

FLOURISH!

Success,
Naturally

THE MONTHLY NEWSLETTER FROM ANDRÉ TAYLOR

ENTREPRENEURSHIP LEADERSHIP SALES & MARKETING
INNOVATION, GROWTH, & PROSPERITY

www.andretaylor.com

December 2005

Made My List. Checking It Twice.

With the end of the year just days away, I've decided that this month's *Flourish!* should be succinct. After all, you probably have more than you need to think about during this holiday season. So, in the tradition of the season I have put together a list. My list of ten.

Offered is a collection of ideas, tips, and strategies to bolster your 2006 professional and organizational development strategies. But this is no ordinary list. You'd better check this one twice, as it is filled with seeming contradictions. Alas, they are not – just my wish that everyone has the fuel to maneuver the winding curves of the 21st century freeway, while not forgetting the joy of motoring in simpler times. You won't find these items on the list of the most important. I'm just sharing a few ideas that matter to me.

Here is my list of suggestions to make 2006 your best year ever!

1. BECOME MORE OLD-FASHIONED. Get a live body to answer the telephone. Write letters, type them on stationery and drop them in the mail. Send handwritten notes.

2. BECOME MORE MODERN. Dabble in all things new and improved; Podcasts, ringtones, gaming, Web seminars, and all of the things you've been avoiding.

3. BECOME PART OF THE ENTERTAINMENT ECONOMY. Get a corporate soundtrack. Produce a digital video and put it online. Add an element of fun to your business and/or professional presentation.

4. DON'T GET SUCKERED BY THE ENTERTAINMENT ECONOMY. Stop accepting every dribble of entertainment that is dished out, just because it is deemed hip, relevant, and new. Be more selective. Restore silence in your life.

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5. BECOME IMPATIENT. Get more demanding. Make what you want, happen. Don't be afraid to prod and push. Raise the bar. Be more unreasonable in your demands and improve your results.

6. TAKE YOUR TIME. Stop blowing your car horn as soon as the light changes. Stop slamming on your accelerator only to speed to a red light. Spend more than a moment putting together that important strategy, idea, or project. Let it simmer.

7. THINK BIG. Target the most important people and the most significant organizations in your quest for business growth. Do something with lots of fanfare – something that seems out of your reach.

8. THINK SMALL. Pay attention to the “little guy.” Understand basic concerns and priorities. Organize your efforts around what matters most to those who think and speak in simple terms.

9. BECOME A COPYCAT. Look around you at people and companies that do it right and incorporate the best ideas you see. Stop trying to reinvent the wheel. Borrow from those that have already done the work and have figured out the best way.

10. INNOVATE. Put a new spin on everything you do. Package what you do differently. Make your efforts and your work unusual – not for unusual sake, but to give your work, your company, and your products real life.

Happy Holidays!

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