



WORKING YOUR BUSINESS

100 Things I'm Thankful For

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Perhaps the #1 indicator of success as a Client Relationship Manager (CRM) in the financial services industry is a positive attitude. It's infectious, it influences how you look at things, how you react to events and effects the ultimate outcome in the sales process. But, conversely, a negative attitude can consume one's thought life and lead to depression and stagnate growth.

My dad, Monroe Sr. (age 81) is one of the most positive people I have ever known. Recently he had one of his life long friends enter a nursing home. The facility, while not 'The Ritz' was adequate, yet it started off a series of negative responses and depression that led the staff to recommend psychiatric therapy. After pondering the situation, my dad called his friend and suggested the following therapy. Make a list of the 100 things you are thankful for. A strange thing occurred. As a result of taking the time to think about and physically list the 100 items, there was little time left for self-pity and negative thoughts. It's like two dogs fighting. The one you feed is the one who wins.

So I decided to experiment with my office. I put a challenge out to all the 18 associates. Provide me with a list of the 100 things you are thankful for and I will make a donation on your behalf for \$100 to the charity of your choice. Sad to say that only 3 of the 18 took me up on my offer, but of those that did the results were phenomenal - a renewed outward focus to their sense of purpose.

Practice management means practicing different types of management. Here is a tangible way to implement a strategy into your associates business lives that will:

- 1) Encourage positive thinking.
- 2) Reinforce their positive behavior.
- 3) Rewind the tape and play it over and over again.

So was this an experiment a failure or success? That depends on your outlook - positive or negative.

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