



2009: The Year of the Awakening by **Kerry Mulcrone**

2009 is upon us, and as you look ahead to the coming months, are you someone who is patiently waiting for an upturn in the market...for a return to the sales successes we experienced just a few years ago?

Or...

Are you someone who is wide awake to understanding that it is up to you to discover what it will take to get your “market share” of business in 2009? If this describes you, then CONGRATULATIONS...you are coming in the New Year with a head start!

We’ve all heard the old adages, “In numbers there is strength”, “Two heads are better than one”, and “Share and share alike”. Be awake and be enlightened, and let these sage words be your mantras in 2009. The best thing you can do today is view your colleagues, customers and friends as your PARTNERS. Collectively, you can be stronger and more effective than you are individually. Great things are achieved from those trusting relationships that you have already nurtured and grown. It’s time to capitalize on them by combining your unique strengths and talents with those of others, to help you gain that “market share” of business we are talking about! The “pie” is still out there, we are just sharing pieces of it...instead of having the pie to ourselves!

Partnering in business triggers a desire in each other to reciprocate. This two-way street is the foundation for a success waiting to happen.

PLAN STRATEGICALLY FOR THE YEAR AHEAD

- 1) **Evaluate** you and your business. What are you all about, and what’s important to you? Identify several areas that are essential for your business. Are there things that are either missing or could be improved or expanded by incorporating the talents of another person? Could a mutual collaboration or partnership on certain activities be beneficial? Could you on the other hand, be a benefit to or partner with someone else, on some given activity? For example,
 - Your project requires a marketing effort and it is not your strong suit... Not to worry, I am sure you know the perfect person you could outsource that to.
 - Stumped with a writing deadline? I bet there is someone just waiting to show you their creative abilities.
 - Need a new idea, your well is running dry...find a Mastermind group, to share ideas, and receive fresh new thoughts, and watch your business soar. Everything begins with a great brainstorming session.

- It's time to do some seasonal decorating in the Model, but you don't really have a flair for this. We all know someone who is an expert at this and would love to be your decorating consultant.
- 2) **Visualize** what it would look like to have a partner in a certain initiative that would move that initiative down the road a little faster. This could be a vision of your 2009, as an extension of you, gaining more market share, more easily, and having much more fun working with people who are like-minded and in alignment to your beliefs and business practices. If that feels good, put it in writing in your business plan, and go search out those people.
 - 3) **Establish priorities.** Accept the fact that we cannot do all things we want to do, or even get to all the things that are important to us. Those things are exactly what you can call on your new found resources for...the people who were in your vision for a more productive and successful year.
 - 4) **Develop an action plan.** Be very clear about who will do what and when. Decide which activities could be best accomplished by someone else, and who fills that need. Let go of those activities and concentrate on doing the things you do best. Have a plan for how you will take advantage of the "extra" time that working with a partner affords you. Brainstorm all the possibilities which could move you and your new partners toward your preferred future.
 - 5) **Implement** your vision and your plan. Every person you bring in to partner with on an activity must have a clear understanding of their task and their accountability. Without that nothing comes to fruition.
 - 6) **Review** your progress periodically with your partners. Celebrate the successes and the new market share you have found collectively!

In closing, or better yet in looking forward, remember that hidden talents are everywhere. Seek out your hidden resources; they are waiting to be asked and eager to help, and your talents and resources in return will help them to move ahead. We all have the time to spare and share. Partnering with others strengthens your relationships while bringing value to you and your business and also to those of your partners. Make 2009 the year that you are awake to the possibilities.



Here's to a successful year in Partnership, Loyalty and Market Share!