



POWER CHOICES©
September 2007



Power Choice #9– Expectations

Do you believe it is important to have clear **expectations** to achieve your dreams?

Do you see the value of expanding **expectations** for your self personally and professionally?

Do you believe that to sharing those **expectations** can help you live an extraordinary life?

If YOU do (and even if you do not)...
Please read on!

- Learn techniques to that can help **YOU** build stronger skills and capabilities as you **declare your expectations** for your desired results
- Learn to identify your **expectations** for excelling and take your life and your work to the next level!
- Learn the habits and behaviors that enhance your ability to achieve and exceed your **expectations!**

We are interested in helping **YOU** build **YOUR** ability to identify your **expectations** more consistently to improve **YOUR** life. If **YOU** desire to have extraordinary **expectations** that will help you to live a life filled with purpose, balanced health, social responsiveness, enhanced ethical behaviors, mental expansion, nurturing family relationships, amazing career performance and financial success, than contact Laura or Leanne to begin **YOUR** first steps in learning on how to **exceed your expectation** and put **YOUR** skills and talents to use help you achieve **YOUR** greatest dreams.

We invite you to our websites (see below) to subscribe to **Power Choices©** and we hope that you choose to discover how choosing raise **YOUR expectations** can change **YOUR** life.

A Classic!
The Master Key Principle
by
Charles Haanel



"The real winners in life are the people who look at every situation with an expectation that they can make it work or make it better."

Barbara Pletcher

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Have Great Expectations

Laura Novakowski

***"Whatever we expect with confidence
becomes our own self-fulfilling
prophecy."
Brian TRACY***

Do we have clear **expectations** for what we want from life? **Expectations** can be defined as the anticipation of something happening: a confident belief or strong hope.

When we define our **expectations** we actually help to define ourselves and our success in life. We **expect** to earn a salary increase, get a promotion, win an award, or we believe can earn more money, we aren't deserving of being in charge or... and the list goes on. Either way, as an old saying goes, "if you think you can or you think you can't, you're probably right."

The difficulties arise for most people because we have unclear appreciation and understanding of what we are trying to accomplish. The more we gain insight and appreciation for our capabilities, talents, wants and desires, the more we can live a rich, fulfilling life.

Recently when traveling, I overheard a conversation, where one man said to another, "It sounds to me like you are struggling. Can you identify exactly what you **expect** from your life and commit for the next 7 days to working on just **that?**" He went on to discuss with his colleague, "Focus on what you want to achieve, keep it simple and then work as if you are **already** achieving the results. The results can be another client, more money, a better product or service, a better relationship, but for 7 days, be definite in your **expectations** and let me know at the end of 7 days your results." I don't know the outcome for that man, but I do know that he and I received marvelous advice and decided to take action using this recommended approach.

Breaking the 7 day concept is really appealing to me. I have found that I can build a pretty strong habit in 7 days, especially if I create a process that I can replicate later. Sitting down with a blank page in my journal on day one, I clearly outlined what I thought were great expectations for the next full week. Treating this as a brainstorming event, I tended to come up with a very long and overwhelming list. Next, I prioritized the list using a life/work balance approach, addressing family, social, financial/career, physical, mental and spiritual concepts that are important to me. Finally, I wrote out my expectations for the next 7 days in the following manner:

*I **expect** to have a loving/supportive experience daily with my family for 7 days.*

*I **expect** to meet two new potential clients this week.*

*I **expect** to work daily delivering and refining tools that enhance my service to and with my clients.*

*I **expect** to read a new book and discuss with a colleague and friend this week.*

*I **expect** to meditate daily for 20 minutes this week.*

*I **expect** to engage in physical activities daily for 7 days (walking, kick boxing, etc).*

This was a transformational experience for me and the results were astounding. Family and business couldn't be better. I feel great, excited, motivated, challenged and much more prepared for the curve balls life sometimes sends. I wake up each day **expecting** to see a "rainbow" and each day one shows up!

I encourage you to have great expectations and please let me know what shows up for you!

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Expectations – An Attitude by Any Other Name

Leanne Hoagland-Smith, M.S.

***"We must learn to reawaken and keep
ourselves awake, not by mechanical aid,
but by an infinite expectation
of the dawn."***

Henry David Thoreau

Years ago I read something that Zig Ziglar wrote: *Attitudes are habits of thought*. Pretty simple definition, but incredibly powerful. How many of our thoughts are really attitudes including **expectations**?

So what are **expectations**? And, more importantly why are they so important in our business, professional and personal lives?

Simply speaking, what I have discovered is that **expectations** are attitudes with an anticipated result. For example, if I make 100 phone calls, I **expect** to receive 50 appointments. From those 50 appointments, I **expect** to have 30 second meetings. Those second meetings should provide me with 20 commitments or sales. Now I **expect** my sales to close ratio to be 20% or 10 to 2.

Conversely because I might have meet the wrong people (A.K.A. not the decision makers), I may have included them in my calls and then all of a sudden, my sales to close ratio is no longer at 20% but possibly at 10%. Now my **expectations** may change and so will my results.

Expectations are powerful attitudes because of their immediate connection to some desired result or want. In sales, many people really dislike to cold call, to talk to strangers, to go to where they have not been invited. They have a negative attitude about cold calling. This attitude can be changed, but when the **expectation** is that cold calling does not work, this is far more difficult to change.

I have seen the affect of **expectations** specific to marketing and direct mail. Businesses will spend hundreds to thousands of dollars on print, radio, television, billboards and even on-line advertising for impressions. Due to the numbers of people who are tuned in to a radio station, watching a TV program, driving by a billboard or visiting a website, the advertisers can claim we have thousands to millions of people hearing or seeing your message. They have set the **expectations** that your invested dollars will generate incredible results. After all, your message is being heard or seen by the masses. Yet, how can you know with certainty that those thousands to millions of people are truly qualified prospects who have these 4 criteria: need, budget, decision maker and urgency? You don't.

These same businesses will balk at investing far less in direct mail because it does not work. I have heard business owners say that they mailed out 100 postcards or 500 postcards and received no responses. "*We do not **expect** direct mail to work for us.*" However, if they had sent out 1,000 mailers at least 6 times over the course of several months, their **expectations** would probably change based on current direct mail marketing research. For example, did you know that to **expect** others to know your business name requires 13 touches? Did you know to **expect** your name to be the first one that comes to their top of mind demands 33 touches over the course of a year?

Expectations are indeed powerful attitudes that can either make or break a business as well as an individual. These thoughts become ingrained in your overall belief systems or foundational thought

Leanne Hoagland-Smith, M.S.

ADVANCED SYSTEMS

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***Developing Human Capital for Sustainable
Transformational Change***

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***Airing Out Our
Expectations***
Stephen Sisselman

*"May you live all the days of your life."
-Jonathan Swift*

At birth, we begin life and are met with our first challenge, air. If the birth is normal we start to breathe and our first cries explode through the room bringing joy. Suddenly, we are faced with a new world, a new experience and must figure out how to function. The surprise of birth, the shock of exiting the womb, is something that stays with us for life. It seems as if we struggle day in and day out to avoid experiences that mirror our birth. One of the coping mechanisms we utilize on ourselves and at the same time project on others is the process of **expectations**.

It is a process of avoiding fear, surprise, and the unknown in the hope of always remaining in the theoretical womb. If we can **expect** what is coming, we can attempt to prepare ourselves for whatever "air" is coming at us so that the first breath is not a painful shock. Although preparing for certain situations can allow us to avoid certain negative occurrences, it also can act as a hindrance in our growth.

Growth truly comes from learning or becoming awakened to something new, something never understood before. If we spend life focusing on what to **expect**, we lose precious time that can be spent with our hearts and minds open to growth experiences.

Everyday, there is a chance to learn new things, even if it's just the meeting of a new person that may have something to offer or the listening to a known person and hearing a new concept for the first time. If we set **expectations**, we clothe each other as we feel appropriate, and lose a certain level of expression that is needed for growth and development.

Realistically speaking though, it is probably impossible to move through life without having certain **expectations** but the key is to be able to limit our **expectations** so that they do not hamper our ability to grow, develop, and learn new things. **Expect** yourself to monitor what you **expect** of yourself and of others, and never allow your own **expectations** or the **expectations** of others to stop you in the pursuit of a fulfilling, prosperous, and rewarding life.



Make everyday a day to remember!
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On a scale of 1 to 10, with 10 being **extraordinary**, score your personal and profession level to achieve my **expectations**:

How do my **expectations** help me to achieve my life's personal/professional purpose? ___

How do my **expectations** help me to achieve my physical health and wellbeing? ___

How do my **expectations** help me to achieve my mental growth and development goals? ___

How do my **expectations** help me to in my relationships with family and friends? ___

How do my **expectations** help me to serve my community? ___

How do my **expectations** help me to achieve my full financial potential? ___

How do my **expectations** help me to achieve my full career, profession or business potential? ___

How do my **expectations** help me to carry out my beliefs, ethics and values? ___

How do my **expectations** help my ability to change and grow personally/professionally? ___

Identifying **YOUR expectations** can help you to achieve extraordinary goals and live an amazing life. The next step is to start a **Power Choice**© goal achievement system in an area that will help you to achieve **YOUR M.A.G.I.C.A.L.**™ goals.

*If **you** want to discover some exciting tools and techniques to help you to expand **YOUR expectations** and to help you to double your performance potential please call:*

*"The expectations of life depend upon diligence; the mechanic that would perfect his work must first sharpen his tools."
Confucius*



**"High achievement always takes place in the framework of high expectation."
Charles Kettering**

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