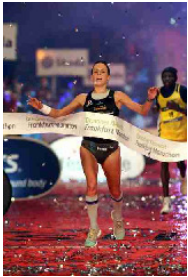


Resolve to Finish Strong in 2009



For many companies and individuals 2009 has been a difficult year. The difference in success or failure is not chance, but choice. When adversity strikes, it's not what happens that will determine our destiny; it's how we react to what happens.

That's what **Finishing Strong** is all about! But, 'Finishing Strong' is more than a goal, a dream, a thought or a statement...**it's an attitude**. It's an attitude of believing you can do something, and it's having the courage and determination to see it through.

The legendary American Football Vince Lombardi said, "The will to win...the will to achieve...goes dry without continuous reinforcement." So, if your goal is to **'Finish Strong'** in 2009, you must find ways to give yourself and your people that 'shot of inspiration' when you and they need it most. During those times we need to **reinforce, encourage** and **motivate** ourselves to keep moving forward toward our goals. Then we need to **reinforce, encourage, and motivate** our people to keep them moving forward toward their goals.

In many businesses the owner and/or the employees define the situation as a problem rather than an opportunity to find new and workable solutions. This 'problem' focus creates a feeling of helplessness and hopelessness. The feeling of being Help-Less or Hope-Less means that we feel there is little or no chance to get or give help or hope for a better tomorrow. But we all know that the dark is always followed by the light, the defeat is followed by another victory, the DOWN is followed by the UP.

Read the right information – 'Garbage In – Garbage Out'. Limit or quit reading newspapers especially in crisis times – there is just too much negativity for your poor brain to handle and still stay positive and hopeful.

Listen to the right people – find a mentor. Not every opinion is of equal value or weight – consider the source of the opinion before you accept an opinion as valid for you and your situation and your ambition.

Speak in the positive – The person you need to convince the most might be you!

Listen to the right people – Find a mentor, a friend, an advisor who can help you to find the silver lining in the cloud. The problem is real but the solution is almost always found by thinking outside of the problem.

Speak in the positive – Become a source of positive thinking, opinions, ideas and solutions for your customers, your people and, therefore, for yourself. As you try to convince others you will almost always reinforce yourself about the opportunities, the hopeful (HOPE-FULL) future.

The situation might not change quickly but if you stay on the path the situation will change slowly and gradually – but it will change and you can know you contributed to the change instead of the problem.

If you are interested in further information on this topic, ask for the training programme **Achieving Personal Success® (APS)**.

Quotation of the month:

"In the middle of every difficulty lies opportunity."

Albert Einstein

BEITRAINING® network comes together for the International Management Meeting

From October 2 to 4, 2009 the International Management Meeting took place in the **BEI** Headquarters in Nuremberg, Germany. 30 **BEITRAINING®** Master and Regional Franchisees came together to participate in this event.



The Management Meetings, held three times per year, provide an opportunity for the exchange of experiences and ideas within the network.

In its role as franchisor, **BEIGROUP®** uses these three days to train the franchisees on new training programmes and on the optimisation of marketing and selling activities.



Kleinreuther Weg 87
90408 Nürnberg
Tel.: 0911/20 600-0
Fax: 0911/20 600-14
info@bei-group.com
www.bei-germany.com