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The first step to improved performance is recognition of leadership behaviors. A coach helps you identify those that need reinforcing and the ones requiring redirection. [Email me](#) to begin enhancing your overall results and influence on your team.



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When first asked to

Ideas For Success | *March*

The sleek Chevrolet Camaro – 2016 *Motor Trend* Car of the Year – pulls up next to you at the light. Silver Ice Metallic. 8-Speed Paddleshift. V8. Roaring 455 hp under the hood.

Amazing how you see it eight days a week when you want one. Third time on this day tripper ride home. Money can't buy me love, but it sure makes a hard day's night easier. You decide right then – yesterday, actually – the way to please please me is to get one and drive my car down the long and winding road. You rush in the door, say hello, goodbye to your significant other, get back to the dealer and come together on the price.

That's how commerce works. See what you want. Commit to purchase. Find the best deal. Buy it. Except not always.

Kathy needs to have a 3D mammogram – and our self-employed, annual family deductible is high, like \$10,000 high. So she called several facilities to determine which would have the least impact on our bank account.

One of the conversations went like this... Kathy: "How much will this cost?" Administrator: "That's a tricky question." Kathy: "Ballpark me." Administrator: "The thing is we won't really know how much you owe until we see you, determine the exact codes, file with your insurance, find out what they cover, and then we'll bill you the difference."

The presidential hopefuls just completed 20 debates that included lots of back and forth about health care. Whichever party wins in November, perhaps the new president will agree that the essential next move would be to create transparency in pricing when you go to the doctor. Revolution? Nah... we can work it out.

I Did Not Know That – A Commander of the Most Excellent Order of the British Empire died last week at 90. Many people didn't recognize his name nor know of his achievements. Yet his legacy will endure forever in the memorable music he produced.

Discovery: March – *Sir George Henry Martin met the Beatles in 1962, and signed them to their first recording contract. He didn't think the lads' drummer had talent, so he told them to get rid of Pete Best. John, Paul and George added Ringo, invaded America and became legends. "He was a true gentleman and like a second father to me," wrote McCartney upon learning of Martin's passing. "He guided the career of the Beatles with such skill and good humour that he became a true friend to me and my family. If anyone earned the title of the fifth Beatle it was George." After the first session, he asked if there were any*

produce the Beatles, George Martin declined. He eventually accepted, yet didn't attend the first recording session... until an assistant called to say he needed to get over and hear the innovative sound.

During those early sessions, Martin handed the band a song he'd licensed, because he didn't think Lennon and McCartney were anything more than paperback writers. The dynamic duo asked for guidance, then adapted their style. They wrote 180 songs... and 27 reached number one.

Martin heard Ringo play and didn't think he'd work out... so he used a session musician, relegating the new drummer to tambourine. Ringo asked for another chance – and the Fab Four flourished.

In business and life, there are plenty of opportunities for do-overs. You need to recognize when they appear – and have the confidence to change. That's today's lesson... with love, from me to you.

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problems, and Harrison answered: "Well, there's your tie, for a start." Fourteen years older than the group's senior members, Martin overcame that generation gap and earned their unending trust.

George Martin produced the band's hits until their 1970 breakup – every song skillfully layered using only a four-track recorder. He also produced albums for Kenny Rogers, Cheap Trick, Celine Dion – and, in 1997, Elton John's revised version of "Candle in the Wind" that honored Princess Diana, which sold 33 million copies.

Timed Reactions

Sports events. Concerts. Airlines. Industries that utilize dynamic pricing to sell tickets depending on where you sit and when you buy. Kohl's has electronic price tags that change based on the amount of inventory in stock and for flash sales.

Those are true supply and demand approaches that would put smiles on the faces of John Locke and Adam Smith. A few weeks ago Disney Parks jumped on the variable bandwagon – announcing single-day ticket prices will be higher during peak seasons 'to help better spread visitation throughout the year.'

Long-time readers know I love Mickey Mouse... and have made more than a dozen excursions to Walt Disney World Resort. Did you know one of the most frequent questions Guests ask is: "What time is the 3 o'clock parade?" Rather than roll their eyes at the obvious, Cast Members are trained to smile and find out the real question those distracted and tired souls want answered: "What time will the parade pass by Splash Mountain?" "When should I sit down along Main Street?" "Which attractions have the shortest lines while everyone else is watching all the characters and floats?"

The Disney Institute – which I attended many years ago – utilizes this example in professional training programs to teach leaders how to create personalized experiences. Uncover the '3 o'clock parade' questions that impact your organization, train employees to respond with kindness and you'll display deeper empathy toward customers' and prospects' needs. When you get right down to it, what they're actually saying is: You know I need someone, Help!

Until next time, continued success in all things.

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