed. In addition to a time of integrous and honest leadership, this is a time to unleash the creativity within each of your employees. Our creative genius is beyond measure and over the next few years we expect

to see it displayed in a multitude of ways.

To effect this change, we need to re-examine our beliefs and attitudes toward the business of life. Through Eagles Eyes can help you right now, today, and in the years to come. Call for your complimentary appointment today!



***The best way to see the future is  
to create it.***

### **A Coaching Success Story...**

#### ***A letter from one of our clients...***

*I have been blessed with the opportunity to work with Tom and Diane as my coaches. When I accepted my first position as a CEO nearly one year ago, I knew I'd have a lot of learning and adjustments to make. But, I didn't realize how critical their coaching would be for my overall personal and professional well-being.*

*Tom & Diane have guided me carefully and with continual encouragement. They have helped me articulate and anticipate leadership issues unique to this position by offering new knowledge to build my confidence and success. During times of stress, their strategies reduced my uncertainty and increased my ability to make wise decisions. And, I trust Tom and Diane to keep our conversations confidential. They always listen to my thoughts or ideas and offer valuable feedback. Not only have they graciously accommodated my unpredictable schedule, they have also been available by phone when I needed quick input.*

*Kay Evans Ball  
President and CEO  
United Way of St. Joseph County*

*Call for a complimentary coaching session today! It may be the best gift you've ever received!*

574-256-0495

[www.ThroughEaglesEyes.com](http://www.ThroughEaglesEyes.com)

## Upcoming Events

***Diane is the guest speaker at Stargazer  
Retreat's March 27-29, 2009 women's weekend.  
The Topic is Enhance and Trust Your Intuition***  
*Find out more at*

<http://www.stargazer-retreats.com/March.html>

[www.ThroughEaglesEyes.com](http://www.ThroughEaglesEyes.com)

### Contact Information

phone: 574-256-0495

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