

***Invest in***



## **The CEO's 2012 imperatives**

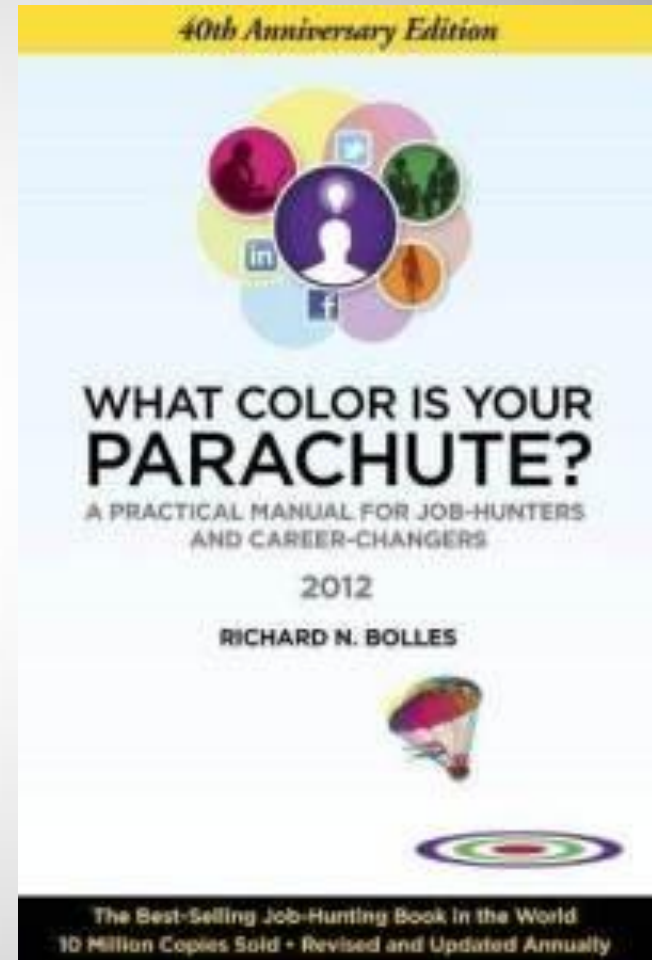
Jan 19, 2012  
Paul J.R. Renaud

PAUL RENAUD

# Today's igniter

- Coach
- Marketing Expert
- Strategist
- People Collector
- Planet Protector
- Idealist...
- Case: RDC

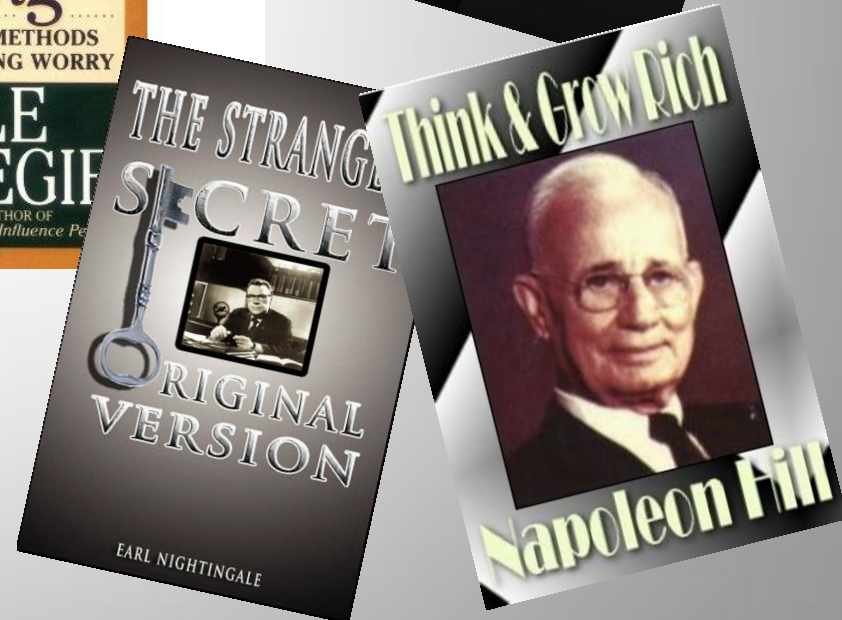
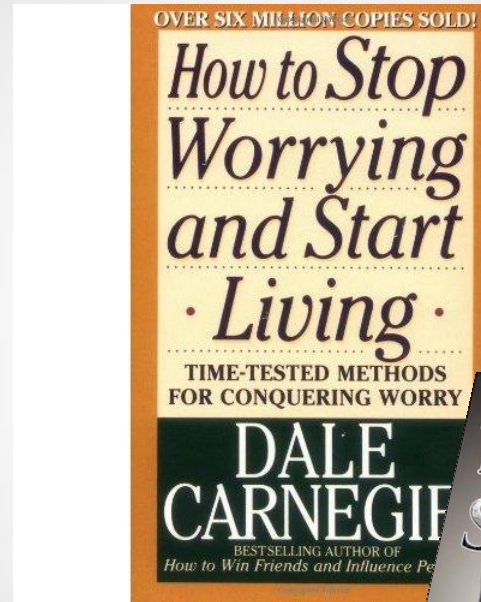
# *What color is your parachute,*



Richard Nelson Bolles

# Peak performance authorities

- Dale Carnegie
- Stephen Covey
- Russell James
- Napoleon Hill
- Earl Nightingale
- Brian Tracey
- Zig Ziglar
- Eckhart Tolle
- Tom Peters



# Who is my client?

- Foreigners?
- Fitness program?
- Nap?
- Second or parallel career?



# 2012 Imperatives

**Be *Selfish***

= Invest in yourself

= Spend time for ***YOU*** – it's ***OK*** to be selfish...

Not **only** your spouse, your kids, your parents but ***YOU.***

# Why set *Imperatives* for you?

1) they **WORK**

**WID**

Don't bother wondering **HOW?**

2) gives you focus:

- You
- Family
- Loved ones.

3) Rewards you when accomplished

4) Reduces stress and worry

5) Avoids getting fired!

# ***Case study:*** Bogdan and Roxana

***They didn't set objectives for them as a family...***

***'Keep em busy'***



# 2012 Imperatives

***WID***

# ***SMART*** Imperatives

**S** - Specific

**M** - Measurable

**A** - Achievable

**R** - Realistic

**T** - Time bound



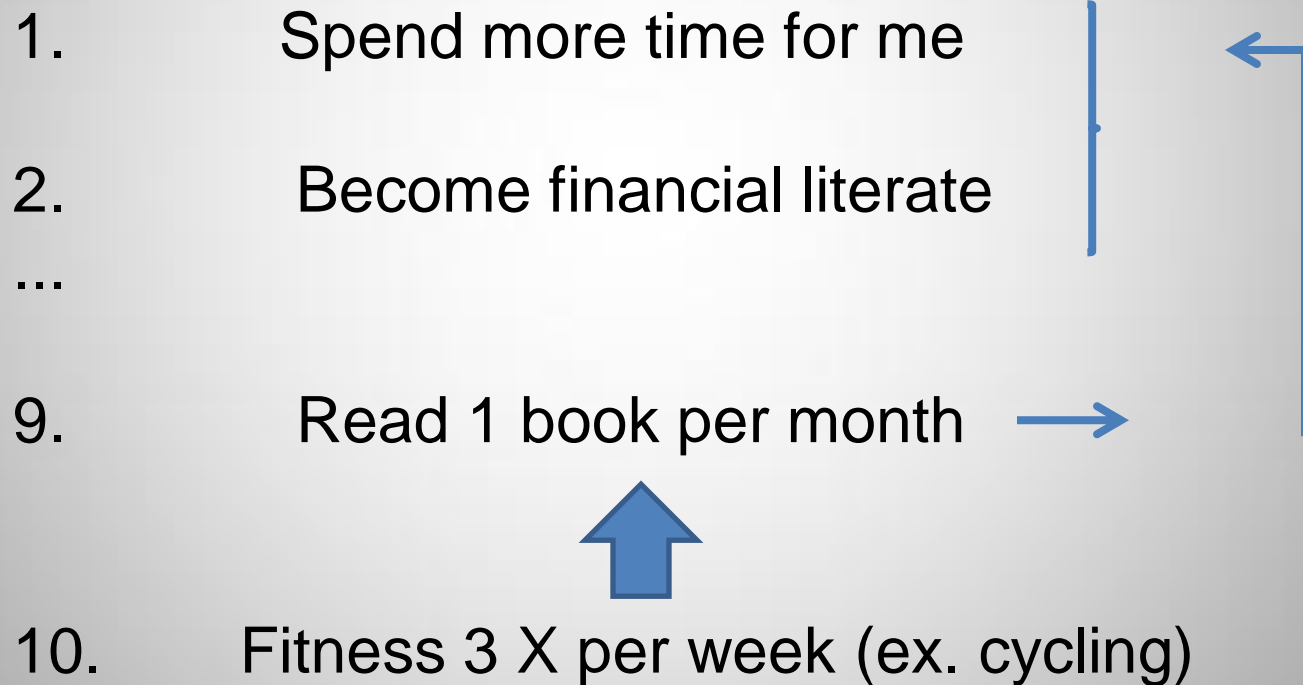
# ***SMART* Imperatives (steps)**

1. Achievable...and lofty or stretching. Yet push yourself to the limit.
2. Find the time to 'Sit and think'
3. Write them down
4. Set as many as you want ( ex. 12-2012 imperatives) but again ...realistic with actual imperative & amount of imperatives
5. Best way to see/review them weekly or daily ( Excel, biz card, BB/ iPhone)

# ***SMART*** Imperatives (steps)

6. Place in priority or category once you agree with content
7. Determine scoring method
8. Rate per quarter
9. Don't be too hard on yourself ( glass half full)
10. Reward yourself when you reach one

# Some Imperatives can be circular



# Again...why *be selfish*?

**Why?** avoid **bitterness**...you spend 1/3 life at work

Tip: **Biz trip?** Arrive one day *early* or stay **one more day** ( or the weekend)...2012 Imperative?

Is reducing ***STRESS*** an  
Imperative for 2012?

# Mayo Clinic Study

- 176 business executives (ave. age 44.3 years)
- More than **1/3** executives **suffered from** 1 of 3 ailments peculiar to high-tension living:
  - *heart disease*
  - *digestive-tract ulcers*
  - *high blood pressure*
- 'more than 1/2 of Mayo Clinic beds occupied by people with nervous troubles'
- 'Medical science unable to cope with mental, physical wrecks caused, not by germs, but by emotions of worry, fear, hate, frustration and despair...'



**Year of the study?**

**1950 !!**

# Is reducing ***STRESS*** an Imperative for 2012?

Fact: *good* stress and *bad* stress.

According to USA National Institute of Health, 80 to 90 % of all illnesses are either directly or indirectly linked to stress.

## **Cool tips for relieving *workplace* stress:**

- Eating Right
- Drink less caffeine.
- Exercise
- Stretch
- Rest
- That extra little morning edge
- Avoid procrastination (time management)
- E-mail jail
- Think positive
- Do things you enjoy
- Last point: Be objective

Less vulnerable to feeling stressed if you take on the '*Don't sweat the small stuff* '

# Is reducing *Worry* an Imperative for 2012?

Willis H. Carrier's (Carrier Air Conditioners) magic formula:

**Step I.** *I analyzed the situation fearlessly and honestly and figured out **what was the worst that could possibly happen** as a result of this failure.*

**Step II.** *After figuring out what was the worst that could possibly happen, I reconciled myself to **accepting it**, if necessary.*

**Step III.** *From that time on, I calmly devoted my time and energy to trying to **improve upon the worst which I had already accepted mentally.***

# Exercise test?

Do

***you like*** what

***you see***

in the

***mirror?***



# ***Exercise/Fitness:*** Your key to **resiliency**

- Find and test best possible time of day for you
- Any exercise is a step in the right direction - even walking.
- Start slow: 2X per week, then 3X per week
- After 6 months = part of your life
- Get your partner and family involved



# ***Fitness:*** Your key to resiliency

## **Results:**

- Time alone
- Time to think
- Improved resilience
- Immunity
- Can pack in more efforts in a day
- Require less sleep
- Personal ROI



*Rest*  
is  
*Repair*



# Is improving time management an Imperative for 2012 ?

## Time management Classics

- “Touch it once”
- Avoid Time Wasters
- One hour a day for you
- 3 most important things for today
- “Delegate to someone who’s busy”
- Running effective meetings
- “Manage your boss”
- At day end, plan the following day





# Is Refining your *OWN* personal brand an Imperative for 2012?

## Find a *Mentor* or *Coach*

- **Mentor:**

- Someone that has enormous influence on our lives.
- Opens doors; generous of spirit and time
- “People you trust to provide feedback and advice” ( Jeff Imelt, GE).
- Mostly free

- **Coach:**

- Will unlock a person’s potential to maximize their own performance. It is helping them to learn rather than teaching them (Sir John Whitmore).
- Mostly fee based

**In summary**

**Worse case scenario –  
Get an *Anti depressant* !**



## Renaud is Romania's leading Marketing and strategy consultancy



The average person develops only 10% of his or her latent mental abilities.

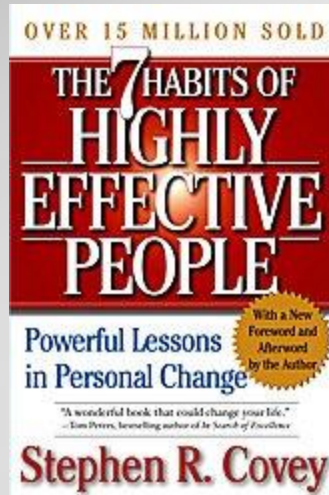
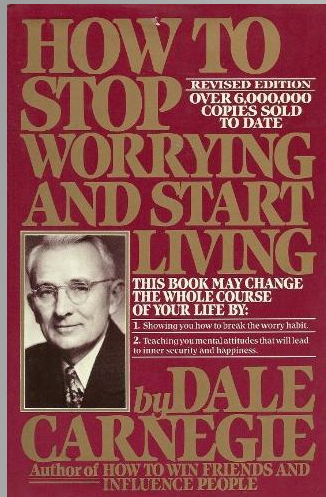
***‘Compared to what we ought to be we are **only half awake**. We are making use of only a small part of our physical and mental resources.***

***Stating the thing broadly, human individuals thus live far within their limits. They possess powers of various sorts which they habitually fail to use.’***

**William James**

American Psychologist, Philosopher, Physician  
and author on concept of pragmatism  
( 1842 – 1910).

# Suggested reading



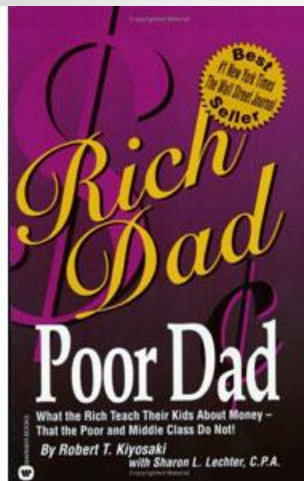
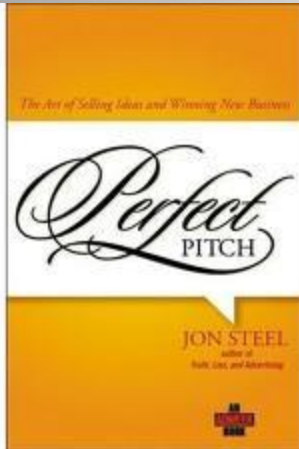
1) *How to stop worrying and start living*, Dale Carnegie

2) *The 7 habits of highly effective people*, Stephen R. Covey

3) *Rich Dad Poor Dad*, Robert Kiyosaki

4) *Perfect Pitch*, Jon Steel

5) *The Power of Now*, Eckart Tolle



Web sites:

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

Thank you