



Winning Your Gold Medal



As we watch the amazing feats of athleticism performed by thousands of dedicated Olympic athletes from all over the world, I wonder how many people devote Olympian time, energy, discipline, and focus to their passions, their dreams, or their businesses.

What can business leaders learn from Olympic athletes?

1. Get great advice. Listen to smart people. Throughout the London Olympics, reporters asked countless athletes about how they managed the pressure, the intensity of the competition, and how they managed to be the best in the world. Upon winning her first gold medal, Missy Franklin replied, "My coach told me ..." and "I tried to focus on what my coach said which was ..." Listening to the right people is a huge part of being successful. Listen to those who help you move forward, who help you focus, and to those people who want you to succeed.
2. Stay focused on the goal. Focus every day on the important aspects of your business. What is going to make you and your business successful? Accomplish those activities that make your business more profitable, and make you a better leader and manager.
3. Be motivated and dedicated. Getting up at three in the morning is hard. Getting up at three in the morning every day for 11 years to go swim three miles, or to practice for four hours on a four-inch wide balance beam before school starts requires amazing motivation and dedication. Like world-class athletes, achieving excellence means consistent sacrifice and dedication. It means total commitment every day. It is why these people are Olympic athletes.
4. Go for the gold. What is your equivalent of a gold medal in your world? What is ultimate success for you? Knowing what you want to achieve is a huge step toward

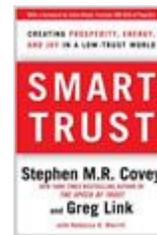
Mary's Updates

Exciting Fall Right Ahead!

As the summer activities are winding down, I'm preparing for a busy fall with a variety of events. I shared in my last newsletter that the Savvy Business Conference is coming up in Colorado Springs, CO on August 23rd. If you haven't signed up, please go to <http://savvy.cswen.org/register/> to enjoy an amazing lineup of speakers, and let's work on growing your business!

I updated my speaking calendar [here](#) (under "Mary's Event Calendar"). Please also connect with me on [Facebook](#) at for helpful business and other interesting information.

Mary's Book of the Month



[Smart Trust: Creating Prosperity, Energy, and Joy in a Low-Trust World](#)

by Stephen M.R. Covey and Greg Link with Rebecca R. Merrill

Smart trust discusses the need for widespread trust throughout an organization. We instinctively want to trust our bosses and our co-workers, and when they disappoint us, it breaks that trust and impedes our motivation and productivity. In Smart Trust, the authors reinforce techniques managers can use to instill and build trust through organizations. The authors maintain that trust is becoming the most critical component in life and leadership. A high-trust environment is good business; people are able to communicate faster, collaborate better, innovate more, and do business faster and more efficiently. This is a good read for managers new to an organization who are trying to establish their credibility and construct teams.

Twitter and Social Media

Did you know you can use your LinkedIn profile to build a resume? You already have all of your information on LinkedIn, so use it! Don't start from scratch when this app can build your resume in just a few minutes. You choose the resume template, customize the

fulfillment. Happy and successful business leaders are clear about the "gold medal" that is been written into their business plan. They know exactly where they want to go, what they intend to achieve, and when they intend to achieve it. The gold medal gives us something to strive for in our daily lives.

5. Play to win! Yes, every athlete graciously tells the world's media "It is an honor just to be here representing my country" and no doubt that is true. But they are crushed when their performance falls short. The tears of frustration and sadness are genuine as these competitors are pursuing their life's dream, and win or lose, they are hoping to do their best. The thrill of a medal win is monumental, while the failure is devastating. For many of these young athletes, they have to cope with the disappointment of their lives in one event and then regroup, refocus, and go on to compete in another event very quickly. The ability to bounce back after defeat and continue to play to win is exemplified in every event at the Olympics. They are playing to win, and they are consistently giving every event everything they have to perform at their very best.

So maybe today, in honor of our 2012 Olympic representatives in London, let's do our best, give it our all, and go for the gold.

Please make comments on [my website!](#)

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<http://resume.linkedinlabs.com/>

Pet Tip:

How to spot a hot dog? Pets can become overheated during summer months. Symptoms of an overheated dog or cat include difficulty breathing, excessive panting, drooling, increased heart rate, weakness, and even collapse. Did you know that certain breeds of dogs and cats are more prone to becoming overheated? Brachycephalic animals (those characterized by flat faces) such as Pugs, French Bulldogs, and Persian cats cannot pant and cool down as effectively as our longer-muzzled pets. So please, NEVER leave pets in a warm car – if the heat in the car can melt a chocolate bar, it can kill your pet. Provide plenty of cool water, cool air and shade, and keep longer-haired dogs brushed out and trimmed for a happy summer.



Thank You for Reading this Newsletter



Know anyone planning a conference who needs a motivational leadership speaker, or a business that needs a push forward? Please [contact me](#). I greatly appreciate your referrals!

Mary C. Kelly

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