

# PowerChoices ©

PURPOSE, POTENTIAL & PERFORMANCE

May 2010

## *Elicit*

The second quarter of 2010 is starting and we have more powerful choices and changes to make moving forward. May's topic is *Elicit* and the fifth topic to support 2010's theme of *Augmentation*.

### **Elicit**

(According to Free Dictionary by Fargus)

1. To bring or draw out (something latent); educe.
2. To arrive at (a truth, for example) by logic.
3. To call forth, draw out, or provoke (a reaction, for example).

Once you have identified what you would like to augment in your life, take the fifth step. *Elicit* results, goals and actions to support your life purpose, as well as any personal and professional objectives that you have identified for 2010.

If interested, please read further.

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### **Calls to Action:**

*I will take one more step to elicit attitudes and behaviors that will take me closer towards my personal and professional success.*

Look for June's **Power Choice**© - Negate

### **Power Choices**© Comments

From a reader in Virginia, USA:  
*Thank you for this newsletter; the topic was exceptional.*

Please feel free to share your thoughts and comments with  
[info@positivepowerinc.com](mailto:info@positivepowerinc.com)

*"Adversity has the effect of eliciting talents, which in prosperous circumstances would have lain dormant."*

Horace,  
Ancient Roman Poet

*"The test of leadership is not to put greatness into humanity, but to elicit it, for the greatness is already there."*

James Buchanan,  
15 President of the U.S.

*"Times of great calamity and confusion have been productive for the greatest minds. The purest ore is produced from the hottest furnace. The brightest thunderbolt is elicited from the darkest storm."*

Charles Caleb Colton,  
English writer

*Consider How You Can Elicit Great Success*

## Elicit Champion Results and Soar Like Olympian

*Laura Novakowski*

Whether one does or does not like the Olympics can cause some to read or not to read this article. However, I would like you, the reader, to consider how much commitment, discipline and courage that it takes to develop and train to become an Olympic champion. For me, I have come to appreciate how each and every individual that performs in the Olympics is already a champion – whether or not they end up on the podium with a gold, silver or bronze medal.

Always inspired after watching the events, I realized how much these Olympic superstars' behaviors motivated me (some also showed how I might not want to respond when I don't receive a medal). After hours and hours, days and days, months and months, yes, years and years of training, these athletes are given the opportunity to show case their strengths and abilities. Now, I don't aspire to be Shaun White. I do aspire to elicit all **my** particular talents and skills so that I soar just like Shaun did in the 2010 Olympics.



This really stopped me short this year, as I continue to focus on this them of Augmentation. How do I elicit the best in me so that I, too, can soar and be that Olympic champion in my chosen field? I am now considering and am asking you to consider the following questions:

- *What do I want to be known for when I die?*
- *What dreams do I have that will help me to soar?*
- *What plans will I create help me achieve those dreams?*
- *How can I turn my intangible dreams into tangible goals?*
- *What do I need to do to help me achieve those goals?*
- *How will I create and maintain the momentum to achieve the goals to help elicit the results that I need to achieve my dream?*

The good news is these questions don't need to be answered immediately. In truth, we would be serving ourselves much better if we invested the time and energy to get to know ourselves first. Taking the time to understand our purpose, passion and interests before we start our training is essential as a process not an event.

How many times we have passively moved into jobs, projects, roles and relationships and failed to discern in advance if they were aligned with our personalities, interests and traits? I, for one, in the past often showed up as experiences and opportunities presented themselves and jumped right in.

Fortunately, I often landed on my feet. But one don't always soar, just because one land on your feet.

There's an old say, "Life happens while you making other plans." However I would like to counter that quote with one of my favorites from the poem by William Ernest Henley called **Invictus**, "I am the captain of my fate, I am the master of my soul."

My realization this year is that if I want to bring out the best in myself, I need to first fully know myself on the inside - all my capabilities and my vulnerabilities and then I can soar on the outside. I am firmly convinced that the results that I elicit are a direct result of the thoughts, beliefs and energy that I am willing to invest in my passions and purpose.

**What will it take for you to elicit  
champion results  
and soar like Olympian?**



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## How Well Do You Elicit the Sale?

*Leanne Hoagland-Smith*

The words we think, speak and write are very powerful. What is even more powerful is to understand the origins of words as we communicate to clients, business associates, family and friends.

For example, did you know that the word elicit means “to entice out?” Modern day definition has refined this word to mean to draw forth.

Yet, is not the word “entice” far more visual and emotional than the three words to draw forth? And given that people buy first from an emotional perspective then justify that purchase from a logical one, does it not make sense to truly think about how you elicit the sale.

In sales for example, the goal is to elicit (draw forth) a behavior that results in your potential customer buying your product or service. To be successful at this endeavor does require you to entice them with your words as well as your own behaviors. So how effective are you at enticing your potential customers? Sales Coaching Tip: Enticement is really all about creating a compelling marketing message.

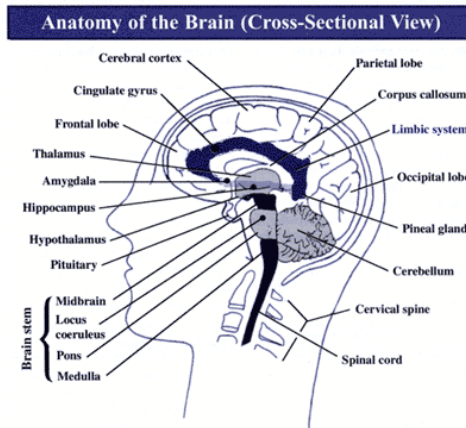
This leads to the question of how do you elicit these positive behaviors from those you meet and greet as you work your marketing and sales plans? The first step is to return to your core values statement within your own strategic business growth action plan. Are your behaviors in alignment with those positive core values? Possibly, your behaviors are turning off potential customers?

Next, it is crucial to invest the time to construct at least one if not several written sales scripts which are in all actually written compelling marketing messages that will elicit the responses you are seeking. There is a plethora of resources from books to Internet website to monthly E-zines that can assist you in this action. Sales Coaching Tip: Each sales or marketing script would be for a specific target market.

After completion of these marketing scripts, now it is time to practice. How well did your potential customer react to what you had to say? Did you observe those non-verbal body gestures or reactions? What was the first thing the potential customer had to say to you?

From your practice and what you learned from your observations, now is the time to make any course corrections to ensure that you are eliciting the desired responses that will literally have them pulling you closer to them. Sales Coaching Tip: Having your customer pull you to him or her is far easier than you have to pull him or her to you.

Understanding how to elicit a sale is what separates successful sales people from not so successful ones. How you entice that potential customer is 100% within your control. All you must do is have a predetermined path that you know will eventually earn you the sale because your enticing message is absolutely irresistible.



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## *Elicit Change Within Yourself*

*Judy Rienzi*

Last night I watched one of my favorite movies, probably for the tenth time. “*Remember the Titans*” is a football movie set in the sixties that deals with racial intolerance. It is a true story of a community in Virginia that was forced into having an interracial high school and football team. Once a peaceful community, it was now divided by hatred –hatred that stemmed from fear.

With a town divided, the boys go to a football camp, where they come together breaking down barriers and form tight friendships. When they come back home, they are faced with the same hatred as when they left. The difference was they stood united. Their friendships remained even through the fights and the protests. Over time, their example influenced a community. Of course being undefeated in football that year certainly helped. One must ask WHY they were undefeated? Was it because they had to work harder to prove themselves-to show the community this can work? If so, then that is exactly what they did. They influenced a community by their example and the community responded.

Change is difficult, mostly because of fear of the unknown. These boys broke through their fears and stood up for what they believed in. They did not let circumstances knock them down. They lived according to their values and beliefs and the community began to trust them. Eliciting change by example is not a new concept, but it can be difficult to do. Courage and consistency are just two important keywords connected with change.

*Perhaps you can list a few keywords that elicit change within yourself?*

When I get knocked of course, I go back to my beliefs and remind myself what is important to me. I feel more at peace with myself when I am authentic. I am clear, focused and have direction in how I want to live my life and how I connect with others both personally and professionally.

We cannot change other people. We can only influence others by our example. It is our responsibility to develop ourselves, live according to our values and beliefs and *be* the change we want others to be.

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## Elicit

*"The test of leadership is not to put greatness into humanity, but to elicit it, for the greatness is already there."*

James Buchanan

I like the definition of *Elicit* which means to *arrive at* (a truth, for example) *by logic*. The reason I like this definition – is that word logic. Not to introduce a new definition, but for a moment let's consider the word logic within this definition of elicit. The word logic means:

- the branch of philosophy that analyzes inference
- reasoned and reasonable judgment; "it made a certain kind of logic"
- the principles that guide reasoning within a given field or situation; "economic logic requires it"; "by the logic of war"
- the system of operations performed by a computer that underlies the machine's representation of logical operations
- a system of reasoning

*(Definition of Logic found at: [wordnetweb.princeton.edu](http://wordnetweb.princeton.edu))*

So, to sum up *logic* is to thoughtfully analyze and make inferences, to make reasoned and reasonable judgments perhaps about the principles that guide reasoning within a given field or situation. Okay, so why is this definition important for individual people? Well, what if YOU were that *given field or situation*? What logic could you decipher from yourself?

Lately, I've been very fortunate enough to work with executives that are in the midst of career and life transitions. This can be one of the most challenging, scary, and emotionally overwhelming times in someone's life. And the current economic climate doesn't necessarily aide matters either. So, whether you are looking to retire, or forcibly having to consider new career opportunities, it is hard to elicit logic in that situation because of all the emotions that one experiences during dramatic change.

What do I mean by *elicit logic*? We've been talking about change this whole time – augment, uphold, gather, maneuver and now elicit. Everyone has heard the expressions: *Change is inevitable, Change is the only constant*. Yet, despite having this common sense, we are all shocked and go through a predictable emotional cycle when change does occur. Our mind, body, and spirit literally goes through an expected loss and grief cycle. We've all heard of the Kubler-Ross *5 Stages of Grief Model*. Well, that model is not only predicted when we do lose a loved one, but when we go through career transition, divorce, illness or any great change that we see as a disaster or tragedy to ourselves and our way of life.

Denial, Anger, Bargaining, Depression and Acceptance all come to pass with this emotional cycle. Yet, when we are so full of emotion (especially negative emotions, e.g. anger and depression) we don't think in our logical, reasoning, or analytical mind. We cave into the raw emotional needs of our primitive brain. Therefore it takes us longer to accept what has happened to us. It takes us longer to augment, uphold, gather, maneuver and elicit positive change to help us rebuild and forge ahead with what will eventually make us happy again. We cannot clearly see our strengths, let alone call upon them to help us overcome - be our own change.

Last month we talked about maneuvering through life and really defining your goals. Well, when you are done defining - ELICIT the change! Why wait until you are facing a personal catastrophic event to consider your next move? John Lennon used to say, "Life is what's happening when you're busy making other plans." Well, once you've clearly defined what you want - LIVE IT!

Sure, it's scary - but so is being forced to change when you are cruising through life and not living it. That's when you are required into make difficult life decisions which you are not emotionally ready to make.

We all wait for change to happen to us. Rarely do people elicit their own change. Now, this is where the logic comes back into play. What if you truly knew what you wanted, who you wanted to be, defined your needs from your wants - lived authentically - wouldn't you say that you have come to a reasonable judgment about yourself and your given situation? Wouldn't you have logic about yourself? Then - ELICIT that change! Self discovery is the 1<sup>st</sup> step and key step towards success and living that authentic happy life, in all dimensions of wellness.



**Change is not the enemy, fear is! Elicit your own change!  
Elicit your personal strengths to help you strive towards success.**

*Our doubts are traitors, and make us lose the good we oft might win,  
by fearing to attempt.*

~William Shakespeare, *Measure for Measure*, 1604

For more information about the **Values in Action Character Strengths Survey (VIA)** and with discovering your strengths please contact *Laura Canter*.

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