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*“What’s become clear to you since we last met?”*

Ralph Waldo Emerson’s greeting to old friends that he had not seen in a while.

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## *One-Question IQ Test*

I have come across a simple, one-question IQ Test to help you decide how you should spend the rest of your day .....

There is a mute who wants to buy a toothbrush.

By imitating the action of brushing one’s teeth, he successfully expresses himself to the shopkeeper and the purchase is done.

Now there is a blind man who wishes to buy a pair of sunglasses, how should he express himself?

Scroll down to the last page to find how well you scored.

## *Are You a Leader?*

The bestseller “Good to Great” author, Jim Collins and his team studied 1455 companies to find the best 11 companies. In each of those corporations, they found very effective leaders who *achieved their goals and realized their vision*. Collins found that in each CEO of the 11 Great companies possessed both a *professional will* to succeed and *personal humility*.

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.”

*“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.

Are you achieving the results you desire?” Do you want to be an effective leader? I suspect that very few of us desire to be just one of the followers who accept mediocre results and continual frustration.

Leadership is a skill that can be learned.

Leadership can be developed.

Without Leadership, we will never realize our ultimate dreams.

*Source: Dr. Loren Murfield, Murfield International*

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## *Leaders are Perpetual Learners*

In 1985, Bennis & Nanus surveyed 90 leaders to find the personal qualities leaders need to run their organizations effectively. The results were surprising. They *never mentioned* charisma or dressing for success or even time management. Instead they mentioned persistence and self-knowledge. They mentioned risk taking and accepting losses. They also mentioned commitment, consistency and challenge. But above all, they believed that *leaders are perpetual learners*.

Bennis & Nanus write that

*“Learning is the essential fuel for the leader, the source of high-octane energy that keeps up the momentum by continually sparking new understanding, new ideas, and new challenges. It is absolutely indispensable under today’s conditions of rapid change and complexity. Very simply, those who do not learn do not long survive as leaders.”*  
(Leader, 1985, p. 188)

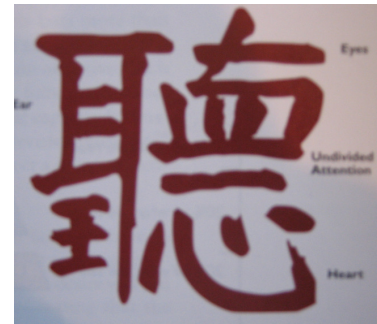
This quote is 20 years old and even more appropriate today than when it was penned prior to Internet dominance. *Source: Dr. Loren Murfield, Murfield International*

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## *Listening for Leads is a Sign of a Leader*

As small business owners and operators we can distinguish ourselves as leaders when we learn what other people need and then help them get it. The wise leader is involved in leads groups or networking organizations.

We can help others get what they want by first carefully listening to them. The Chinese character for the verb “to listen” has four critical elements that will help us listen better for leads that can help others.



**Heart** We must develop a desire to listen and help others. The universe operates on the principle that we get back what we give. That is what the Golden Rule is all about. Give unto others what we would have them give unto us. Reap what you sow. Etc, etc. etc. Those that are generous and willing to help others will have a number of people working to help them get what they want. It is the law of reciprocity. We want to help those who help us. Begin listening by developing a real desire to help others. After all, if we are not willing to help others, others will not be willing to help us.

**Undivided Attention** We begin listening when we give the other person our complete and undivided attention. That means we stop thinking about anything other than the other person and what they need. We stop thinking about our own. Business. We stop thinking about what we are going to say when we get our turn. We stop thinking about anything else. The only focus we have is on the person in front of us.

**Ears** We listen to the words the person chooses for both content and relationship. We listen to hear **WHAT** they are saying and **HOW** they are saying it. We are listening for the words used and the emotions behind the words. We are listening for content and listening for their intentions. After all, we do business with those we know, like and trust. Within this process we ask questions to clarify what they want, in what form, at what time and from what source. We are listening (and asking about) their ideal clients, what distinguishes them from their competitors, possible power partners and possible

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objections to a sale. We are also listening for their goals, dreams and aspirations.

Listening with the ears helps us to listen for unmet needs or what we call "Pain." We are leaders when we can help identify those areas of pain that keep us from living the life we desire.

**Eyes** Using our eyes to listen is a matter of OBSERVATION. We watch for the physical and outward signs of unmet needs (PAIN) as we are in conversation with the other person. We observe the person, their posture, attire and behavior. We also observe their business materials (cards, brochures, signs, etc), place of business and employees. These are hints of pain in that person's life. If we observe that a person is stiff and not moving freely, we may recommend a good massage therapist. If a person is passing out printed materials that do not have much pizzazz, we might recommend a graphic artist or printer. If we notice poor time management or lack of goal achievement, we may recommend a business coach. We begin observing by simply opening our eyes to possibilities instead of judgment or neglect.

Remember, a leader is one who gets things done and who helps others get their things they done.

*Source: Dr. Loren Murfield, Murfield International*

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“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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## *Building Your Team with Power Partners*

Power Partners are those individuals that help grow and maintain our business at the level of excellence we desire. Although not formally employed by the company, they are intimate friends and savvy business people who share our values. Power Partners are the select few individuals with whom we identify closely and work freely to promote each other's business. Who are your Power Partners?

Power Partners are also those individuals who know how to achieve the results they desire for their own business and for your business.

Exercise: As you are reading this, make a list of your Power Partners. Before the week is over, contact each of them and say "Thanks" for their encouragement and support. Within this conversation, also ask how you can best help them today. You will enjoy the conversation and benefit from the "lift" they provide.

*Source: Dr. Loren Murfield, Murfield International*

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## Upcoming Events

### “Developing the Ultimate Leader” Class

**Leaders change their world.** They improve situations by setting and achieving ultimate goals that increase sales, customer loyalty, employee satisfaction and profits.

#### Leaders

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- Identify, Set and Achieve Team and Individual Goals
- Motivate Others Effectively
- Make Wise Decisions
- Managing Time Efficiently and Effectively
- Develop Healthy and Successful Attitudes and Habits
- Identify and Overcome Obstacles
- Create Effective Action Plans and Timetables
- Communicate with Power
- Solve Problems Collaboratively
- Change Leadership Styles to Best Remedy the Situation
- Identify and Utilize Teams Strengths
- **Enhance Performance, Accelerate Production and Increase Profit.**

Do you want to become the leader who unleashes your business fortune?

Do you want to take charge of your career and achieve your ultimate performance, production and profits?

There is no reason to wait any longer. You deserve the success you desire.

Murfield Coaching International’s Ultimate Leadership Development Course will help you make the potential profits and lifestyle a reality.

Classes are forming in Pinellas, Pasco and Hillsborough Counties.

Call 813-383-2526 today for more information.

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### *One-Question IQ Test*

To purchase the sunglasses, simply open your mouth and say, “I would like to buy a pair of sunglasses.” 😊

Don’t feel too dumb. I didn’t get it and none of my friends got the answer right.

Like the most enjoyable moments in life, humor is funny when we didn’t see the answer coming. Enjoy the laugh. Enjoy the day.

Have the Ultimate Day – because an ordinary one simply will not satisfy.

Loren

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