

THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business
and your leadership team.

THE PLAY OF THE WEEK

Let's rewind to my first big corporate workshop about 25 years ago.

I was invited to present on improving recruiting processes for a major international company. Nervous as I was, the financial reward was substantial—equivalent to three weeks of my salary for a single 90-minute session.

Despite the lucrative offer, self-doubt crept in.

I was concerned about presenting to a room full of experienced engineers and managers. Barry, the consultant who connected me with this opportunity, gave me invaluable advice: *"You're not here to teach them about engineering or management; you're here to share your expertise on recruiting."*

Barry's words were a turning point.

They helped me realize that my strength—recruiting—was precisely why I was chosen for the job. And when I embraced this, the workshop went exceptionally well, leading to multiple follow-up sessions.

GET ON THE ICE

Here's how you can maximize your impact:

- **Identify Your Strengths:** What is the one thing that, when you do it, everyone benefits? This could be strategic thinking, relationship building, or team development.
- **Track Your Time:** Evaluate how much of your time is currently spent on activities that align with these strengths. Often, it's less than we think.
- **Refocus Your Efforts:** Aim to increase the percentage of your time dedicated to your strengths. This might mean delegating tasks or saying no to activities outside your core competencies.

QUOTE OF THE WEEK

"Do not fear failure, but rather fear not trying."

— Roy T. Bennett