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*Newsletter Issue # 23
New Rules for the New Year*



THE HUMAN FACTOR, Inc.

... helping companies, teams & individuals be better, faster, stronger

Wishing you all the joys of the season and a happy, healthy and prosperous New Year!



Are you swift?
Can you move fast with

focus and flexibility in today's rapidly changing world? Holly can serve as your thought partner to help create the type of thinking you and your organization need to thrive.

It's not rocket science... it's harder! Call today. The world won't wait.

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Do you belong to a professional organization or industry group? Holly would love to

speak to your group or conference.

You need real tools to

With the New Year fast approaching, now is a good time to give thought to bringing in the New and retiring some of the Old... "Rules".

Most business leaders intuitively know that they need to do things differently these days, but they struggle when it comes to determining which rules to hold onto and which rules to cast aside for newer ways of thinking. If you're not breaking rules on a regular basis, your customers and markets have probably already left you behind.

For example, from a **people/process perspective**:

Old rule:

Strive to maintain the status quo, but react quickly when change happens.

New rule:

Don't wait for change to hit you. Anticipate it, plan for it and make it happen on your terms.

Old rule:

Management's job is to make decisions.

New rule:

Management's job is to facilitate decisions made by those closest to the customer.

From a **competitive analysis perspective**:

Old rule:

Focus your research on competitors inside your industry.

New rule:

Stretch your horizons. The next competitor that causes your world to implode may well come from outside your industry.

Recently, I ran across an [article in Fortune Magazine](#) - Best Buy "wants your electronic junk".

How many big box retailers have you heard of that will recycle your junk? Think about what a big relief it is to be able to buy a new TV and not have to worry how you are going to dispose of the old one.

Reading through this article it is clear that Best Buy is stretching their horizons. They are leading the parade in attracting new and repeat customers by taking advantage of social media and

thrive as a leader and manager in today's environment. You need new ways of thinking. Holly provides them in interactive keynotes and workshops. Contact [Holly](#) today to discuss how she can customize content to achieve the results you need. **What are you waiting for?**

Shift Happens



Holly's latest book already made it to the best seller list on Amazon in several categories. And to celebrate the launch, her name was up in lights at the Hard Rock Cafe in Times Square on December 4th. Holly attended an exclusive book signing and party to celebrate the collaboration of 15 CEO's to write **Shift Happens**: America's PremierExperts® Show You How to Make Your Business More Fun and More Profitable!

Get it on Amazon.com today or buy it for your favorite entrepreneur!



promoting environmental sustainability and corporate citizenship. They recognize that the people closest to their customers should participate in strategic planning, and they also recognize that for them to grow and stay in business for the long term, they need to distinguish themselves from other big box retailers, by branching out with the products and services they offer to their customers.

As 2009 comes to a close and we ring in 2010, perhaps the most important new rule for today's chaotic market realities is to **constantly challenge what you think you know about your business and the world in general**. Don't allow yourself to get comfortable with the status quo. Don't allow yourself to get stuck thinking that what has made you successful so far will continue to make you successful in the future. And if you haven't re-evaluated your customers' wants and needs within the past six months to a year, do so now!

Letting go of rules that have served you well in the past can be difficult, but holding on to them can be fatal.

What rules are you holding onto that you should be letting go?

Answer to last edition's *Who said this?* "The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn."
Alvin Toffler

This issue's *Who said this?* "Leaders keep their eyes on the horizon, not just on the bottom line." Find out who in the next newsletter.



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