

# Aspire Consulting, Ltd.

*Aspire... Higher*



★  
A S P I R E

*Discover potential. Get results.*

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### **Aspire: Alphabetically Speaking**

#### **(L)**

Leadership: according to Dictionary.com; is the ability to lead.

Aspire Consulting embraces the definition of leadership as leading oneself and/or others to results. Our proven process develops the necessary attitudes, skills and knowledge of the employees within businesses and organizations to lead themselves and their businesses to their desired results.

### **Tip of the Month**

#### **10.5 Reasons Top-Notch Executives Fail**

1. Absence of a clear strategic direction
2. Failure to create a sense of ownership
3. Absence of a comprehensive goals program
4. Failure to align the goals of every individual team and department to the strategic direction
5. Using and Inadequate definition of leadership
6. In ability or unwillingness to hear bad news especially about ones self
7. Failure to develop and use measurements
8. Failure to hire and retain the right people
9. Failure to facilitate two way communications
10. Failure to empower others
- 10.5 Unwillingness to ask for help

Wisdom from our colleague, David Herdlinger

### **Aspire Consulting, Ltd.**

- Combines passion, purpose and performance to achieve results driven solutions for our customers. We partner with businesses and organizations to stimulate individual, team, and organizational development.

Our highly effective solutions lead to dramatic and measurable improvements in several key areas for our customers including the ability to:

- Lead and Manage
- Grow and Innovate
- Capture and Retain Loyal Customers
- Fuel Financial Growth

The benefits to our customers include:

- Increased Internal and External Customer Loyalty
- Improved Profits
- Improved Productivity
- Improved Performance and Quality of the Services They Deliver

*We look forward to the opportunity to talk with you about how we can partner with you and your company.*

[More Info on Executive Leadership](#)

## ***What Do You Value?***

*E*ach of us has our own set of values. These are what determine which aspects of life we regard as important or beneficial. Our values help determine our tastes, our way of life, our entertainment, our social, political and religious interactions. Each of us holds many values and these values are liable to change as we grow, reach different stages of life or have different experiences or influences. Our core values are relatively fixed and often stay with us throughout our life.



Our values come from a range of -sources. Our parents are a key influence upon our values as we grow as children. So, too, is any church or religious background we experience. Our society, our neighbors, friends and colleagues too, can have an influence upon our values. So can our teachers and our schooling. Often, school can be a place of conflict, because that is where we experience other values perhaps for the first time. Some of the values we experience in school can be in conflict with or contradict the values of our parents. As we go through high school, we start to experience values in ourselves and our peers that conflict both with school and our parents.

A good many people are leading lives unconnected with their core values. This can lead to a life of unhappiness, discontent and lack of fulfillment. Sometimes it can lead to conflict.

For some people a conflict can arise within them because they are trying to live a life according to the values of a company, an organization, a religious or political organization, or the values of their friends or colleagues or partner rather than living a life according to their own core values. In doing this, the values of the other people or organizations are being met but the person's own values are being left unfulfilled.

Ultimately, leaving your own values unfulfilled can lead to frustration and unhappiness. The question is; do you know your personal core values?

*Try this:*

Write down the answer to the question, "what in life is important to me"? Do it without much thought, just generate a list at least ten items long. Now go back, and for each word answer the question "what does (word) mean to me?"

So you may ask, 'what does money mean for me' to which the answer could be; money means security, or money means success, or money means freedom, or money means being able to provide for my family.

By answering the second question you can help uncover the real or underlying value for you. So for you, money is not the real value, it is 'security' or 'being successful' or 'being independent' or 'being

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## ***Food For Thought***

### **One Person: Different Views**

There are a number of individual assessments that are available to help us better understand the what, how and why we do what we do. To reach optimal performance, you must implement this information in your plan for your life. WHAT natural talents you possess, WHY you are motivated to use them and HOW you prefer to display them.

The WHAT

The Attribute Index is based on the work of Dr. Robert Hartman. His research has revealed that there are 3 distinct styles of decision-making. Each of us can make decisions in these 3 ways, but we tend to prefer one more than the other. This preference becomes a subconscious force, affecting the decisions we make on a daily basis and shaping how we perceive the world around us and how we perceive ourselves. The 3 decisional styles are the personal, the practical and the analytical. The tool identifies areas of strengths and areas of weaknesses with an understanding of ultimately when and how best to use each of these.

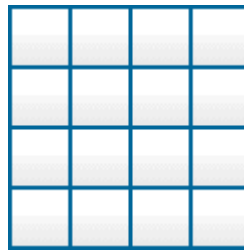
able to provide for my family' that is the real value.  
Find the trends and repeated areas that you value.  
Lastly, apply those values to what you do every day. Find ways to do more of those things that allow you to be aligned with your values and less of those that are not.

[More Info on Leadership](#)

### ***What Don't We See?***

When we work with groups, two of the things that we know will make them successful are the ability of those in the group to embrace change and to keep an open mind. We all believe we are open-minded. Are you? Here is a quick puzzle:

How many squares do you see? Keep working at it! Once you get beyond 60, you will truly understand being open-minded.



### **In their own words...**

"Dream as if you will live forever, live as if you will die today" -- James Dean

"The deepest human need is to be appreciated" -- William James

"If things seem under control, you are just not going fast enough" -- Mario Andretti

"Determine that the thing can and shall be done, and then we shall find the way" -- Abraham Lincoln

"Discovery consists of seeing what everybody has seen and thinking what nobody has thought" -- Albert Szent-Gyorgyi

### **The HOW**

When you understand how you prefer to work, you are able to align your environment, select the work that will ensure that you have more meaning and success, and have less stress while doing so.

The DISC is the HOW assessment. It is familiar to many. It is based on Dr. William Marston's work into understanding and measuring a person's natural and adaptive behavioral styles. Since each individual has his or her own preferred style, this assessment adds critical information for working with team members, as a leader or manager or any role that requires conflict resolution.

### **The WHY**

When you understand WHY you do what you do, you are likewise able to align your environment and work to create the most passion in you. The Values Index combines the work of Dr. Eduard Spranger and Dr. Gordon Allport. This assessment provides insight into the 7 dimensions of value that drive an individual and what rewards him or her with a sense of accomplishment. With this understanding, we can create optimal motivation and drive to achieve the highest levels of personal and professional success.

Aspire Consulting is participating in international Beta testing of these assessments that uses a process and approach which generates reports ten-times as varied and individualized than those currently available. If you are interested in learning

about the what, the how and the why you do what you do so that you can move closer to working at your optimal by participating with us in this project, please contact us. We are pleased to provide a complimentary individual debrief of the information.

[More on the Attribute Index](#)

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