



Transformation^{on}point
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The Art and Science of Making Transformational Choices.



DEFINE



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Six Tips for Maximizing Personal and Professional Effectiveness

Often we artificially separate our personal effectiveness from our professional effectiveness. The six tips for maximizing these simultaneously are:

1. Listening

People want to be heard. You can drastically increase your effectiveness by listening. We are a society of stories and stories are designed to be shared. One of the most effective ways to connect with others is to listen to their stories. You are likely to learn more than you imagined about how a person thinks and what they value if you take the time to listen.

2. Branding

Creating a positive perception coupled with substance is powerful. It starts with knowing your personal brand - the five things that come to mind when people hear your name or see your face. You are brand positive, brand neutral, or brand negative. Brand positive means you are perceived positively. Brand neutral means you are an unknown entity. Brand negative means you are perceived negatively. To maximize your effectiveness, you must reinvent your brand such that it does not impede your effectiveness or create a barrier to developing effective relationships.

3. Possibility

Be magnetic. People like to be around positive solution seekers. One way to focus on possibilities is to lead with the perspective that issues are solvable and that everyone has something to contribute. Differences should be seen as an opportunity to seek understanding rather than reasons to be divisive. Maintaining a focus on what is possible is generative and energizing. It increases your effectiveness in bringing people together and collaborating.

4. Energy

Give the gift of energy. An upbeat attitude can do wonders to energize others, not to mention what it can do for your brand. If you bring energy and enthusiasm to others, they will thank you for it and it will impact their attitude and perspective. Energy is the fuel of possibility.

5. Authenticity

Be the real deal. If people believe that you are doing the right thing for the right reasons they will be drawn to you. People will go above and beyond for you if they believe in you and believe that you have their best interests at heart. Authenticity is about achieving alignment between your thoughts, words, and actions to achieve a greater good for all involved.

6. Thinking

Change your story, change your results. The ability to change your behavior offers temporary benefits. The ability to change your thinking is the gift that keeps on giving. It is your thinking that leads to your behavior. Sustainable improvements are achieved by changing the thinking that produces poor results. Taking time to challenge the rules that govern your behavior is part of continually improving your effectiveness.

If you have any questions please contact Kevin King at info@transformationpoint.com or visit <http://blog.transformationpoint.com>.



GETTING YOU TO THE HEART OF THE MATTER

What we do is assist our clients in seeing challenges and opportunities from a new perspective so that they can align their resources to achieve breakthrough results. Transformation Point will work with you to shift your thinking and improve your results.

Our consultants have more than 25 years of experience and are proven experts in their fields. Our client focused and transformative service delivery model results in commitment and success for our clients.

At Transformation Point, our approach is twofold: (1) accurately identify the dynamics that have led to current results, (2) facilitate you in achieving alignment and commitment to a new approach. The result is increased effectiveness for you, your team, and your organization. Our consultants will collaborate with you to get to the heart of the matter and the actionable solutions that your people will be committed to.

We are a proven and client-oriented professional services partner, specializing in:



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- Cognitive Style and Personality Assessment
- Business Dynamics & Simulation
- Functional Analysis Systems Technique (FAST) Modeling



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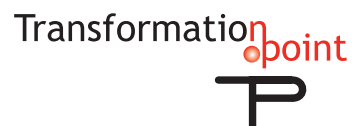
- Facilitation
- Team Development & Turnaround
- Leadership Development



EXECUTE

- Executive Coaching & Management Advisory Services
- Change Management
- Performance Management
- Enterprise Excellence

We invite you to find out more about our extensive array of services at <http://www.TransformationPoint.com>



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