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Feature Article

Why is Simple Hard?

by Sue Pistone

Isn't it interesting that the simple answers to everyday challenges often seem the hardest? Let me give you an example. Recently Angie purchased my CD, S.O.S...the Simple Organization System™, and proceeded to organize her office. She was so excited and followed the information step by step. Finally, all of the paper was in the right files, her action items in her 1-31 files, computer files were set up just like her desk. She was so happy because now she could find anything she was looking for at a moment's notice.




However, there was one little glitch. She had a pile of "stuff" that wasn't papers or work related and she didn't know what to do with them. She called me totally overwhelmed even though she had accomplished so much. Angie said "Sue, please help. I have all of these old glass cases and just don't know where to keep them." "Angie do you still wear those glasses?" "No" she said, "but they are so pretty." I told her she might want to donate them to charity and let someone else enjoy the pretty cases and who knows maybe even the glasses. She agreed and then she said but where do I put the cloth to clean my glasses? I replied by saying that I keep mine in my glass case. She started laughing hysterically. She said "Of course, I knew that is where it should go, why couldn't I think of that?"

The reason we don't think of the simple things is that we often over think what we need to do. Here are several things to remember that will help you with your organiza-

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...Sue's Article... continued from page 1

tion challenges:

- Create a place for every thing
- Use the FADE™ process to eliminate paperwork and e-mails
 - ◆ File it
 - ◆ Action---put in your 1-31
 - ◆ Delegate to someone else
 - ◆ Eliminate---throw it away or give away

Keep it simple and don't over think. Life is too short to major in the minors

You can create a simple life at home and work that will give you more time to enjoy this one life you have. Remember "Life is time...make it count!"™



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SUE PISTONE

ORGANIZATION

To Sell Tell

On the back of a sugar packet at Denny's I found the words of wisdom that work!

She who has something to sell and whispers in a well is not as apt to get the dollar as she who climbs a tree and hollers!



People are talking about Sue....

"The S.T.A.R.S. retreat you conducted for my staff was incredible, on track and focused. We accomplished so many objectives!"

John D'Angelo, President/CEO Investar Bank

ABOUT SUE PISTONE:

Sue is an expert at eliminating the daily disorganization that often keeps individuals and companies from achieving the success they deserve. After working with Sue, you will be able to say, "I am an organized and do it now person!" With 30 years experience in the sales industry Sue is known as a merited speaker and consultant to diversified companies and individuals.


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DONNA FISHER, CSP

NETWORKING

Strong and Independent

Our culture tends to teach the importance of being strong and independent. And yet, our power as individuals comes not from our independence, but from our interdependence, our interactions and the way we relate to the people and the opportunities around us.



Be strong and interdependent and then we all gain from each other's strengths.



People are talking about Donna....

"Thank you for wowing our meeting. Your evaluations were a 5.9 out of a possible 6. The planners just could not have been more impressed!"

R. Glover, Fine Host Corporation

ABOUT DONNA FISHER:

Donna Fisher, CSP, is a marketing consultant, best-selling author on networking and expert how people can best communicate and connect with one another to create opportunities. Her programs are ideal for people who want to increase their business by mastering their people skills and building strong alliances with others.

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WAYNE SPRINGER

LEADERSHIP

Following up

A leader should never assume that whatever he or she ordered, requested, or suggested is actually being accomplished. Many times miscommunication occurs, or there is a misunderstanding that causes misdirection or lack of any action at all. Leaders must follow up on their own instructions and insure that proper action is being taken.



People are talking about Wayne....

"Excellent presentation! 100% interesting and applicable to our business. It makes me think in retrospect, when I've rated other speakers as a '10' they are indeed overrated."

Maggie Donekas, Med Line School of Medical Transcription

ABOUT WAYNE SPRINGER:

When you need a keynote or breakout session speaker on the topics of Leadership, Technology, or Entrepreneurship then you'll want Wayne Springer. As a business entrepreneur and CEO of a top Houston company, Wayne speaks from first-hand experiences. Wayne delivers business ideas with humor, memorable stories and a focus on taking action.

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TOM BRITTON

SALES & MARKETING

Hand-Written Cards

- Emails are not special.
- Phone calls are special.
- Hand-written note cards are even more special.

One of my clients received a hand-written thank you note from one his customers. That card sits on his desk and he is not likely to throw it away for quite some time.



Are hand-written notes are powerful? Absolutely!



People are talking about Tom...

"Your presentation was just what our department needed! They're all asking, "When can we bring Tom back?"

Tenneco Gas

ABOUT TOM BRITTON:

Keynote Speaker, Author and former bank CEO with the Magic Touch . When your people need to re-connect, get motivated ...or just simply get their own magic back... Tom Britton will provide some profitable results for your group! Did we mention that Tom is also an award-winning magician?

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TERESA BEHENNA

CHANGE

Dealing with Change

As someone who just lost 50% of their annual income due to the economy, the feeling that first came to mind is fear.

Then I realized that things change for a reason. Learning to let go of fear is the beginning of success by allowing more creativity to flow. New ideas. New opportunities. Cha Ching!



People are talking about Theresa...

"You certainly put the WOW! in our meeting! The crowd was mesmerized by your marvelous message about the impact that words have on our everyday life. Thanks for making our leadership look good by selecting such a vivacious and dynamic speaker!"

Linda Bell, Fort Bend Association of Realtors

ABOUT THERESA BEHENNA:

This entertaining motivational speaker/pianist and recording artist, specializes in kicking off or closing conferences and meetings. Her piano skills and message dazzle audiences everywhere and guarantee a truly unique program. Theresa is an internationally acclaimed entertainer having appeared in some of the world's most prestigious venues, including the Winter Olympics in Turin, Italy.

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PEGGY MORROW, CSP

CUSTOMER SERVICE

The Personal Touch

Inject a personal touch on your website. Post photos of customer service representatives.

It will make your customers feel a more personal connection with your company and its employees who service them.



People are talking about Peggy....

"You made our seminar a huge success. Everyone left re-thinking how to react in different situations."

Diane Taron, International Association of Administrative Professionals
Oklahoma City Chapter

ABOUT PEGGY MORROW:

For over 25 years Peggy has been in demand as one of the top customer service loyalty, teambuilding and communication skills speakers. She has developed comprehensive external and internal customer service and team building programs for a variety of clients both large and small. Peggy is author of four books on customer service, customer loyalty, teams and communications skills.


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WILLA DECKER

HEALTH & WELLNESS

Compassionate Humor

There is humor that hurts and humor that heals.

Compassionate humor should always win over caustic humor.



People are talking about Willa....

"Thank you so much for speaking at our Annual Health Conference. You were wonderful and a meaningful addition to the itinerary. The nurses found your presentation to be of great interest and also very important from the standpoint of maintaining and enhancing the health of the OxyChem employees. You had rave reviews on the conference surveys."

Helen R., Occidental, Chemical Corporation

ABOUT WILLA DECKER:

Willa Decker conducts seminars and workshops on Stress Management, Team Building, Humor and Nutrition. Willa's medical background as a nurse, combined with her humorous delivery, assures that every presentation is both enjoyable and effective. Her presentations focus on life's total health: physical, emotional and spiritual.

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