

# ***Foodservice Coaching Group™***

*The Win-Win Coaches!*

*Helping Accomplished Leaders Achieve Extraordinary Results!*

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## **Leading In Difficult Times -- The Seven Essential Factors -- From Fear to Focus**

By Kathy Gillen and Lori Heffelfinger

It's been an interesting month. We were listening to our colleague's panicked conversations--two very successful consultants were talking about taking jobs, and a couple others were extremely worried.

Lori: "My parents are freaked out...all their retirement accounts have gone down. They have cancelled trips, called my brother and me to make sure we are ok, and they are more concerned than I have ever seen them. They grew up in the depression era, and heard on the news, "This is the worst it's been since the Great Depression!"

All the news and talk shows emphasize the negative and project how much worse things will get. We're not hearing **any** reports on the sectors that are doing well.

What isn't being said is that this is NOT the Depression.

In an article in Business Week, the point was made that we aren't even close to depression standards; and yet the media is having a wonderful time making the future sound awful...and very dramatic.

Now, we know you've had similar experiences this month.

The questions we ask our clients are:

1. How are you staying focused on a fabulous, profitable future?
2. How do you deflect the negative hype and pay attention to trends that will transform your future?

This week we'll discuss how, as an individual, you can stay in control, stay positive, and stay focused. Next week we'll look at what Great Leaders do to keep their businesses successful...especially in difficult times.

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## **Leading in Difficult Times -- The 7 Essential Factors -- From Fear to Focus**

1. GROUND: Get yourself grounded first – BREATHE. (Holding your breathe causes blackouts and fuzzy thinking...and believing what you hear on Fox News.)

What are the facts in YOUR life? (Try this: What are you worried about? What are the real facts? Is there an action step you need to take right now? If not now, when will you examine this again? (And put it on your calendar!)

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**Tip from the Coaches:** Put it on your calendar so you can sleep soundly at night.

2. **UNLOCK YOUR POTENTIAL:** Ask, "What is currently working for you?" We asked our peers this question, and their answer was quite interesting...a LOT was working. They were reacting to the fear, and forgetting what had worked so well for them in the past.

3. **ENVIRONMENT:** Pay attention to your environment – What IS selling? What IS needed now? What would really add value now? What do your (internal/external) clients need that no one else is providing?

4. **SKILLS:** What skills and abilities do you need to develop? Do you need to improve your interpersonal communications? What about fine-tuning your skills with a 360 report? (This shows your courage and ability to lead by example.)

How often do you think strategically? Do you need to learn something new about your business or industry?

5. **STRATEGY:** Now that you have a positive focus, it's time to create your strategy.

**Tip from the Coaches:** Start with this exercise: It's a year from now, and 2009 was the best year you've ever had. What happened?

6. **TACTICS:** Now work backwards--you have the outcome from your fabulous year...what did you do to make it a reality? Get specific and put these action steps on your calendar!

7. **ACTION:** Get into action & track your success.

You have more control than you think. It's your choice. Listen to the fear, and discover how contagious it is; or step back and use the **Seven Essential Factors** to control your life. Focus on the fear and you lose; Focus on your future and you are well on your way to becoming the highest and best you can be...no matter how difficult the times.

"Anyone else can give up...it's the easiest thing in the world to do. But to hold it together, when everyone else would understand if you fell apart, that's true strength." *Teddy Roosevelt, 1858-1919*

Would you like more information on how to bring your strategy to life?

Call Kathy Gillen at 763-241-8010 or Lori Heffelfinger at: 310-543-7632.

### About the Authors

GillenGroup is an executive coaching company that helps successful business and financial executives create a "Win-Win Culture" that inspires employees to produce exceptional customer service.

The Heffelfinger Company helps leaders at all levels enhance their business and personal success.

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