

Oh, Stop That

Seven Great Habits You Have to Lose Today!

Based on the work of Marshall Goldsmith, author of
What Got You Here Won't Get You There
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“Everybody has the same favorite radio station...WII-FM.
What’s In It For Me?”

~ Becky McCrary, CSP

Peter Drucker, management guru, once said, “Half the leaders I have met don’t need to learn what to do. They need to learn what to stop.” In business, we get credit for *doing* something. We seldom get credit for *ceasing* to do something...even when it’s stupid.

It’s a different world. We know that which has served us well for 30 years, 40 years, 50 years. Now, this isn’t enough. We have to adapt. And we can’t just do more things. We have to STOP doing other things.

It isn’t the process that threatens our success. It’s the behavior. Sometimes we behave well. Other times we behave badly. Potential members, even existing members, don’t care what makes us different. They want to know what’s in it for them. Turn to their WII-FM and watch your doors open to improved consumer awareness and appreciation of your credit union.

Behavior #1 “That’s the way we do it here.”

Behavior #2 “We are the good guys. Banks are bad.”

Behavior #3 “We started in a basement in 1937.”

Behavior #4 “See us for all the answers.”

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Less ME + More THEM = Success

Behavior #5 “Let me explain why that won’t work.”

Behavior #6 “They get a paycheck!”

“What do you want me to do? Go around praising people who don’t deserve it? I don’t want to look like a phony.” It isn’t about you! It is about what other people think of you.

Behavior #7 “All I can be is ‘me.’”

My personal guarantee to you...

As we walk away from this conference, your head may well be spinning with all the examples we've discussed. You may have found yourself reliving personal experiences. Perhaps you've thought of how a different approach may win over an individual or specific situation at your credit union.

Try it! Give yourself over to the idea that you can control yourself and the conversation. You have the knowledge. You are the expert. Concentrate on what you **can** do. Accentuate the positive!

Whether it's a member, a peer or an employee, listen! Feel their concern. Identify the problem and solve it! Get out of the blame game and move into the solution business.

SMILE!

And if while practicing your new found skills, you discover the need to try something out on someone else, I am available to you. For one year, you can call me and discuss any aspect of this program absolutely free. Your only cost is the price of the phone call. I am your sounding board until April 20, 2011. Be great! It's contagious!

~ *Becky*

Becky's Program Evaluation

Thank you so much for sharing this time with me. If you feel that you received value from our time together, would you be willing to share your opinions about today's presentation?

Thank you!

May we **please** have and use a quote from you about Becky's program?

What did you like best about this program? _____

What ideas will you use first? _____

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