



**Coaching will bring the awareness to believe and create for yourself.**

Roger Bannister's Coach was the spark – Roger did it himself, together with his Coach.

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"Seek wisdom, not knowledge. Knowledge is based upon the past, wisdom is based on the correct application of knowledge for the future." Native American Proverb –  
Wisdom comes from living using knowledge and seeking out and listening to Elders and Mentors. (& Coaches)

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Welcome, you have already set yourself and your organization apart from the rest of the Business pack by saying YES to this Free Information offer. You fit into the top 0.5% of people who are open enough to look at new trends, technologies and tools. This attitude alone will provide a stronger competitive advantage and long-term benefits to you and your teams.

Many people have asked – what's the catch? So as you can see, there is NONE. I just believe that we should first be prepared to GIVE a little before we EXPECT to RECEIVE!

1. We filter out the Quitters and Campers - leaving me with the GREAT companies and people with whom we can collaborate and work towards a meaningful win/win relationship.
2. We are able to gauge the people's level of trust/skepticism from our initial interactions.
3. We are able to start our relationship from a point of strength, showing that we are committed and prepared to go all the way with you. We've learnt that to GET you should first GIVE. Thanks for giving us the opportunity to give to you.
4. We set ourselves apart from the rest of the old-style business people and consultants and we get to select who we wish to interact and collaborate with.

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**QUITTERS, CAMPERS & CLIMBERS** ([see www.lifemasters.co.za website](http://www.lifemasters.co.za))

In AQ (Adversity Intelligence) terms, we would suggest you possibly would fit into the "CLIMBER" grouping. That's a whole lot better than being a "CAMPER" or a "QUITTER". In your organisation you would probably have the following balance of people...

**Quitters:** 10% -20% - Deliver very little real value  
**Camper:** 70% -80% - Do just enough to not get fired  
**Climbers:** 5%-10% - They make it all happen. The champions.

Would you be interested in a way to turn or change ...

- ...Your QUITTERS into CAMPERS and CLIMBERS
- ...Your CAMPERS into CLIMBERS and...
- ... to create new and innovative ways to retain your Climbers?

*"Coaching enables the Coach and the Coachee to home in, and focus on specific areas of need, providing ongoing momentum, rather than once off, short-lived training or motivation."*

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## **About Me**

Hi, my name is Tony Dovale. I have been intricately involved and captivated with human performance technologies and Staff/Biz development for several years. As an active entrepreneur, I have committed a large part of my efforts and passion towards researching and applying what I have learnt to my businesses, my life and people in my circle of influence.

I primarily believe that we are in business to impact, interact and engage with other people to make appositive impact. I trust in a higher reason to business than just making a profit! I believe that if you don't make a positive difference to other people's lives – you won't matter to them either.

(P.S. Are you having any fun ....any more?) People have become much too serious – Missing the whole opportunity of life! I don't believe we were born to just make a profit! There is a whole new trend in business that is turning old style organizations completely on their heads.

*“By empowering people with a personal Coach, you are sending a clear message that they are important and that you care enough to act. People are becoming more sophisticated every day. They demand more than just money for their Heart and Soul!”*

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## **PEOPLE ARE THE ONES THAT MAKE THE PROFITS.**

Over the last few years we have seen the growing demand to re-focus old-style organisations from just pursuing short-term PROFITS, to a more balanced attitude and concern of... PEOPLE and PROFITS. People are the ones who make the profits. Empower them, Coach them. Give them long term momentum – not just extrinsic motivation.

... As we, the leaders, deal with tomorrow, our task is not to try to make perfect plans.

...Our task is to create organizations that are sufficiently flexible and versatile that they can take our imperfect plans and make them work in execution. That is the essential character of the learning organization.

- Gordon R. Sullivan  
& Michael V. Harper

We have seen companies turn around financially and spiritually when the BLOCKS to success, innovation and involvement are removed. We have seen people - blossom and bloom, and Profits grow – with the application of a little appreciation, approval, fun and support or involvement in their workplace and their lives.

Research shows that there is always a disparity between what management values and where the staff place personal value. Over and over appreciation, recognition and involvement come tops of the value chain for the staff.

If the truth be known for most of us - we have allowed ourselves to fall asleep at the wheel of life – mesmerized by the entrenchment of old beliefs and attitudes, habituated actions and dictatorial fear-based management styles. We have remained static, as life has moved swiftly on to newer and higher heights. It's much like a doctor who studies once – and then believes they are going to be up-to-date with all of the new developments for the rest of their lives. Awaken! The world is moving on by at the speed of thought!

*“By working with a professional Coach – People are able to identify and implement a process and a programme that creates value and balance on both sides of the People and Profits equation. When a system or people are out of balance – it's impossible for them to function effectively. Coaching re-engineers peoples' perspectives and positioning to a more balanced stare - physically, mentally, spiritually and emotionally – Putting Meaning back into their world.”*



## **NEW RULES – NEW GAME**

The Game has changed – and it changed very quickly! We need to be aware of, and apply, some of the new (Not really so new) tools, technologies and perspectives that enable people to perform at their peak. Below are some of the most powerful technologies and issues to be addressed and used in creating a workplace of passion, productivity and profitability.

EQ – Emotional intelligence – been around for over 20 years,

AQ – Adversity Intelligence, in development of over 20 years and now available since 1996/7

NLP – Neuro Linguistic Programming – Been around for over 20 years

T3 - Trust, Truth and Transparency – all scary concepts – we talk them - but seldom walk them.

Coaching – becoming a critical aspect of corporate success.

*“A coach brings new perspectives, new insights, confidentiality, support, freedom, collaboration, sounding board and honest feedback and accountability to the Coaching relationship. Even to ourselves, we deny and deviate from our own internal personal agreements. How can we demand that people around us keep their agreements, when we don’t always keep our own?”*

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## **RIGHT SPEED – WRONG TREE & WRONG FOREST?**

The problem ALL companies face is that they are TOO close to the trees to be able to step back and SEE the whole forest. The world is changing in seconds and minutes – no longer do we have the luxury of months and years to think about and implement, required changes. Competitors come from disparate industries, in moments of our greatest weakness – arrogance!

We are driven by old pressures and Visions to be so busy climbing up the “assigned business tree” as fast and profitably as possible – that we make no time, have no insight or thoughts that we may even be in the wrong forest!

Often companies have their grand Vision, Mission and Values plaques all pasted around the offices. But with a few problems –

1. They mean nothing to the majority of the people. There is very little buy-in and enthusiasm or commitment, and...
2. The people who passed these grand visions and values down – DON’T CLEARLY COMMUNICATE OR WALK THEIR TALK! (*We have a powerful “Killer Company” workshop to resolve these challenges*) [see \*http://www.lifemasters.co.za/killer\\_co.htm\*](http://www.lifemasters.co.za/killer_co.htm)

*“A Coach can ask incisive questions that get you to reorganize and question accepted rules, beliefs and norms. The generally accepted status quo – is out of step and out of date. If you are not creating the future as a business leader/participant - you will have to react to it as no 2. Relegated to the ranks of followers.”*

Most of what we call management  
consists of making it difficult for  
people to get their jobs done  
- Peter Drucker



## **MIRROR MIRROR ON THE WALL.**

Where can you go to get unbiased truthful feedback? Just our presence sometimes taints the information and feedback we receive. It's very often a challenge to most people to get, or give, honest, direct, confidential, sincere feedback, input and support without all of the associated corporate and social politics, fears and under-currents filtering and coloring our responses. Without this clear honest reflection – we will always have blind spots. We can never deliver 100% productivity and commitment without this feedback.

*“A Coach brings honesty, confidentiality, and clearer decision making to the relationship. A coach has little fear of the political under tones, and can thereby provide truthful feedback and interaction. We provide the objectivity and anonymity necessary for individuals to confidentially review and discuss their options with an external Coach and develop a plan for themselves. All too often we see feedback being delivered in a way that REDUCES productivity rather than increasing it.”*

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## **WHO STOLE OUR PRODUCTIVITY?**

In our research we have discovered one UNBELIEVEABLY CRITICAL FACT. This 1 critical fact impacts EVERY ASPECT OF YOUR BUSINESS. This has become an even bigger issue since the far reaching alterations in the workplace psychological contract have occurred.

- COSTS and PROFITABILITY
- STAFF RETENTION
- MOTIVATION
- SERVICE LEVELS
- ABSENTEISM
- CUSTOMER CARE SATISFACTION LEVELS
- PRODUCTIVITY

Lead and inspire people.  
Don't try to manage and  
manipulate people.  
Inventories can be  
managed but people  
must be lead.  
- Ross Perot

For many companies, we discover that they don't even seem to care or know that this exists! This is the greatest point of leverage for productivity and profitability maximization.

So what is it that is so important? It starts with YOU. Your ATTITUDE, the CULTURAL ENVIRONMENT that YOU create through what you SAY and DO. And it ends up as ... a “LEAK” – an energy leak! A PRODUCTIVITY/PERFORMANCE ENERGY LEAK, that saps the productivity life out of your company each and every single minute of the day.

**The truth is:  
“People are spending more energy  
protecting themselves,  
than they do in delivering  
world-class service and products!”**

*“Coaching empowers people to question their hidden beliefs, expectations, fears and reactions. A Coach brings increased awareness to the fore. With increased awareness we can then address the relevant areas of need. This isn't a head/logical issue. It's felt at our deepest core of ourselves.”*



## **Measuring Productivity Leaks**

If you consider that each person come into work each day with X energy to deliver the required results and hopefully earn their paycheck.

Accept that X is = to 100% of the INITIAL AVAILABLE ENERGY (IAE) for the day.

What % of this INITIAL AVAILABLE ENERGY is used for (perceived/real) SELF PROTECTION (PSP) in your workplace environment? 5%... maybe 20%, how about 30%... or heaven forbid! ...even more!

Why do you think this is so important? What impact could this have on your productivity and profits? How much could your organization be losing because of lack of productivity?

Well, if I am using 30% of my INITIALLY AVAILABLE ENERGY for PERCEIVED SELF PROTECTION (PSP) in my workplace– What does that leave me with for the rest of my days' effort? Not too much!

I now have 70% of my INITIAL AVAILABLE ENERGY available. This doesn't mean I will use it all. I COULD ...IF I FELT LIKE IT! But what make me feel like it?

Here is the crazy part. Over the last few years we have discovered that the AVERAGE SELF PROTECTION Factor (ASPF) is in excess of 60%! This leaves a marginal 40% of a person's daily productivity potential left to hopefully service your needs and demands plus your customer's requirements at world-class standards. Ha!

If we reduce a person's PERCEIVED SELF PROTECTION (PSP) "Energy Leak" by 50% that would equate to a huge potential productivity enhancement from the original level. This can be addressed with a competent Coach. And as a person's need to protect themselves is reduced, their motivation, commitment and efforts can be, and are directed to applying more of their available energy to their, and your success.

*"With Coaching we are able to confidentially and quickly re-engineer people's perspectives, perceptions, expectations and performance levels to become aware, manage and reduce their Productivity energies."*

*Coaching, through the awareness and reduction of PSP energy, can increase productivity, unleash new creativity, and drive enthusiasm and increased activity. Coaching provides the focus and the support to do the hard things that need to be done or said in order to resolve the energy leaks."*

Not everything that is  
faced can be changed.  
But nothing can be  
changed until it is faced.  
- James Baldwin

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## **HARDER & LOUDER DOESN'T WORK ANY MORE**

All to often leaders think that by threatening more, shouting louder and hitting harder, they can increase productivity and profitability. NOT ANY MORE!

In the INFORMATION ERA – The moment aggression and manipulation or force is applied – the Knowledge workers' mind just shuts productivity levels down to minimal performance. If they don't FEEL like it – They will just reduce the amount of effort, commitment and loyalty they apportion to your needs.



From our perspective – we are all leaders – We are, or should be, Boss of our job/work with the commensurate responsibility, authorities and accountabilities. Companies seldom capitalize on this perspective.

Probably my best quality as a coach is that I ask a lot of challenging questions and let the person come up with the answers.

- Phil Dixon

*“Like the story of the Fly that endlessly bashes into the closed window, trying to get outside, until he dies, whilst the door is right next to the window. Without positive feedback, insight and innovation, we are doomed to do the same things over and over again. When with a little Coaching we are able to stand back and see a*

*new paradigm, a new path, a new opportunity and put this new Vision into process.*

*If the fly had had his own coach – he would be alive today! Did I hear you say... Were not like the Fly? Beware, recent research showed that many executives discovered that they had denial levels at around 60-70%! It took them a week of intense workshop to stop long and look hard enough to discover this! A Coach will gently question you to your own new insights and conclusions.”*

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But the “Buck Stops Here” Leaders today are faced with dilemmas that continually stretch their capacity to constantly review and re-engineer themselves and their organizations for success in the new millennium. We all live with dichotomies and conflicting demands. It’s just a lot easier to assess and decide with an unbiased, confidential Coach. In today’s entrepreneurial business environment everyone should be empowered as a leader of their own domain of responsibility.

This review of a Fortune magazine article explains. (Abridged)

## THE NINE DILEMMAS LEADERS FACE

**The hardest job a leader has is to navigate among often-conflicting goals. Identify them first, and you can steer a winning course.**

THOMAS A. STEWART REPORTER ASSOCIATE SHEREE R. CURRY

### **Broad-based leadership vs. high-visibility leaders.**

The bankers acutely felt the need for top executives to get out front, to rally the troops personally and even charismatically. If top management dominates the airwaves, it will silence others; if it is too reticent, the others will fret and wither for lack of support. For example, experts say reengineering will fail if the CEO doesn't take a strong role, but add that its success depends on a broad cadre of leaders among middle managers, team members, and others.

### **Independence vs. interdependence.**

We want entrepreneurship, a sense of ownership, and P&L responsibility, but we don't want one division badmouthing another, hogging shared resources, or refusing to take advantage of what the company has to offer.

### **Long term vs. short term.**

Interview The topic: lessons learned from Xerox's failure to make successful businesses out of some of its inventions, desktop fax machine and the personal computer. Kearns (Xerox's Boss) had been wrestling with the problem of how to link labs more closely to the commercial needs of the business -while not gutting their talent for imagining and inventing a faraway future. As we parted, he took a deep breath, shook his head, and settled his shoulders. He said: "We've been talking about 5 and 10 years ago, and 5



and 10 years from now. Waiting outside are a couple of security analysts, and the only thing they care about is the next quarter." What struck me most was the almost physical effort he needed to rearrange his mind.

### **Creativity vs. discipline.**

You encourage all those entrepreneurial leaders to benefit from freethinking, but they still have to make budget and adhere to company policy. It's as if Mao Zedong had said, "Let a thousand flowers bloom--in a topiary garden."

### **Trust vs. change.**

At first blush, trust and change don't seem to pull in opposite directions, but they do: Implementing organizational change--whether it's moving offices around or massive reengineering--can (AND USUALLY) damages trust and commitment. Old work groups are sundered, new bosses have new standards, the world's in flux, and its look out for No.1. Even positive change can weaken trust: Without Trust – change is impossible.

### **Bureaucracy busting vs. economies of scale.**

Let's centralize purchasing to leverage our size to get a better price. Let's also destroy the costly bureaucracies that clog the corporate coronary arteries when they, for example, force me to buy stuff that doesn't fit the needs of my business unit.

### **People vs. productivity.**

Another chestnut, but one that's really in the fire these days: The need to maximize productivity, to get everybody contributing 110%, must be balanced against the demands of personal life and the realization that, in the long run, all work and no play makes Jack a sitting duck.

### **Leadership vs. capability.**

The managerial and technical skills that enhance operations are quite different from the people-and-vision skills that produce leadership. The best strategy in the world won't work if it is poorly executed, but superb implementation of the wrong strategy simply means that Armageddon will come sooner than it otherwise would.

### **Revenue growth vs. cost containment.**

Once, in a hotel lobby, I saw a man carrying a coffee mug on which was printed BUDGETS ARE FOR WIMPS. "Where'd you get that?" I asked, hoping he would tell me a nearby shop had them. But no: "My boss had them made for us." "He a marketing guy?" I asked. He said: "How did you know?"

The art of leading, in operations large or small, is the art of dealing with humanity, of working diligently on behalf of men, of being sympathetic with them, but equally, of insisting that they make a square facing toward their own problems.

- S. L. A. Marshall  
*Men Against Fire*

**NINE DILEMMAS** that describe your job/work/passion? What do you do with them? First, notice that pattern. Says Saint-Onge: "These are all different, but they form a single, central dilemma." Its name: empowerment vs. alignment, the never-ending balancing act of managerial Bongo Board in which you try to give people independence and authority while making sure they use it in a way you'd approve of if they asked, which you don't want them to do except, of course, when you do want them to. Lee Iacocca sent the wrong message in that TV ad. The right one is: "Lead, follow, and get out of the way."

Second, you can make charts--always a good use of managerial time. Take each dilemma, and put one horn on a vertical axis and one on the horizontal. Draw a 45 [degree] diagonal to represent a balance between the two. Then on a scale of 1 to 10 - 10 being best, locate your outfit (or yourself or your boss) on the grid.



Set these up with all the "empowerment" tendencies (broad-based leadership, independence, longtermism, creativity, etc.) on the vertical axis and the "alignment" group on the horizontal. What do you see? Are you usually below the diagonal (too controlling) or above it (too loosey-goosey)?

You want to be spot on the diagonal line, and as far out toward the upper-right-hand corner as possible. This is because both sides of each dilemma are good: You want creativity and you want discipline; in fact, to get the greatest benefit of creativity, you need to temper it with discipline, and vice versa. The goal is to manage better in both directions--you want maximum empowerment and maximum alignment, just as a figure skater wants perfect scores for both artistic impression and technical merit.

For the folks at CIBC, the most important lesson of the nine dilemmas was seeing that, fundamentally, leadership is about ambiguities, not certainties. Says Michele Darling: "The dilemmas helped us come to a different understanding of the roles a leader plays."

One role she calls "polarity management." Leaders often are mesmerized by the virtues of one side of a dilemma, and ignore its worthy alternative. "Successful leaders," says Darling, "explore both ends."

Twinned with polarity management is ambiguity management. Too much thinking about leadership has a hortatory "set a vision and march on toward it" feel. But big strategic facts aren't always so clear--something that both leaders and their followers have to understand.

A third role emerges from polarities and ambiguities: Making meaning. Says Darling: "The defining role of a leader is to sort out a message" from these mixed signals and cross-purposes. The new customer-satisfaction scores have just come in, and they show problems, but you also just received a market-segmentation analysis that shows that some customers demand so much service they are actually unprofitable. Your job is to take those dilemmas and make sense--and sensible plans--out of them.

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## IF THEY DON'T FEEL LIKE IT, YOU WON'T GET IT!

It should be clear that having a professional Coach has huge benefits and advantages in today's highly competitive times. The signs are clear – to generate more money in a service and information economy – look after, nurture and develop and maximise the efforts of your most valuable assets – your PEOPLE. If they don't FEEL like it, you won't get it! You may only get a portion of their energy, loyalty and commitment. New strategies are required.

**Solution:** Give them the tools, the appreciation and recognition, the vision, the direction and the power to create a life of meaning and value for themselves and their fellow man, and at the same time add value to your bottom line. Allow innovation, creativity, Stretch the rules and the boundaries. In short – Give them a Coach to stretch them and encourage them to higher heights and achievements!

If there is no meaning for the person why should they commit 100%? It's not only about the profit or the income, there has to be a bigger reason. This is the heart Stuff – Meaning in the moment. WIIFM? Radio.

After all, when you die – how much profit do you take with you? And for what will you be remembered most? ... Your Money stuff or your Heart stuff?

Jingshen is the Mandarin word for spirit and vivacity. It is an important word for those who would lead, because above all things, spirit and vivacity set effective organizations apart from those that will decline and die.

- James L. Hayes *Memos for Management: Leadership*



## WHAT IS COACHING?

Professional Business Coaching is a highly personalized, one-to-one interaction that facilitates accelerated growth and enhanced thinking strategies that delivers focused, objective, direct, sensible assistance in areas of prime importance to individuals and organizations.

Savvy companies are realizing that for them to succeed, that need to maximize their Human Asset Value and Potential. The BEST way to achieve this today... is through Coaching.

## Comparison of Mindsets

Typical Boss or Manager	Your Brilliant Coach
Pushes, Drives and Cajoles	Lifts, Supports and Motivates
Tells, Directs, Lectures and Chastises	Asks, Requests, Challenges and Listens
Talks at people	Engages in dialogue and innovative solution discovery with people
Controls through decisions and demands	Facilitates by empowering and expanding possibility thinking.
Knows the answer	Seeks the insights and answers from the Coachee
Triggers insecurity and uncertainty using fear to achieve compliance and performance	Stimulates creativity using Purpose and Passion to inspire commitment and action.
Points to errors	Challenges and Celebrates learning and growth.
Problem solver / Decision maker	Collaborator, Facilitator, supporter
Delegates responsibility	Models accountability and Response-Ability
Creates structure and procedures	Creates Vision, Flexibility and Alternatives
Does things right	Does the right things
Knowledge is power - lack thereof = powerless	Vulnerability creates Power and Peace
Focused only on the bottom line	Focused on process and actions and inter-actions that creates the bottom-line and people results.

## WHY COACH?

The ever-increasing challenges and changes in the workplace and environment necessitate a new perspective or paradigm to ensure success.

*“The significant problems we face cannot be solved at the same level of thinking we were when we created them.” - Albert Einstein*

In business, and in life, we tend to grow or develop in stages, and we are often blind to the changes we most need to make.

We are simply too close to the forest to see the wood for the trees. Thus leaders, business owners, executives and managers continue to struggle ever forward, persistently knocking their heads against the same challenges or lessons, never really able to break through to the next level or to shift perspectives.

Coaching provides an independent objective sounding board that makes meaningful breakthroughs and paradigm shifts possible. It provides guidance towards rapid achievement of individual and organisational goals, enhanced performance and increased personal and career satisfaction.

Coaching is one of the most powerful development options available. It is highly effective because it is totally focused on the individual.



### **What is the coaching relationship like?**

Coaching takes place during a series of one-to-one conversations between coach and client that is founded on mutual respect and trust – with agreed specific outcomes within a specified time frame. You are provided with structure, support, and advice as you move from where you are to where you want to be.

### **WHO IS THE COACH?**

A trained professional who uses the latest coaching methods and techniques including:

- How to grow, transfer, and leverage his own talents, knowledge, skills and competencies
- How to develop and challenge human potential, and move people from potential to achievement
- How to increase awareness, accountability and action
- How to promote personal and professional growth – beyond parking in the the comfort zone
- How to help people to clarify and achieve their goals faster and more effortlessly

### **I am not Bill Gates. Can I still benefit from Coaching?**

Definitely. All you need is a strong desire to achieve something, a willingness to learn new ways of going about it, and openness to include your coach in the process of step-by-step success.

### **What are the benefits of Coaching?**

Benefits are as numerous as applications of coaching, but includes:

- *Improved performance and productivity,*
- *Tighter focus on issues that matter,*
- *Enhanced commitment and capacity,*
- *Improved motivation and momentum,*
- *Achievement of goals, objectives, and potential,*
- *Increased awareness and accountability,*
- *Successful management of difficult or challenging transitions.*

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## **PERFORMANCE /PROFITABILITY COACHING**

Our Performance Coaching assists clients improve the productivity of under-performing employees (Quitters and Campers) who are, nonetheless, potential contributors to Value Add and Profitability. Coaching also may be used to foster the potential and self-initiative of individuals who are identified for higher-level positions within your company.

Coaching can reduce non-productive time and distraction caused by an under-utilised employee; it provides information and feedback to management suggesting training programs or skills development which are necessary to prepare employees for new responsibilities; and it reduces turnover costs by eliminating time and money committed to recruiting activities and new employee orientation periods.

## **EXECUTIVE COACHING**

Normally provided to more senior managers in your organization, Executive Coaching focuses on optimising the performance and potential of key individuals by examining how to better align their talents, abilities and personal Vision with the company's Vision and Objectives.

Coaching combines personal counselling with opportunities to explore improvement to communication style, leadership abilities, and management philosophies and unchallenged



assumptions. Regular strategy meetings will motivate clients to identify underlying assumptions, consider constructive feedback, and develop action plans to effect targeted change and growth.

Coaching is the new path to increased performance and profitability. Life and Business Coaching is the most focused intervention providing longer-term momentum, balance, momentum and results.

## CONCLUSION

If you would like to take the next step in moving yourself, your team or your company towards world-class performance, please contact us directly on 083-447-6300 or 011 787-8498 now.

Thankyou for your time – We trust that this time invested, will enable you to incubate, nurture and implement at least 1 new idea, insight, attitude or action that will move you towards your Vision and greater People and Profitability Value.

P.S For many of us we have lost our way! We need to get back on track - get back to meaning in the moment, meaning in what we do, meaning in what we stand for, meaning in where we are going. We can make the difference that brings health, prosperity, fun and personal success.

An empowered organization is one in which individuals have the knowledge, skill, desire, and opportunity to personally succeed in a way that leads to collective organizational success.

- Stephen R. Covey  
Principle-centered  
Leadership

P.P.S. This is a personal invitation to travel a new road of innovation, compassion, commitment and meaning, together with a committed Coach. Committed to results in your life and business. If we share our Insights, Intentions, Dreams and Visions in a collaborative way – we can make THE difference. Are you ready to move up to the next level?

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“What good does it profit you if you spend  
all of your time and efforts to merely gain a profit,  
– only to discover you have given up on your Heart and Soul?”

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*It is not by accident that the happiest people are those who make a conscious effort to live useful lives. Their happiness, of course, is not a shallow exhilaration where life is one continuous intoxicating party. Rather, their happiness is a deep sense of inner peace that comes when they believe their lives have meaning and that they are making a difference for good in the world.*

Ernest F itzgerald

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