



Time for Passion

Laura Ashley-Timms, the Licensing Industry's very own Coach, has teamed up with Total Licensing to challenge you to improve yourself and your business. So read on ... and then send in your questions to be answered in our regular 'Coaching Corner' feature.

As interesting a read as it may be this is not a top ten tips to improving your sex life... but a focus on getting YOUR PASSION back into your work, or even better into your life. Having said that, your sex life may well benefit from reading on!

The major January and February fairs are over, the New Year is a distant memory and it is possible that you are beginning to feel jaded. The fairs have generated a huge amount of work and by the time you are reading this, MipTv and Bologna will be in full flow. I am feeling exhausted just writing about it!

Focus

Whenever I do any of my talks, I always make it clear that the only real difference between successful and less successful people is their attitude to my two favourite words **FOCUS** and **ACTION**. Successful people are always focused on their outcome and take action towards their goals, whilst less successful people just talk about their dreams or tell us why things aren't possible and remind us of all the obstacles in the way! You only have to watch Channel Four's 'Faking It' to know how true this is. The fact that an individual can be plucked out of one environment, become totally focused for only four weeks and change enough to develop some outstanding skills and life changing attitudes to know that anything is possible if YOU want it to be. The contestants that don't get **totally** focussed are always the ones that fail the test.

You can overcome any obstacle; just look at some of the inspirational stories out there, the most

recent to make it to movie fame, 'Seabiscuit', tells a powerful story of what can be achieved when passion and determination take centre stage. So what's the point in focusing on the obstacles when it's more fun and certainly more stimulating to focus on the solutions?

Based on this theory, if you chose right now to have the same attitude as a very successful person and you wanted to find or reignite your passion what would you need to do? Well, are you prepared to Focus on being Passionate and taking some Action NOW? If so read on, if not, turn the page.

Wake up with a Smile

On a scale of one to ten, when you wake up in the morning how great do you feel? Do you start each day feeling fantastic? Do you jump out of bed and embrace the day with energy and passion? What would it be like if you did? How would it make you feel? If you want to start each day feeling a 10 out of 10, then try this quick exercise.

Do it Now!

Remember a time when you felt exhilarated and on top of the world. Remember a time when you were full of positive energy and passion. What were you doing? Who was with you? Remember all the details, such as what were you wearing, what did your face look like, were you smiling? Where were you? What was the weather like? Remember how you felt. How were you standing/sitting? Stand or sit in the same way now. How were you breathing? Change your breathing pattern now to mirror the pattern you had back then. As you remember this great feeling clench your right fist. Repeat this exercise and intensify those memories and intensify your feelings. Clench your fist again. Make the picture even more vivid, make it brighter, louder, bigger and clench your fist again. Repeat this five times, each time getting the picture more and more intense and keep clenching your fist. You should be feeling great right

now! If you are not then stop reading this article and start doing the exercise! Whenever you want to feel this positive energy all you have to do is clench your right fist and bring these great feelings straight back. Now imagine doing that every morning as you wake up. As you drift into consciousness first thing in the morning, gently become aware of your right fist and bring back those energised pictures. Concentrate on the great feelings and I bet you will wake up with a smile on your face every morning and raring to go!

You don't need to restrict this activity to the morning. Whenever you need a boost just clench your fist and BANG! you will instantly feel fantastic. I dare you to try it. This is one of the most powerful tools you can have. An instant fix - healthier and less fattening than anything else on the market and to top the lot, it's free!

If you have read an earlier column then you may recognize that you can use this technique for managing different states. I use a similar exercise to get clients into a state of confidence before a critical meeting. It can equally be used to get into the right state before entering negotiations, making presentations, networking, or even getting into a state of relaxation after a long day pounding around an exhibition hall!

This is just the first step of getting passion into your work and life - if you want more, just ask!

Coaching Corner

Q: Like a lot of people I started 2004 with good intentions and set some goals, yet work and life have got in the way and I have made hardly any progress towards achieving them. What tips do you have to help me?

Owner, Toy Company

A: If you set 'Goals' rather than 'New Year Resolutions' then congratulations that is a major first step. If I was to challenge you to find out if you have "SMARTER" goals (Specific, Measurable, Agreed, Realistic, Time phased, Expressed positively and Reviewed regularly) and they passed the test of being robust then you are halfway there. So what's the critical other 50% that makes the difference between those that achieve their goals and those that don't?

Remember my two favourite words? Well it's the second one! Taking ACTION.

The difficulty that faces most people is threefold:

- taking the specific goal and breaking it down into manageable steps
- aligning your attitudes, orientation and beliefs to move you towards your goals and
- taking consistent and regular action towards achieving them.

Here are my tips to overcoming these three "obstacles".

Bite-Sized Chunks

As the old proverb goes, the best way to eat an elephant is one bite at a time. This is true too of creating action plans for your goals. Take a clean sheet of paper and brainstorm all the different things that would have to happen in order for you to achieve your goal, put each one in its own "fluffy cloud". For example if your goal was to increase sales by 20% in 2004-5 then some of the ideas in your clouds might be:



Once you have created this list the next step is to order them into a flow chart. In my example this might look like:



Now put timescales by each part of the flow chart. Then just focus on one part of the chart at a time. So in this (not literal) example, in month one, your entire focus would be on identifying and negotiating a top license. You are clearly reading the right magazine for that research!

Change your environment

My second tip is to align your environment to your goals. What I mean by this is to surround yourself with people who will support and encourage you and minimise contact with the ney sayers, even if this means ending some of those negative friendships.

Make your environment goal friendly. Write down your goals on brightly coloured paper and position them in places where you will see them so that you don't forget what you are trying to achieve. If this is too corny for you or you don't have any personal space at work then come up with another reminder, a picture of your dream car or house that you associate with achieving the goal. Engage those around you to contribute towards

your goal, in our example I might ask my colleagues to contribute one outrageous idea a day towards increasing sales!

Action Action Action

Constant action is my third point. Everyday do something towards your goal. Have the milestones from all your flow charts in your diary and break those down further so that every week you have a mini goal. Ask yourself better questions EVERY day. For example "what could you do differently today that would help you in some small way towards your goal?". It might be as simple as making one phone call to ask a colleague for some advice or information?

It might be to book to attend a new trade show to open up your mind to new suppliers. It is the action of constantly doing something small that is important. Make this a fun challenge and most importantly develop a reward strategy – the art of developing a compelling reward strategy is another article in itself – perhaps for the next edition!

Don't forget that for readers of Total Licensing Laura is offering a completely FREE no obligation 30 minute coaching consultation.

So go on and pick up the phone, what have you got to lose? Your only risk is spending half an hour talking about yourself...

Contact Laura Ashley-Timms at Notion Limited.
Tel (UK) 0845 4568217 (Int)
+44 (0) 1926 840078
Mobile +44 (0) 7968 164083
laura@notionltd.com.
www.notionltd.com