



Murfield International

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DRIVING BUSINESS FROM ORDINARY TO ULTIMATE

Inside This Issue

1. *The Small Business Owner as a Leader*
1. *Leadership Quotes*
2. *Leadership is an Attitude*
2. *Who do Small Business Owners Influence?*
3. *Are Leaders Born or Made?*
3. *How Do I Increase My Influence*
4. *Book Recommendation*
4. *Where's Dr. Murfield?*

Motivation gets you going but habit gets you there.
Zig Ziglar

*Change the changeable, accept the unchangeable,
and remove yourself from the unacceptable.*
Denis Waitley

“Whether you are managing a software company, a hospital, a band or a Boy Scout organization, the differences apply to only about 10 percent of your work. This 10 percent is determined by the organizations specific mission, its specific culture, its specific history, and its specific vocabulary. The rest is pretty much interchangeable”.

Peter Drucker

The Small Business Owner as a Leader

While networking and promoting my upcoming leadership class, I have encountered a number of individuals who say, “**This class sounds good but I’m not a leader. I am in business by myself.**” I am sure that many of you have heard it, said it, or thought it. Rest assured, every small business owner is a leader because each small business owner influences customers, other businesses, friends and family.

In other words,

Leadership is Influence.

Webster’s Dictionary defines influence as “the act or power of producing an effect without apparent exertion of force or direct exercise of command.” Stated differently, influence is getting people to do what they believe is the right thing to do.

Small business owners are leaders because they influence others. The question is not a matter of IF but rather when and how we influence others. The only choice we have is what type of a leader we going to be.

Take a minute and identify how you influence others during the course of a typical business day?

Leadership is an Attitude – not a Position or Title.

Stephen Covey writes in his latest book “The 8th Habit” that

“Leadership is communicating to people their worth and potential so clearly that they come to see it in themselves.”

Covey states that we unleash our ultimate power and begin having the most success when we empower those around us. Our power does not come from our position but rather how we help those around us to find their purpose and achieve their ultimate goals and dreams. I like that idea.

As we work with our customers each day, let’s make a point to see how we can help them better. We all know that it is not simply about making a sale that brings the most influence. Instead, it is about helping others get what they ultimately want. That is the mark of an excellent leader. It isn’t a position – it is an attitude.

Who Do Small Business Owners Influence?

So how do we as small business owners or managers get people to do what they believe is the right thing to do? Who do we influence?

First, we influence our **customers** when we offer excellent products or services. We do our best to be the best. We do our best to stand for good, solid principles. Being the best we can influences others to

do their best and to uphold good business principles. Standing on our principles helps others to stand on their principles.

We need to influence others to see the value of our products and services. (We call that influence “sales.”) Without that influence, without sales, we are out of business. Yet, we want our customers to believe that using our company’s products and services are beneficial to them. Once they believe that using those products and services are in their best interest, they are loyal customers who readily refer us to others.

Influence, then, means that our loyal customers know, like and trust us to best meet their needs.

Second, we influence **other businesses**. By offering excellent services and products, we help others do their best.

Third, we influence our **business community** when we help raise the standards by offering the best. In the end, our business community becomes known for the quality of service and products we offer.

Fourth, we influence our **family and friends** when we stand for the principles we believe in. Our integrity is shared, valued and passed on. Others want to become like us in what we do, say and believe. We become people of influence, i.e. leaders.

Fifth, if we do have **employees**, we influence them in the same way we influence our family. We model what we believe and the principles upon which we have built our business and our life.

Source: Dr. Loren Murfield, Murfield International

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Are Leaders Born or Made?

(Is Influence Inherited or Learned?)

The discussion of leadership usually brings up the question of whether individuals are born with innate qualities that make them a good leader or whether they learn it along the way. Nature or Nurture? Genes or Conditioning?

This question dominated early leadership research as they studied different personal traits of accomplished individuals. It was widely assumed in the 1940s that leader were tall, confident, good looking and, yes, male. As scholars and researchers pondered the traits further, they discovered that individuals were emerging as leaders who did not fit the list of traits previously identified. Today, leadership research rarely asks the question that many individuals still assume. The research is clear – leadership is NOT an inherited trait. No, we were not born with or without this precious and imaginary gene.

How do I Increase My Influence?

How do I Become a Better Leader?

In a nutshell, leaders learn the process of becoming a leader. They learn to find their “voice” as Covey says in The 8th Habit and then learn to help others find theirs.

Those of you who have heard me speak recently or those of you who have been reading my monthly newsletters know that I am now offering leadership classes. These classes are designed to help individuals develop their own voice and then to help others develop theirs. We help you develop your leadership potential by identifying and clarifying your dreams before assisting you in developing your goals and action plans. Each of these steps requires changing the way we think and behave. In the end, we accomplish specific goals with the most appropriate knowledge, honed skills and the best

attitude. The end result is making a difference in our own lives and the lives of others.

If you are serious about succeeding in your business and want to influence more customers, give me a call today.

If you are serious about finding your own voice, your own area of influence, call me today. I can help you.

If you want more out of life than what you have achieved so far, give me a call. I can help. I have the processes, expertise, experience and desire to help you achieve your ultimate dreams.

Your success is not a matter of luck.

Your success is a product of vision, strategy, passion, discipline and guidance.

Linda Martin and Dr. David Mutchler succinctly wrote in their book “Fail-Safe Leadership” that anyone is a leader who “sets goals and achieves results.” I would love to help you develop and enhance your leadership

Source: Dr. Loren Murfield, Murfield International

“Personnel
determine the potential of the organization.
Relationships
determine the morale of the organization.
Structure
determines the size of the organization
Vision
determines the direction of the organization.
Leadership
determines the success of the organization.”

John C. Maxwell, The 21 Irrefutable Laws of Leadership, p. 225

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Book Recommendation

“The 8th Habit”

by Stephen Covey

From time to time I will recommend books that I believe will help you achieve your ultimate success quickly or easier. Today, I am recommending Stephen Covey’s “The 8th Habit.” I have already made several mentions of the book in this email. I recommend it because it offers anyone in business a good foundational approach to helping people find their “voice” and to help others find theirs. Covey writes to help us take our lives from “effectiveness to greatness.” He does this by offering a new model of sequential development that takes into account the whole person. Many books focus on only one or two aspects and explain each. Covey explains how each of the four sections of our lives – mind, heart, body and spirit have corresponding needs to learn, love, live and leave a legacy. He correctly and effectively, I believe, show how we need to see life differently, i.e. through a different paradigm. In the end, Stephen Covey helps us become better leaders of ourselves and of others. I know that is my mission and I support what he says and how he says it. I recommend this book. It is now available in paperback for about \$15 and, I believe, also available on CD.

Have you read a business book that you believe will help others? If so, email me at Loren@MurfieldCoaching.com and make your recommendation.

Source: Dr. Loren Murfield, Murfield International

Where’s Dr. Murfield?

I am always welcoming opportunities to speak. I have spoken to for-profit and non-profit groups. I have three engagements in the next 6 weeks.

This week, I am speaking to a group of insurance salespeople in Tampa on striving for the ultimate.

Next month I am slated to speak at the Jumbo Breakfast for Professional Leads Network. For this setting, I will be addressing the engaging topic of how the small business owner can expand his or her influence as a leader.

Also next month, I am the featured speaker at HR Tampa where I will be helping them to see how they can break out of the ordinary stereotypes in their career and business.

I enjoy speaking to businesses, trade organizations, civic groups, religious settings and schools. Please contact me if you want someone to come in and raise the expectations and productivity of your group.

“Leadership is no longer about possessing certain personal characteristics, but rather about the ability to set goals and achieve desired results.”

Martin & Mutchler in Fail-Safe Leadership.

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