



**SUCCESS[®]
HANDLER**



2017

with
David
Handler

Fast:Forward

One area leaders can improve is to ensure your actions lead to the impact you desire. [Email me](#) to start taking purposeful steps that resolve blind spots and unleash your personal power.

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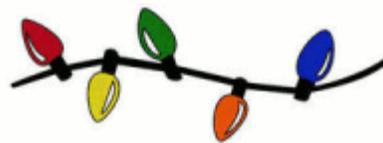
Signing Off

I've spent at least 1,200 hours planning, writing, editing and producing the 168 issues of *Fast:Forward* since 2004.

It's always a fun and creative challenge to come up with an engaging way to share my observations, ideas and

Ideas For Success | *December*

Every year my favorite issue to write is December: '10 Things I Learned' the past 12 months you might find inspirational. Please be sure to read the special announcement on the left sidebar.



Candid Feedback – A client asked what is the biggest Kick in the A** I received during my career – something that had such a dramatic impact it made me change. The one that stands out is when we had our travel company. At a check-in meeting, the senior executive said: "David, you're being caustic." When I returned to my office, I looked up the word... and decided I never again wanted to be perceived as 'sarcastic in a scathing and bitter way.'

Sales Call – Another client needed to hire an outside sales person. The HR rep told the top candidate to call my client and set up a final interview. When he did, Mark ignored three calls and two emails. Then came this voice mail: "You're either occupied with another priority or a file cabinet fell and you're trapped. If it's the first, please make hiring me a priority. If it's the second, please let me know and I'll send help right away." He got the interview – and the job – the next day.

Unique Insight – The VP of sales for a health care supply company told me the one thing he asks every candidate during an interview: "'I love to win' or 'I hate to lose'. Which are you?" He said it's not about the choice; it's the level of passion exhibited during the response.

Clear Direction – A friend shared how learning to fly helped him better communicate with employees. The cockpit conversation went something like this. Trainer: "It's time for you to take control." Student: "OK, I'm going to take control." Trainer: "Yes, take control." Student: "I'm taking control." That many rounds may seem overkill; however, remember... people aren't necessarily ready to receive information when you're ready to give it.

Customer Joy – We use our Weber Grill a lot... and the 'flavorizer' bars that reflect the flames downward were starting to erode after 10 years. I called Weber to see what we could do. "You're out of warranty, but I can send you new ones for half price including shipping. Will that be ok?" Of course! I

suggestions for success.

One time I included an item and my crackerjack proofer pointed out: "I think you wrote about that same topic a couple years ago." Sure enough, I had. Nice catch by my brother Mike, who reviewed every single newsletter.

Former athletes often say they knew when the time was right to leave the game. (At least those not named Jordan or Favre.)

Many people recognize when they are ready to retire. Heck, these days politicians are even deciding not to stay in office forever.

While I'm nowhere near retiring, I know it's time to put *Fast:Forward* to bed. So this is the final issue.

I'll continue to write my blog – and may try podcasting and creating a YouTube channel to share my perspective on how to become a better leader.

It's been a great run – and I value every moment you spent with me.

I'll leave you with this from our family's favorite holiday movie – *Elf*: "The best way to spread Christmas cheer is singing loud for all to hear."

Thank you... and continued success in all things!

–30–

Note: A '30 Column' is traditionally the final one by an editorial writer. The term comes from the old typesetting mark to denote the end of a line.

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won't buy another Weber grill anytime soon, yet the CSR went out of his way to take care of me. Wish the places we spend money year-round would consider treating us that well.

Story Teller – One of the real characters in college football past was the coach of Texas Tech... Spike Dykes, who died in April at 79. That reminded me of a story he told at a Southwest Conference kickoff luncheon: "My daughter called me to the phone saying, 'Dad, *Sports Illustrated* wants to talk to you.' I banged my knee scrambling into the room for the big national interview. I said, 'This is Spike Dykes.' The person on the other end said, 'Mr. Dykes, for only \$29.99, you can have a full-year subscription...'"

Unbreakable Code – There were lots of problems this year with breaching of personal data – and as one who twice was the victim of identity theft, I assure you it takes a lot of time to recover. So, I decided to change all our passwords to a single one: the last seven digits of *pi*. Actually, we started using a multi-factor authentication password manager that links to all of our financial accounts. If you haven't done this... might be time to consider.

Wise Thought – The best quote I saw for the first time is attributed to someone who died in 1963 – Eric Johnston, former head of the U.S. Chamber of Commerce: "The dinosaur's eloquent lesson is that if some bigness is good, an overabundance of bigness is not necessarily better."

My Bad – A buddy and I exchange texts all the time about whatever sporting event we're watching or headlines in the news. I sent a link to a video of Dale Hansen's 'Unplugged' about the NFL players kneeling during the national anthem. A few minutes later I received a response: "This guy is an idiot and I don't agree with him at all." That hurt, so I typed: "This 'idiot' gave me my first television job and is a good friend. I can't believe you would say that." An hour later, I got back: "Sorry, haven't even watched the video. I meant the editorial link I sent you." Being able to communicate at our fingertips is great, until...

Wishful Thinking – A friend told me about a conversation with someone who reached the top in Nashville: "When you're a kid, you just want to get a guitar and learn to play. Then you start a band... get some gigs... and if you're lucky, cut a single. You release an album and go on tour. Suddenly you have raving fans and become famous. After a few years, all you really want is to get a hamburger with your family and be left alone to eat it." Hearing that made me glad I get to live in anonymity.

Gift Giving – There were many events this year that allowed people to donate time, talent and treasure to those in need – and our area received lots of those blessings after Hurricane Harvey. If you're looking for an end-of-year goodwill gesture or last-minute tax deduction, please consider contributing to a qualified organization helping those in Texas, Florida, California, the U.S. Virgin Islands or Puerto Rico.

Merry Christmas. Happy Holidays. Seasons Greetings. May you find much happiness in the coming year.

Performance:
Improved 



FORWARD TO A FRIEND

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