

Smarter Every Day Magazine
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~ In Loving Memory ~



Keith Harrell

America's Attitude Coach

“The attitude you choose today determines the success you have tomorrow. Remember, attitude is everything!”

- Dr. Attitude

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Donna Satchell

Expectation Drives Realization

He who does not expect a million readers, should not write a line.

- Johann Wolfgang Von Goethe - (1749 – 1832)

According to Goethe's quote, if we are not planning to do something in a big way, we shouldn't do it at all. This idea is very challenging for many of us because many times we have been taught not to expect big successes in life. So we make comments like: "I'm going to write this little book" or "start this little business." We apply for jobs that we can easily get even though they are not the ones we truly want. We believe that if we lower our expectations then we can avoid the disappointment of failure and increase our chances of success. But what we are really doing is setting a limit on what we will achieve.

When we have low expectations, we often surround ourselves with like-minded people who support our limited thinking. Instead of associating with people who think small, we should instead ask ourselves what is it that keeps us from thinking larger. Is it fear? Is it lack of faith? Is it low self-esteem? It could be any one of these factors ... or a host of others.

Do we think we deserve *millions* of readers, *millions* of customers, and/or *millions* of dollars?

Do we think we deserve an exceptional relationship, a great job, a beautiful home, and truly supportive friends? If we believe we deserve all these things, then we need to expect to have them. When we expect great things, we begin to operate at a different level. For example, the energy and effort you put into searching for an average job will be different than what you expend when you are looking for a highly coveted one. The energy and effort you put into a business that you think will eventually be worth thousands of dollars will be different than what you will do for one you believe will be worth millions. Likewise, the energy and effort you put into writing a book that will reach a few hundred readers is quite different than what you will do when you imagine your work will be a best seller and be read by millions.

So when you are making plans and setting goals, think big, think bold, and think brilliant. By doing so, you set the stage for expectation. Expectation sets the stage for action. And action sets the stage for realization.

Ambitious goals and plans reflect high expectations. Are yours ambitious? Do they stretch you beyond your comfort zone? To help you make that determination, ask yourself the following questions:

- 1) Are my goals difficult to achieve?
- 2) Will my goals require additional learning?
- 3) Will I have to ask others for help or assistance?
- 4) Do I feel a sense of trepidation?
- 5) When I achieve my goals, will I have a tremendous sense of personal satisfaction and accomplishment?

If you answered “yes” to all or most of these questions, you have ambitious goals. If not, I

challenge you to consider revising your goals to ones that will demand more of you, ones that will force you to reach outside of your comfort zone, ones through which you will grow and develop your skills, abilities, and talents. Those types of goals require us to raise our expectations of ourselves. When we do that we start a journey that can take us to our millions of readers, millions of dollars, millions of customers, or millions of moments of personal satisfaction and ultimately to the tremendous success we expected.

About the Author

Donna Satchell of STARR Consulting & Training is a achievement & business speaker, success skills trainer, author, and the creator of the Just Get Serious® programs that inform, motivate and propel people into action towards greater success. She provides seminars on customer service, teamwork, time management, public speaking. She also delivers exciting motivational speeches which inspire individuals to live more rewarding, fulfilling and successful lives. Visit www.JustGetSerious.com for information about programs/products and to view videos of Donna's speeches.

Billy Arcement

A Four-Letter Word

When one hears the term, “four-letter word” automatically thoughts think of vulgar terms. But, I’d like to share a four-letter word that is not vulgar and a positive driver of the human spirit; a builder of dreams. The word? HOPE!

Hope can be a motivator that keeps dreams alive and attitudes positive. Youngsters hope that Santa will bring them the toys they want. Newly wed couples hope for a productive happy marriage. College graduates hope to land a good-paying job with a bright future. Parents hope their children will be healthy and successful in their careers. Adults hope to live long enough to retire and enjoy the last years of their life. Communities hope that prosperity will rein and their city will grow and become an economical Mecca for businesses.

Yes, hope is a driver of the human spirit; a builder of dreams. But there can be a dark side to

hope. It's called HOPELESSNESS. Today, in a world that still offers unparalleled potential, too many are in a state of hopelessness. Thousands of students drop out of school and end up drifting from one job to another. Their sense of hopelessness grows and, in some cases, they turn to crime and drugs as their hope source for a better life.

Parents, never take time to learn parenting skills and with their unwillingness to become skilled, guide their children toward hopelessness. They do not try to understand nor encourage their children to become strong, self-sufficient and hopeful individuals.

Adults, who neglect to prepare for their eventual retirement, fail to make adequate plans. They wake up one day and find themselves trapped in a future filled with a meager income. Social Security is not enough. Without adequate savings, soon hopelessness permeates their life.

Community leaders, caught up in their own glorification and perpetuation in office, never ignite the fires of hope within their town. Day by day, the town dies and descends into hopelessness. Citizens lose faith in their leaders and take on this same sense of hopelessness.

But, the beauty of life is that we can always turn hopelessness into hope. Each day, we have the

choice to become a better, stronger and more productive individual. We have the choice to improve our education to open up brighter career options. We have the choice to work hard at our relationships and grow a strong marriage and family atmosphere. Each day, we can choose to become better parents and be encouragers for our children. Every day, we can put a few cents aside to increase our financial stability to live better in our later years. At every election, voters can make correct choices and place visionary leaders in office. They can demand that officials work for the good of the community. And, when they fail to bring hope into the community, vote them out of office.

What choices will you make today?

About the Author

Billy Arcement is a professional speaker/author, MEd—The Leadership Strategist, shares his messages on common sense leadership and personal development with business, government and education leaders. He authored *Searching For Success*, now internationally published. His newest book, *Journeying on Holy Ground*, provides insightful guidance for establishing priorities on life's journey. His website, www.SearchingForSuccess.com provides information about his services.

Gayle Smart

TimeSmart Tips

I'm thrilled to share *TimeSmart* tips with you so you can start your year feeling great! The healthier you feel, the easier it is to accomplish more.

Want to keep that fitness resolution?

-Exercise with a friend-set a day and time. Be consistent, don't be a no-show!

-Start a neighborhood walking or jogging group. The benefit-you'll get to know your neighbors and might get some gardening ideas. Like to walk in the early morning or late at night-you'll have safety in numbers.

Use those holiday gift cards to buy new sneakers or workout gear. You know-the longer those gift cards sit in your wallet the better the chance they'll expire or loss value. *Treat yourself!*

Make gas station time productive!

Does the inside of your car have more cereal, coffee mugs and storage containers than your kitchen?

Every time you gas up-clear the front and back seats of snack wrappers, fast food bags and drink cups. Once a month use the drive thru car wash-you'll save water and time. You'll feel great driving a car that's clean inside and out.

Want extra time in your day? Facebook, email and IM less!! Just a quick log-in here and there might lead to hours online. Time wasted is time you'll never gain back.

Don't linger online. Set a timer. You can be sociable and *TimeSmart*.

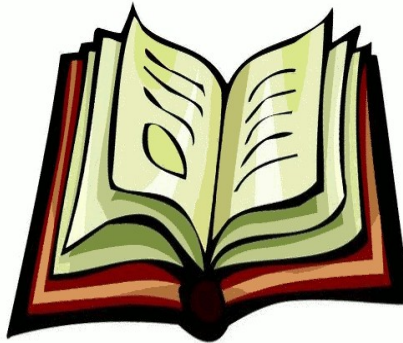
About the Author

Gayle Smart is the co-author of *TimeSmart: How Real People Really Get Things Done At Home* and is the President of James and Brookfield Publishers. She has been publishing speakers and consultants since 1997. www.jamesandbrookfield.com

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Stacey Speller

Do You Have Time For A Cup of Coffee?

Even 10,000 miles away from home, that logo was unmistakable. The familiar green circle with the white handwriting, Starbucks! I immediately felt connected to home and was giddy with excitement. I couldn't contain myself and went to hug the barista but then he and his co-workers looked at me like the crazy woman that I was. "Excuse my enthusiasm but I have been without a large, extra hot, soy milk latte for more than two weeks and finding the only Starbucks in the entire country of South Africa is a big deal for an American like me".

Mr. Barista didn't buy into my lame explanation but fortunately for me, the people of South Africa are very gracious and tend to love Americans, so he laughed with me (or maybe at me) and got down to the business of making my drink. As he pondered his ingredients, I noticed he

went and got a recipe book out from behind the counter. “No need for that” I immediately told him. “I know the formula and could even make it myself if need be.”

Of course I was just joking about doing it myself, but I did use the exchange as an opportunity to ask a few questions. Mr. Barista informed me that the Starbucks had opened just before the World Cup games in July to appeal to foreigners like me. In fact almost all of their customers were from the West. I was just happy to have my large latte and even happier for the people of South Africa. You see in my limited thinking, I believed they now had the opportunity to experience something great from American culture.

So, like any good disciple, I began witnessing to the people I encountered that there was a Starbucks nearby. Interestingly enough, no one was noticeably happy or impressed with my new information. So I asked my dear friend who was willing to give me the brutally honest truth about my misplaced excitement over Starbucks.

And that's when I learned that culturally South Africans find it ridiculous to pay that much for a cup of coffee, handed to you over a counter, in a paper cup. "Wouldn't it be so much nicer if you are going to pay for expensive coffee to have it served to you with a cup and saucer so you can sit and enjoy it?" But that's the whole point I exclaimed. You can rush in to get your coffee and keep going. And then she asked me, "Why are Americans always in such a hurry and what are we so busy doing all the time that we can't even sit down to enjoy a cup of coffee?"

Frankly, I didn't have anything even remotely plausible to offer up as a response to such a thought provoking question. In fact I spent a good deal of my 22 hours flying time home pondering that question. And then I thought of Jesus in Luke Chapter 5. Jesus is at the height of His ministry. He is busy healing the sick, raising the dead, and speaking to the multitudes. Yet with all that going on He made time to break away into the desert to simply take time and pray.

What I want for you is to consider the following:

1. What do you use to determine how you allocate the time in your day?

2. Does the time spent in your day reflect who you are and what your priorities are?
3. What are some things you could limit or eliminate to make more time for what matters most?

If you are anything like me, as you begin to evaluate how you spend your time, you will recognize some things that need to change. And while I still intend to frequent Starbucks from time to time. I am committed to taking more time to break away and pray. And then I am going to sit down and enjoy my cup of coffee.

About the Author

Stacey Speller is a highly sought-after author, lifestyle coach, columnist, and international speaker. She knows that all things are possible and passionately believes that everyone should discover their own unique gifts, talents and purpose. A people person by nature, it is readily apparent that Stacey is passionate about her speaking and coaching because she has such a heart-felt desire to help people become their best self. For more information or to contact Stacey please visit her website at: www.speak2stacey.com

Robert Alan Black, Ph.D.

Breaking Crayons Produces Creativity

**Class now take out your pretty crayons.
Remember we want to keep them neat.
Handle them carefully. We don't want to break them.**

Across the United States school teachers continually tell their students this daily. But why? Are they trying to teach them orderliness or how to use some wonderful tools.

Keeping crayons neat, not peeling them (because children will not know the names of the colors), and not breaking them limits the creativity of the children and eventually diminishes their natural creativity as adults.

Crayons can be seen as metaphors for tools. Too often teachers, parents, even employers or friends and fellow managers or workers squelch natural creativeness by emphasizing neatness, orderliness, and limited, selected use of tools.

For instance, what are crayons? They are simply portions of colored wax. Why are they pointed? Because Binney & Smith, the Crayola™ manufacturers, thought they would look and

work better if they were shaped like pencils? The pencil shape restricts the possibilities of line widths and shapes. Why do they have wrappers on them? Perhaps the manufacturers wanted the children to remember the colors name (in small print) and also to reinforce the brand name (in very large bold print).

Rarely do children or artists refer to colors by the manufacturers chosen names. Plus the name is not important. While the visual recognition of the color is.

If the inference of the teachers crayon lessons is taken literally, we need to learn to use our tools only in the manufacturers prescribed ways. If we do this we will only limit our potential capabilities as tool users, problem solvers and creative human beings. This is also true of the greatest number of our rules, policies and traditions in the common workplace.

Breaking crayons symbolizes the need and act of change.

What policies have you been following without question? What procedures have you not analyzed or challenged for relevancy today?

Break your crayons!

Perhaps you have a policy requiring multiple signatures for purchases over \$100. Perhaps the policy was put into effect in 1983. Break this crayon. Can you raise the dollar value to \$250 or

more in today's dollars? Re-examine what time and steps are required for the signatures to be collected or who is actually collecting the signatures. Perhaps in 1983 the three or four people who then signed the requisition were located near each other but now are in varied locations at your facility. Back in 1983 it took a few minutes to collect the signatures. Today it might take 3 or 4 days using inter-department mail.

Break this crayon!

Have you examined the locations of your equipment, department by department, use by use, shift by shift recently? The locations may be based on decisions made in 1988. When you think about it you may realize you have had 5 separate renovation projects since then. Break these crayons!

Have you purged your record storage recently? Break your crayons! Research continues to report that very few stored records are ever used again, even though they are required by law. Verify whether you could lessen your record storage without sacrificing completeness. Verify whether you have duplication or not. Ask, "Can we store these records more efficiently or more effectively?"

Break these crayons!

Department by department, job by job, shift by shift examine equipment storage locations. You

may even check to see if you have acquired multiple tools or materials that duplicate each other.

Break your crayons!

Each might function better or be better performed if they were broken and examined to be made more efficient and effective.

Is your floor plan layout like a box of unbroken crayons—limited in its flexibility and outdated for today's needs? Are doorways in their best locations?

What about the placement of lighting?

What about the type of lighting?

Does it suit your needs in 2011?

Are the colors of your walls, floors, ceilings, equipment, uniforms effective for today?

Each may be vastly improved if they were broken and examined and then replaced or modified to suit the 2000s.

Change and flexibility are great strategies. By training your staff to break their crayons you can

discover and develop more efficient and effective policies, procedures, tools, methods, and systems.

So! Peel your crayons. Then break them. Then experiment making as many different kinds of lines as you can with the broken ends, the unbroken ends, the sides. Hold several different pieces at one time and discover what you can create.

Challenge your rules, policies, procedures and traditions (paradigms). Try doing things differently, at least in small ways.

Using our tools as prescribed, teaches us only to follow instructions, not to think, not to create and therefore limits the possibility of discovery.

So what might you do? Go break a crayon today. Have fun.

Discover as much as you can. Encourage employees to break crayons. In fact you may have a staff meeting and have everyone break crayons together. Remember those who see their tools only as hammers will only see their problems as nails. Instead see your hammer, your crayons, your tools as objects that may have endless uses when you apply your natural imagination and intelligence to challenges you choose.

About the Author

Alan Black S.P.R.E.A.D.s Cre8ng and Creative Thinking throughout entire organizations from their front doors to their executive floors. He works around the world through consulting, speeches, workshops, training programs, books, articles and his website to help as many people as possible tap into and develop their greatest gift -their creativity. Please visit Alan's website www.cre8ng.com.

Challenge your visual skills today by visiting the following website focused on visual Logic Puzzles: www.brainden.com/logic-puzzles.htm

Terry Wrisley

Remembrance

His face is old, wrinkled and worn, but his eyes sparkle and shine as if newly born. With a realist's heart and a dreamer's soul, he takes on life however it goes. For, even through sorrows, troubles, and pain, there are years of memories from which pleasure is gained. A hobby horse when he was three, and Mother's kiss when he skinned his knee. A second hand bike when he was five, made him the happiest boy alive. His Father's death when he was ten, was sure to make his world end. At 13 a first job was the joy of his life, until 20, when he took a wife. At 23, a son was born, on such a cold September morn. At 35, he watched with awe, when did his son get to be that tall? At 42, his son was called to war, but, he stayed safe to come home once more. At 65, and now alone, his son brought his first child home. A precious girl, such a lovely sight, soon came to be Grandpa's delight. He'll watch her grow as long as he can, but he knows his hourglass is nearly out of sand. For his body grows weak and his mind is dimmer, but love of life makes his memories shimmer. Alas when he is laid to rest, he'll go believing his life was best.

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