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The Key

April 1, 2009

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Letter from the Editor

Seems like I'm surrounded with talent!

I just got back from a wonderful vacation with my two daughters, Katie, and Peggy, who gave me the trip as a Christmas present. While we were in Florida only four days, it was enough to reconnect, shake off the New Hampshire winter, and - with the help of a few mojitos - solve most of the world's problems. For those with younger kids (not of mojito age), wait; it is SO much fun to see what they grow into - and I'm so proud of both of them!

In addition to talented daughters - one in Public Relations and one in Publishing - we had the opportunity to reconnect with Marcella and Victor Hazan over dinner. Marcella is considered the Julia Child of Italian cooking and redefines talent, especially when it comes to cooking.

I also was recently asked by the Rotary organization to present *Excellence in the Workplace*, where selected members of the workforce are honored for their contributions. From librarian to carpenter to mechanic to town planner and more, truly talented people abound!



Recently I read a research report identifying "what people look for in work" expecting it to be the same as I've seen before: recognition, involvement in decision making, etc. with compensation usually coming out low. This research found that MEANINGFUL CONTRIBUTION was most important to those surveyed. In other words, it's not simply being recognized, but being recognized for contributing in a meaningful way and/or to a meaningful project.

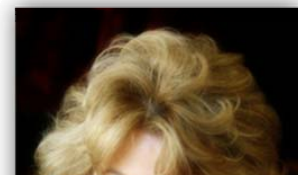
I think talented people find out what they're good at and focus on those strengths. Along the way they receive affirmation and encouragement. It was apparent in those I recognized at the Rotary *Excellence in the Workplace* ceremony. It was apparent in the contributions by Marcella and Victor Hazan. It's apparent every day in the colleagues I work with at Entelechy. And it's apparent in my daughters. And while I can't take credit for the Hazans or those recognized by the Rotary Club, I'd like to think I had a hand in helping my staff - and my daughters - find ways to contribute in meaningful ways, for their company's sake but, more importantly, for their sakes.

Terence R. Traut
President (and father)

Creating Certainty in Uncertain Times

Speaking of talent.... I recently had the opportunity to reconnect with a mentor who helped me many years ago as I shaped the philosophy that was to become Entelechy. Natalie Manor helped add clarity to my business at a time when I was faced with "insurmountable opportunity" - I was stuck trying to figure out how to move forward.

It's no surprise, therefore, that Natalie and her organization, Natalie Manor & Associates, developed Creating Certainty in Uncertain Times, a program designed to help individuals, teams, and organizations regroup and move forward together with confidence. I am so impressed with Natalie and her talent, that I wanted you, my readers, to be aware of her and her new program.



Natalie explains:

Mindset + Action = Results... It's a terrific model. Trouble is, it isn't working very well anymore. Why? Because our mindset isn't clear. Economic turmoil, lack of direction from organizational leaders, and 24/7 access to news - much of what's reported being bad or worse.

When highly successful and results-producing individuals begin to buy into all the negative information, it is hard to refrain from participating in the "low energy" behavior.

However, when highly successful and results producing individuals and organizations provide support for their people to get back on track, there is an immediate movement to a positive change in mindset. It is a team effort to support each other. We call it "holding the tether." If you can't do it, be it, produce it, or feel it today, someone will hold the tether until you can get there.

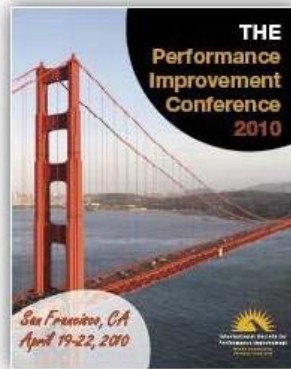
"Creating Certainty in Uncertain Times" is the tether. We provide the proven best practices that strong, talented and results-producing individuals and organizations need to get back on track and create their own mindset around certainty. Let the certainty shift begin and produce the successful results we want and deserve!

To meet the goals, needs, and budgets of any individual or organization, Creating Certainty in Uncertain Times is available in several different formats including webinars, teleseminars, in-person workshops, and one-on-one webcam coaching.

As a special bonus to The Key subscribers, Natalie will provide you with a complimentary copy of her new book, [Roadmap to Success](#), when you enroll. You can reach NMA directly at success@nataliemanor.com or 800-666-2230. Additionally, check out NMA's blog at <http://www.NatalieManor.com/blog>.

Terry to Speak at ISPI

I will be joining a bunch of talent at the International Society for Performance Improvement (ISPI) Conference (<http://www.ispi.org/content.aspx?id=866>) in San Francisco April 17-22. My 90-minute presentation, *Coaching for Employee Engagement and Talent Development*, is scheduled for Thursday April 22 at 10:30 am in the Nob Hill C room. If your organization is looking to tap into the significant potential that comes with managers and supervisors coaching and engaging their employees, you MUST attend this workshop! The workshop is usually standing room only so get there early.



Attendees receive a 44-page handout that not only outlines Entelechy's coaching model, but also contains a healthy amount of research illustrating the dramatic impact coaching can have on employee engagement and talent development. A few lucky folks will walk away with a signed copy of Marshall Goldsmith's book, [What Got You Here Won't Get You There](#).

If you're attending the conference but can't make the 90-minute session, we'd still love to see you! Contact Joanne Casino, Entelechy's VP of Client Relations and let her know you will be there. She will also be with me to summarize the model and techniques you can use at the Bagel Barrel

(<http://www.ispi.org/content.aspx?id=1082>) on Thursday, April 22 from 8:30-10:00.

If you can't make the conference, but would like to receive the handout, please email me directly at ttraut@unlockit.com.

An Offer You CAN'T Refuse

If you would like me to speak to the benefits of coaching at YOUR company, organization, or event, please let me know. I only have a few slots left open this year since, in addition to running the business, I'm speaking at a number of conferences and am writing a book on Coaching for Employee Engagement and Talent Development. First come, first served!

Call Terry Traut directly at 603-424-1237 or email me at ttraut@unlockit.com.

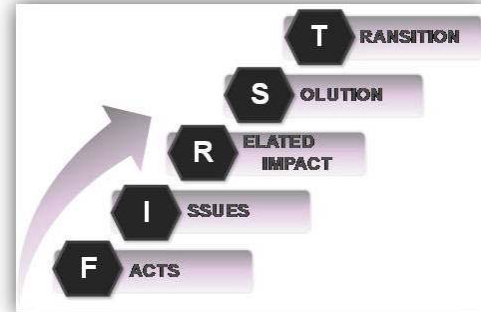
FIRST: The Key to Successful Sales

As you might expect with the challenges a down economy brings, Entelechy has been increasingly asked to customize sales training for clients. With fewer dollars to be had, companies are finding it imperative to capture the few dollars out there.

In today's competitive sales environment, customers buy solutions that help them capitalize on opportunities or reduce problems. Successful sales professionals use questions to:

- Uncover facts
- Identify issues (opportunities or problems) that the customer faces
- Determine the related impact of not addressing the issue
- Help the customer identify the criteria for solutions

Entelechy uses the FIRST model to describe the process that successful sales professionals follow to capture their share of the sales in today's challenging economy.



For a copy of the complete article, click here:

[www.unlockit.com/FIRST Questions that Lead to Sales Results.pdf](http://www.unlockit.com/FIRST_Questions_that_Lead_to_Sales_Results.pdf) or contact us at info@unlockit.com.

And Now, Something Completely Different

Fail

Okay, maybe we're NOT always surrounded by talent. Thing is, with these folks around, it's easier to recognize talent!



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