

# CAREER HEALTH

## How to Organize Your Life & Manage Your Time

By Sasha Jenkins

Many people crave better organization in their homes and in their lives in general. To attain a more organized life it is essential to learn how to organize or manage your time. Sometimes people separate the way they organize items from the way they use the time they have during the day, but there is a strong connection between the two. Better use of time leads to better organization and vice versa.

Be Clear And Focus:

Learning how to clarify your thoughts, responsibilities and worries can help you focus on the task at hand and set aside other thoughts so they can't distract you. Allowing too many thoughts to clutter your mind at one time can make it easy to forget things or not to give your full attention to the task at hand. This often means you won't complete the task as quickly or as well.

The most productive and efficient people organize their thoughts so they can focus on one task at a time, giving it their full attention. One of the best ways to begin organizing your thoughts is by creating to-do lists. Update the list as often as necessary for it to be the most helpful to you. For worries or other thoughts that don't belong on a to-do list, try journaling. Sometimes journaling is a great way to solve problems because it provides a new way of looking at something while expressing it in words.

Using these suggestions will likely lead to greater organization in other ways. Becoming more deliberate about what you are thinking will make you more deliberate about what you are doing. This often

leads to creating homes for stray items and putting them away right away instead of waiting until later.

Adapting a System:

It may take a little time, but developing a system that works for you is important. But more importantly is sticking to that system. This system can include both where you place items and how you perform certain tasks.

If you lose items often it is likely because you don't have a set place for those things, or you simply don't return those items to that set place when you are finished with them. Keys are a great example of this; you should have a set place for your keys at home and a place for them while you are at work or running errands. If they are always put in a set place when not in use you shouldn't need to waste time looking for them. The same thing goes for a number of other items, including paperwork.

The same thing can apply for the way you approach certain regular tasks. Email is a good example; instead of constantly checking your email, which takes you away from other tasks, check it once an hour and respond to anything urgent but let other messages sit and have a set time each day to handle them.

Try practicing these two methods of time management and organization. Tweak your systems until you find something that works for you and something you can realistically stick to. You may be surprised how externalizing and adapting systems can make a significant difference.

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## Nutrition & Fitness for Business Travelers

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est fast food you could get your hands on. Be sure to get in your eight daily glasses of water each day to remain hydrated and energized during the course of your stay.

Take time each day of your business trip to take advantage of your hotel's fitness center - or if it does not have one, map the one nearest to your hotel for you to utilize during your stay. If that seems like too much trouble, at least wake up early enough each day to take a brisk walk before starting your work day, and take the stairs instead of the elevators whenever you've got the time and the option. Take the extra measure to get your daily physical activity in during your travels, and you'll have no fitness regrets and extra pounds to stress over by the time you return home. Taking caring of yourself physically can do wonders for your mental health. This same discipline can be used to positively affect your career success and help you to gain corporate recognition.

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Tom Boleantu, CEO  
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**“Happiness is when what you think, what you say, and what you do are in harmony.”**

**-Gandhi**

# VALUES - BASED QUALITY OF LIFE™ Newsletter

Because Making Smart Choices About Your Money Impacts The Quality of Your Life

*Over the years, we have found that there are elements of your life that are more important than money.*

*These elements - Physical Health, Relationship Health, Inner Health and Career Health - cannot be delegated.*

*We hope that you find these articles to be of value in improving the quality of your life.*

## PHYSICAL HEALTH

### Nutrition & Fitness for Business Travelers

By Andy McCarthy

Do not consider business travel across state lines, or even across seas, as an excuse to cheat your diet or exercise routine. Calories and inactivity have just as much impact while you're away as while you're right at home, so plan ways of staying healthy whenever business sends you elsewhere. Especially if you find yourself traveling often, you must commit to taking the extra measures necessary to sticking to your regular diet and exercise routine.

Meals offered by airlines tend to be high in fat, cholesterol, and calories. Whenever possible, bring your own food aboard by carefully scrutinizing the best, healthiest, and most responsible options available to you in your terminal. Since your meals are being expensed to your company anyway, you have no real excuse for opting for cheaper, greasier junk food over the healthier options that are commonly more expensive. Making and committing to dietary decisions and planning in advance will shield you against the lethargy and laziness that leads many business travelers to grab the fastest and most convenient - yet unhealthiest - meals available.

When it comes to corporate dinner obligations at restaurants, make wise choices among the lighter meals, like fresh seafood - or, even better, if you have any say regarding your meeting location, opt for a meeting over coffee and drinks instead, to eliminate the temptation to squeeze in an extra meal, or just one high calorie treat from a restaurant menu. You may be tempted to make the most of your reimbursement potential by eating out every single time the opportunity presents itself, but remember that there's also your health to be concerned about. When it comes to those conventions and receptions with elaborate buffets, shop around the buffet and really consider all of your options before just grabbing and filling a plate. Choose the healthiest ones, and eat guilt-free.

If your health and fitness are not motivation enough to stay on track, realize that business travel often means you'll be running ragged from meeting to meeting and event to event, facing obligation after obligation - and poorly chosen foods only drain you of the energy you need to be alert, energetic, upbeat, and engaging through it all. Eating healthy throughout the day will help you maintain your energy level and combat stress much more effectively than calories upon calories of the near-

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# RELATIONSHIP HEALTH

## Create a Priceless Reputation with Strategic Public Relations

By Jane Stout

As Warren Buffet quipped, “it can take 20 years to build a reputation and only five minutes to ruin it.”

Of course, everyone wants a good reputation. But how do you get one – and more importantly, keep it? Companies often enlist the help of a public relations firm for a crisis plan or issue management. Others know they need to be ready for a “problem,” but don’t believe it’s “that much of a concern right now.” When companies talk about building their brands, they usually mean “good news marketing,” launching products/programs and supporting services.

But equally important is galvanizing your brand against disaster before a crisis hits home. It’s easy to get complacent. No one wakes up saying, “today will be the day that the stuff hits the fan.” When that day arrives, however, the strength of a company’s reputation is its best protection.

The closest thing to reputation protection that appears on a balance sheet is termed goodwill. Having a reservoir of goodwill can make all the difference and sustain a company through bad times.

Investopedia defines Goodwill as an intangible asset on the balance sheet that typically reflects the value of a strong brand name, good customer relations, good employee relations and any patents or proprietary technology.

While the term intangible asset sounds nebulous, public relations is used every day to tell concrete stories that provide credibility and entitle a positive reputation. Step by step, reputation is built on

goodwill that emanates from reliable products, excellent service and sound business practices across the board – not from fluff.

Public relations strategies and tactics should be major elements in any plan to build positive relationships with the stakeholders who determine your organization’s success. While there are multiple key audiences including stockholders, boards of directors, regulators, legislators and other influencers, it’s worth mentioning several ideas for fostering quality reputations among three all-important groups.

**“You don’t get paid for the hour. You get paid for the value you bring to the hour.”**

**-Jim Rohn**

(1) Employees: Employees can be your biggest fans or your loudest detractors. If they don’t believe the talk, they won’t do the walk. Too often, internal communications are tagged on as an afterthought. Put employees front and center, involve them in your communications plans and company initiatives and make them your best ambassadors.

(2) Media: It’s amazing how many company leaders have never met the reporters in person who write about their companies. Knowing the media is the best way to build credibility in the good times and get a fair shake when things go wrong. It’s easy to do. Have a proactive media outreach program. Tell your good news stories; be an industry thought leader. Don’t have your first interaction with a reporter be in the

middle of a crisis.

(3) Clients: Organizations need to fall in love with their clients; it’s that simple. Talk to them; listen to them; give them little presents; keep your promises; be good to them. And they will love you back. That translates into everything from easy-to-understand product information and engaging social media programs to cordial customer service and valuable website tools.

Coke survived a potentially large scale ban on Coca-Cola drinks in Europe in 1999 because it had longstanding trust with loyal consumers and stockholders alike and was able to trade on its goodwill.

Toyota worked diligently to regain its reputation following the “gas pedal” crisis; Chances for recovery are strong, based on its long-term excellent reputation. Arguably, BP has a steeper road to climb without the same stockpile of goodwill upon which to draw.

Top leadership needs to pay attention – and provide resources – to inculcate the values, culture and programs for an organization to build and nurture its reputation. Indeed, it may be a CEO’s most important contribution.

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# INNER HEALTH

## Achieve Your Dreams: 6 Steps to Accomplish Your Goals & Resolutions

By Susan Heathfield

Don’t let your goals and resolutions fall by the wayside. Chances are that to achieve your dreams and live a life you love, those goals and resolutions are crucial. Goal setting and goal achievement are easier if you follow these six steps for effective and successful goal setting and resolution accomplishment.

· You need to deeply desire the goal or resolution. Napoleon Hill, in his landmark book, *Think and Grow Rich*, had it right. “The starting point of all achievement is desire. Keep this constantly in mind. Weak desires bring weak results, just as a small amount of fire makes a small amount of heat.” So, your first step in goal setting and achieving your dreams is that you’ve got to really, really want to achieve the goal.

· Visualize yourself achieving the goal. Lee Iacocca said, “The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind.” What will your achievement feel like? How will your life unfold differently as a result? If the goal is a thing, some gurus of goal setting recommend that you keep a picture of the item where you see and are reminded of it every day. If you can’t picture yourself achieving the goal, chances are – you won’t.

· Make a plan for the path you need to follow to accomplish the goal. Create action steps to follow. Identify a critical path. The critical path defines the key accomplishments along the way, the most important steps that must happen for the goal to become a reality. Stephen Covey said, “All things are created

twice. There’s a mental or first creation, and a physical or second creation of all things. You have to make sure that the blueprint, the first creation, is really what you want, that you’ve thought everything through. Then you put it into bricks and mortar. Each day you go to the construction shed and pull out the blueprint to get marching orders for the day. You begin with the end in mind.” He’s right.

· Commit to achieving the goal by writing down the goal. Lee Iacocca said, “The discipline of writing something down is the first step toward making it happen.” I agree completely. Write down the

**“The man who acquires the ability to take full possession of his own mind may take possession of anything else to which he is justly entitled.”**

**-Andrew Carnegie**

plan, the action steps and the critical path. Somehow, writing down the goal, the plan and a timeline sets events in motion that may not have happened otherwise. In my own life, it is as if I am making a deeper commitment to goal accomplishment. I can’t fool myself later. The written objective really was the goal.

· Establish times for checking your progress in your calendar system, whatever it is: a day planner, a PDA, a PDA phone or a hand written list. If you’re not making progress or feel stymied, don’t let your optimism keep you from accomplishing your goals. No matter how posi-

tively you are thinking, you need to assess your lack of progress. Adopt a pessimist’s viewpoint; something will and probably is, going to go wrong. Take a look at all of the factors that are keeping you from accomplishing your goal and develop a plan to overcome them. Add these plan steps to your calendar system as part of your goal achievement plan.

· Review your overall progress regularly. Make sure you are making progress. If you are not making progress, hire a coach, tap into the support of loved ones, analyze why the goal is not being met. Don’t allow the goal to just fade away. Figure out what you need to do to accomplish it. Check the prior five steps starting with an assessment of how deeply you actually want to achieve the goal.

This six step goal setting and achieving system seems simple, but it is the most powerful system you will ever find for achieving your goals and living your resolutions. You just need to do it. Best wishes and good luck.

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