

What if YOU had someone who could help you be more effective and successful?



Business Coaching & Training

8 Simple Secrets for small business owners

PEOPLE

How you work with everyone that is essential in your business

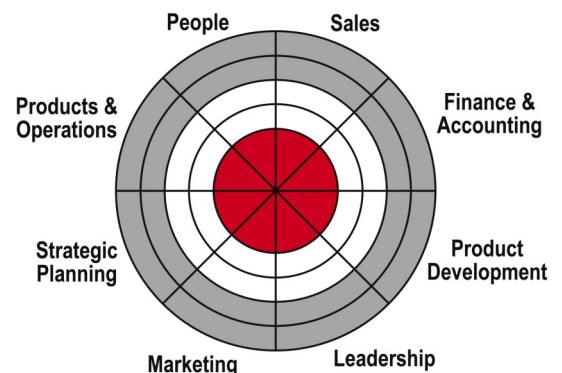
Cindy's tip of the day:

People live up or down to our expectations of them.

Here's the point: by expecting less-than-greatness from those with whom you work, you are actually contributing to the less-than-greatness results!

We assess people in two ways:

1. **Halo Effect**– the tendency for one good characteristic to dictate the overall opinion of an individual
2. **Horn Effect**– when a person seems deficient in on critical area, his supervisor often assumes he is deficient in other ways too



What if, instead of assessing performance, you spent your time and energy seeking out these exiled talents and helping to unleash their potential?

This does not mean that you need to condone poor performance but rather that you will choose to see it as unused potential.

Unleashed by Gregg Thompson

Who's your Coach?

For a free consultation and small business analysis call Cindy at 866-506-4025 ext. 701 or email

Cindy@CompetitivEdgeBusiness.com