

Bazyn Communications Newsletter
June 2004
"For positive inspiration, contact Bazyn Communications"
"True Vision with Insight"

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If you wish to be deleted from my newsletter list, please sign up online as well.

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Letter from the editor

Dear readers,
June marks the end of the first half of the year. It is when I realize I have to evaluate my goals and my time-line for the year. Do you have similar thoughts right now? Perhaps, my article "Evaluating your goals" might help you consider some positive changes for the rest of the year.

I've noticed that organizations, whether nonprofit or business, all struggle from time to time. The best ones have built solid relationships with others -- customers/members, colleagues, and employees. I hope the article on relationship building will help you think about building your ongoing relationships. Good relationships will help your organization, business, or church develop more fully for the future.

Finally, if you wish to contribute an article to a future newsletter or make any suggestions, please check the contact information at the end of this newsletter. Enjoy!

Ardis Bazyn

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Updates

Recently, my website had a face-lift. Under the inspirational speaking link, my speech and coping topics are listed. For each one, a link is available to find the key

points for each topic. There are also testimonials as well. Now, interested persons can sign up on the home page for my online newsletter. Subscribers will automatically receive the link to the most recent newsletter on my website.

My third book is in the final editing phase and will be going to the publishing company in the next few days. Then, I will be sending a copy to the recording studio for the production of the audio versions. All versions should be available after the 1st of August.

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Evaluating Your Goals

By: Ardis Bazyn

In order to be as successful as possible, each year you should set goals for yourself and your organization. Of course, you should also have a 5-year plan as well. In the initial process, you need to consider your resources: your available time, your support (family and employees), your skill set (includes those of others involved), and your assets. When evaluating your time-line throughout the year, these resources will also have to be re-evaluated.

Once you have set your goals, you have to decide at what points you want to evaluate them. The halfway mark is one of the most critical times for this to happen. The following questions will have to be asked and answered in some fashion. Have the goals been accomplished that were set this year? Our we (I) where we intended to be on this year's list of goals? Do we need to make corrections to reach the goals we set? Do we need to change some of our goals?

When you check the progress you've made on your goals, I have a list of things I consider:

- 1) Are the goals listed still viable or has our perspective changed?
- 2) Is the time-line realistic or have situations developed that slowed our progress or increased our performance?
- 3) Do we need more support, either staff-time or volunteer?
- 4) Do we have the finances necessary at this time and how best can we accumulate more capital?
- 5) Are there new goals, which you should add to your list?

Once you've looked at your goals again and addressed these questions, you should change them as needed. Keep a list of goals you've accomplished already throughout the year. You can look back to your successes

on those days when you feel you're getting nowhere. Even if you haven't done as much as you had intended, you can be optimistic for the remaining months of the year. This midyear evaluation will help you to focus more diligently on the remaining tasks and plan some concrete steps to move forward.

If you notice you are not moving forward at all, perhaps, it's time to talk to a friend or colleague about your goals. Sometimes, it helps you to share them with someone else. It allows you to get another perspective and also stimulates your own thoughts. Often, you gain a sense of accountability if you tell others your goals. You may receive feedback that might surprise you. Another person is more likely to be objective about your situation.

Once you've finished your evaluation, go ahead with your list of goals. Right before the fourth quarter of the year, check the list again to see if you are on schedule or if changes are necessary. Don't be too hard on yourself. Changes may be the best way for your organization or business to grow. It is not always wise to forge ahead if complications occur. A support network, family or friends, can often assist you in reaching your goals. If they like what you are doing, it will likely lead you to be more successful.

(For a free consultation, call (818) 238-9321 for an appointment)

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Shaping Meaningful Relationships

An interview with Dr. Nate Booth, author of "The Diamond Rule: Secrets of a Master Diamond Cutter"

Whether in business or our personal lives, relationships are important to us, yet many of us are unsure how to bring out the best in those relationships. In this week's interview, Dr. Nate Booth shares his insight on how to dramatically increase the value of our relationships by applying the "Diamond Rule."

In your book you refer to relationships as the "gems of our lives." Why is that?

When it comes right down to it, what are you going to be thinking about when you're 95 years old and it's your last week in the world? It won't be the cars or the houses you had. You're probably going to be thinking about the people in your life. I think relationships are probably the most important aspect of everybody's lives. We've all heard the sad stories of people who "had everything" but committed suicide because there were no meaningful relationships in their lives.

Relationships are tricky; there isn't just one cookie-cutter way to handle them. That's why I wrote "The Diamond Rule" -- because everyone is wired differently. Everyone wants different things in a relationship, and if you try to do it the same way for everybody, or if you treat everyone the way that you would like to be treated in the relationship, which happens all the time, you're probably not going to have as deep a relationship as you could.

I'm not knocking the Golden Rule -- treat others, as you'd like to be treated -- because if you don't know a lot about a person, the Golden Rule is the best rule you can possibly have. But when you want to move into a closer relationship I think the Diamond Rule has much more application. The Diamond Rule basically says "Treat others in the unique way that they want to be treated."

We all are different and want different things in a relationship and in life. If you want to practice the Diamond Rule you have to discover the unique ways in which people are wired. Figure out what it is they want. Just because you figure out what they want, however, doesn't mean you have to give it to them. First you discover what people really want, and then you have four choices:

- * You can give it to them in expected and unexpected ways.

- * You can educate them. Maybe there's just no way you can do what they want and the way they want it.

* You can negotiate. This happens all the time in a marriage, and that's the way it should be.

* You can change the relationship. If you can't deliver what they want and the way they want it, you may need to make some changes, or maybe decide not to be in the relationship.

In your book you also mention "cutting and shaping relationships with the grain." What do you mean by that?

If you go against the grain, for example, you may give someone a present he doesn't like. You thought he'd like it and you gave it to him with the best of intentions, but he really doesn't like it. In much the same way, our communication back and forth in relationships are like presents -- sometimes you give something the other person doesn't like.

It's important to understand three things. First of all, people want emotions. They want feelings. In many cases they don't want money and they don't want "stuff"; they want emotions. About half the people who win the lottery find it ruins their lives. The first thing they do is quit their jobs because they don't realize they get emotional satisfaction from their work. Every relationship they have then changes. Often, when people win the lottery they blow the money, whether consciously or not, so they can get back to where they were comfortable.

Most people who have owned boats will agree with this statement: The two greatest days of boat ownership are the day you buy it and the day you sell it. People think the boat is going to give them freedom and happiness as a family, but it doesn't. People don't want stuff. They really don't even want relationships, but they want what the relationship is going to give them. Or what the money is going to give them. People want homes because there are emotions attached to them.

Second, different people want different emotions in different situations. When I do a program I mention five different emotions and ask the people in the room to raise their hands to indicate what is most important to them: love, success, security, adventure or freedom. At least 10 percent raise their hands on everything. They want different emotions in life. People can be judgmental of others - "What I think is important is what you should think is important" -- and that's when they get into trouble. And that's why you have to work with people and understand what they want in life.

Third, different things have to happen for people to feel their values or the emotions they want most in life. These are the things that spark the emotions in people. Dr. Stephen Covey really summed up the whole idea when he said, "Understand before you seek to be understood." If you want people to understand you, they first have to feel you understand them.

What is "creative giving"?

When you understand someone, you can give to them in very creative ways that match what they want and how they want to receive it. You can give in expected ways based on things you've discovered about them, or you can give in unexpected ways that show you really do understand them. The more precisely you know people's values and sparks and how they're wired, the more creative you can get with what you're giving to them. Find out what they want. You'll have much more impact because the better you can give to people the deeper the relationship will be.

What tips do you have for improving relationships?

The main tip is to come to the realization that everyone is different.

Realize they have different values than you do. Coming to that realization makes life a whole lot more interesting.

The second tip is that you have to find out what people want. You can discover these things by watching people but you also have to be good at asking questions. Then realize you're dealing with people's emotions, and you can arrange the relationship so the person can feel he's getting what's most important in life and in the relationship.

"The Diamond Rule: Secrets of a Master Diamond Cutter" by Nate Booth is available from INTI Publishing.

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Products and Services

I continue to offer inspirational and motivational speaking and coaching. I will provide a free thirty-minute consultation by phone or in person, if requested. My primary topic areas are: coping with challenges and change, developing/maintaining a positive attitude, image building for organizations or churches, setting reachable goals, and successful business strategies. Of course, I can adapt them as necessary for the person or group with which I'm working. For a list of the key points on these subjects, go to: <http://www.bazyncommunications.com>.

I also provide writing projects. They include: writing articles (with or without interviews and research), transcription of tapes and cds, press releases, copy for websites or brochures, flyers, speeches, presentations, training modules (developed in consultation with the company or organization), and ghost-writing for books or stories. If you have questions, please ask.

To order one of my books, check out my website or call. I take checks, money orders, Visa, MasterCard, and I'm registered with Paypal.

Ardis Bazyn

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Contributions Accepted

If you would like to contribute an article, please send it to: abazyn@bazyncommunications.com. Please send articles of interest to individuals and organizations or businesses wishing to portray a more positive image.

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Check out the links of organizations in which I participate:

Burbank Business Network International:

<http://www.bniburbank.com>

Burbank Chamber of Commerce:

<http://www.burbankchamber.com>

American Council of the Blind:

<http://www.acb.org>

California Council of the Blind:

<http://www.ccbnet.org>

Randolph Sheppard Vendors of America:

<http://www.ntcbv.org>

Independent Visually Impaired Enterprisers:

<http://www.acb.org/ivie>

California Voter Empowerment Circle:

<http://www.dredf.org>

(accumulated articles on voting issues)

National Alliance of Blind Students:

<http://www.blindstudents.org>

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“Beautiful things cannot be seen or touched - they must be felt with the heart.”

Helen Keller

Happy moments, praise God.

Difficult moments, seek God.

Quiet moments, worship God.

Painful moments, trust God.

Every moment, thank God.