



**Developing Goals, Focus and Leaders**

# Winning Ways

*A publication of*

## Winning Ways

*Developing Goals, Focus  
and Leaders*

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This copy of Winning Ways is a gift for you from Winning Ways, Inc. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our sales, strategic planning and coaching services. We help you achieve the results you and your business want! Call Joan Fletcher 703-273-9299 today. We are committed to helping you achieve your goals.

### Winning Ways NewsBits

This September, Joan Fletcher presented a session on teambuilding to the Food Safety Inspection Service.

We've just kicked off a new strategic business planning class! Seven business owners are meeting weekly to write their individual business plans. Stay tuned to find out when the next class will be offered...

It's time to register for the January Winning at Sales class! January is the perfect time to make a plan to hit your sales numbers for 2006. There are only ten space available, so register soon!

Our associate Caryn Franca and her family are in New York battling cancer with her son Nick. See page 3 of this newsletter for a way to help Nick and the Francas.

## Courage to Grow: the Greatest Freedom

Are you committed to personal growth? Do you aspire to be wiser, stronger, more productive in your life? Have you thought about who you are, and who you're becoming? So many of us simply take where we are in life as a given: we figure we're stuck with the habits, attitudes, and circumstances we've gotten used to. Even if we're doing fairly well, we tend to think as if we've arrived, as if we're all we're ever going to be. Yet each of us has the potential to become far greater than we are today: more mature, more productive, having a greater impact on those around us. In his book *Freedom From Fear*, Mark Matteson uses a simple story to describe attitudes, habits, and beliefs that can change a person and help them become more than they'd ever dreamed.

The first step is commitment to personal growth. It isn't enough just to say, "I'd like to learn more, to do better, to be wiser." To really see ourselves grow and change, we must be committed to the process. Habits are everything. Forming the right habits of thought and action can be the cornerstone to growth. Matteson says, "We become what we think about." Listening to the way you think will often reveal patterns of thought that pull you down instead of strengthening you. Listening to the way successful people around you talk—about themselves, about their successes and failures—will show new patterns of thought that have helped them build themselves up. Those who listen carefully to the way they think, and who concentrate on weeding out destructive thought patterns and encouraging productive ones will find themselves becoming more positive, more energetic, more accomplished people—all just

by training their minds in healthy habits of thought!

It's also important to invest in your mind. The books you read have the power to change your life, to alter your focus, and to deepen your understanding. Invest time in reading and learning. Ben Franklin said, "Take a coin from your purse and invest it in your mind. It will come pouring out of your mind and overflow your purse." Matteson suggests investing 30 minutes a day in reading books in your field, books that challenge you. If you take just 30 minutes a day, you will quickly become an expert in your field—and the joy of learning and stretching your mind will soon become addictive!

The next step is learning to be intentional about your life. It's possible to stumble across good things by accident, but it's not likely. No one gets an endless stream of lucky breaks. You may know someone who seems to lead a "charmed life," where everything they want falls into their hands, and they achieve big dream after big dream. Ninety-nine times out of a hundred, this seemingly endless good fortune comes when a person has developed focus and understanding of their goals, and actively pursued ways to reach them. Then, when great opportunities come, they take full advantage of them.

So few of us really take the time to make a detailed plan for our lives, for achieving our dreams. We say, "Wouldn't it be nice..." and then we stop daydreaming and get on with our lives. We think about what we would ask for if someone offered us three wishes, and we forget

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how much power we have to make our own wishes come true.

Almost anything is achievable, given enough faith, focus, and dedication. Instead of idly daydreaming, what if you sat down with pen and paper, and wrote down your goals: the things you'd like to have, to do, to become? It's amazing what can happen when you take the simple step of putting your dreams on paper. They become real, tangible objectives. Writing your dreams down is an act of faith and courage, the courage to believe these things can come true for you. We all have so many wishes, and yet we rarely think to seriously ask for the things we want. Writing down your dreams is really making a wishlist to yourself. With this simple exercise of pen and paper, you become both kid and Santa Claus. Then you can begin

the exciting process of planning out how to make your dreams come true!

It's important to be patient with yourself. Realizing your dreams takes time and dedication. Matteson uses this mantra: Measurable progress in reasonable time. Work on one goal at a time, and don't expect overnight change. Do something every day to move closer to your number one goal. Be patient, but hold yourself accountable: finish what you start. Make a reasonable plan, and stick with it.

It's easy to say "I am the way I am, and nothing will change that"; but it is not true. We can all grow to reach heights we never would have dreamed of, and the growth doesn't have to stop when we're forty, or fifty, or eighty. Why not begin today to go after the things you'd only dreamed of?



### Who We Are and What We Do

Joan Fletcher launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Joan works with clients on sales, strategic business planning and leadership. She believes that combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Her expertise is in helping you find the solution to your business challenges.

Caryn Franca is the director of coaching programs at Winning Ways. She has 12 years of experience in coaching people to develop their talents and capabilities both in their work and personal lives. She works with small business owners and individuals who want to develop personally and professionally.

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### **Nick Franca needs your help.**

Dear Friends,

As many of you know, Caryn's son Nick was diagnosed this summer with neuroblastoma, a nerve cell cancer. They have moved up to New York City so that Nick can receive treatment at Memorial Sloan-Kettering Cancer Center.

Nick is 15 years old, and is facing this battle with incredible courage and determination. We are all standing behind him in the firm belief that he will respond to the treatment and be completely healed.

Nick's treatment requires frequent blood and platelet transfusions. If you or others you know are able to come to New York to donate blood and/or platelets for him, the family would deeply appreciate it. The process for donating whole blood takes about an hour, and the process for donating platelets takes about two and a half hours. All blood types are acceptable.

Donations designated for Nick must be made at Memorial Hospital and appointments are required. Please visit [www.mskcc.org/blooddonations](http://www.mskcc.org/blooddonations) for complete information about donor eligibility and the donation process.

To get answers to questions and schedule a convenient appointment that also ensures Nick will have the blood and platelets when he needs them, call

Marion Novack, 212-639-8177.

If you're unable to come to New York, the Franca family asks that you consider donating blood locally for the general good. Thousands of children and adults like Nick are depending on a continuous blood supply.

We appreciate your prayers, positive thoughts, and support for the Franca family as they fight this tough battle.

Blessings,

The Winning Ways team