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## August 2012: If You Try Sometimes, You Get What You Need



My dear friend Cathy Muckala surprised me with a response to a completely frazzled set of emails I sent her recently which were meant just to schedule a dinner. I had the dates so confused. She replied with a solution and an observation that I seemed more stressed than usual the last couple of months. She wanted to know how to help. Ironically, I've been deeply immersed in Emotional Intelligence training, working on our new workshops on Leading With Emotions and Improved Decision Making through EQ. I have been learning from Karl Mulle, Jeff Feldman, Dr. Izzy Justice and others. I have been speaking, researching and delivering. All the while I've been pushing hard while ignoring the fact that I have been more 'Reptilian' and less effective.

I created a vacation week that is ending today that included:

- Replacing exercise with eating
- 3 webinars
- 2 1-day workshops
- 2 college visits with my daughters
- 3 flights and 5 towns
- Quality time replacing my father's computer
- Less time with family and dear (not 'old', David!) friends

Well, aren't I the multitasking maniac? How'd it all go? Not great. Not healthy. In general, not fun. Add to this that I know better, but only academically apparently.

### Where's RMA Next?



We'd love to have you join us this August to continue your professional development! Click on the links below to get more information about open events or email [bhelt@russellmartin.com](mailto:bhelt@russellmartin.com) with questions.

**August 6 & 7** ASTD PM for Learning Pros | Chicago | [More Info - Register](#)

**August 8** MISO 10 Steps to Successful PM | St. Paul | [Join Us](#)

**August 9** Let the Job Talk: Benchmarking | HR.com | [Register for this FREE webinar](#)

**August 14** The People-side of PM | ASTD Las Vegas | [Learn More](#)

**August 15** 10 Steps to Successful PM | ASTD Vegas | [Register](#)

**August 16** Eikenberry Audio Conference  
[Get More Info](#)

**August 16** RMA Webinar: Creating A Reusable Project Plan  
[Register for this FREE Webinar](#)

**August 21 & 22** Realistic PM  
Indianapolis Children's Museum  
[Join Us](#)

So this issue is going to be about JOY. And ideas to grow. And thoughts to ponder. Nothing too heavy, nothing too upsetting, just a little bit of happiness in a busy crazy world.

And I'll be asking my CEO group and my friend Cathy to help me dial back the "ID (DISC)" as well. Peace

## Project Management & Agility



Agile project management is here to stay. Change your team by getting back to basics, and keeping your projects on track. With [Rocket](#) and [Managing Projects](#), you'll have everything you need to reinforce project management skills at every level. [Get started today at the HRDQ Store](#). Check out HRDQ's [blog](#) for awesome simulation ideas.

## Magnify Your Faults



From the article "We Did a Bad Thing" by Michael Muldoon in *Spirit Magazine* ([www.spiritmag.com](http://www.spiritmag.com)) July 2012

In late 2009, Domino's Pizza had a massive public relations issue. Television ads were informing us that their pizza was awful. "The sauce tastes like ketchup". "The crust tastes like cardboard". Every company's nightmare, right? Only Domino's was running the ads and the quotes were coming from their employees! They were determined to build a better pizza. This PR brilliance triggered a 14.3 percent increase in sales per store - a record for the fast-food industry. The company's earnings soared 20%.

Their marketing company Crispin Porter & Bogusky called out the elephant in the room. The pizza was sub-par and everybody on staff knew it. Customer data supported it. They decided to tell the truth. The average customer doesn't believe advertisements about 'new and improved'. Everybody says that. In this case, the daring approach also made a company more human.

Most important, the message that Domino's had a clear solution - we've invested in improving our product for you so buy some. Unlike some very entertaining Super Bowl commercials, it was clear who was talking to you and what they wanted you to do.

What leadership or project management truth are you hiding? What does everyone on your project team know but no one will say out loud? How can you mimic Domino's and leverage it to grow your ability to deliver? If you need some help figuring out the name of your elephant, [give us a](#)

**August 23 & 24** McDonald's Realistic Project Management

**August 28 & 29** McDonald's Realistic Project Management

**August 31** MISO Leading with Emotional Intelligence

## Our New Playground



[VISIT HERE](#)

Research shows that small breaks to do something completely different will calm your brain and help you return to focus and finish. Look at all the fun you can have at our free virtual community:

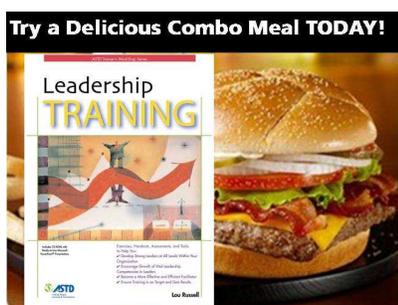
- Pimp Your page - Select MY PAGE tab and then select customize my page to create your own look
- Loupon!
- Play a game and post your score
- Recordings of previous webinars and podcasts
- Send Lou a Howdy Do!
- Share a resource, game or idea
- Take Our Video Tutorial (under the HELP tab)
- If you find a mistake or typo, suggest an improvement

The Virtual Playground also has a [Leaderboard](#) of our contest winners. Winners include *Tisha Radcliffe, John Temples, Dan Brandon, Despi Ross, Debe Grommons, Kevin Davis, Cynthia Rylands and Hazel Beasley*.

## We're Living in 1939

"Curiosity, which may or may not eventuate in something useful, is probably the outstanding characteristic of modern thinking. It is not new. It goes back to Galileo, Bacon, and to Sir Isaac Newton, and it must be absolutely unhampered. Institutions of learning should be devoted to the cultivation of curiosity and the less they are deflected by considerations of immediacy of application, the more likely they are to contribute not only to human welfare but to the equally important satisfaction of

[shout](#) and we'll help.



## Leadership Combo Meal

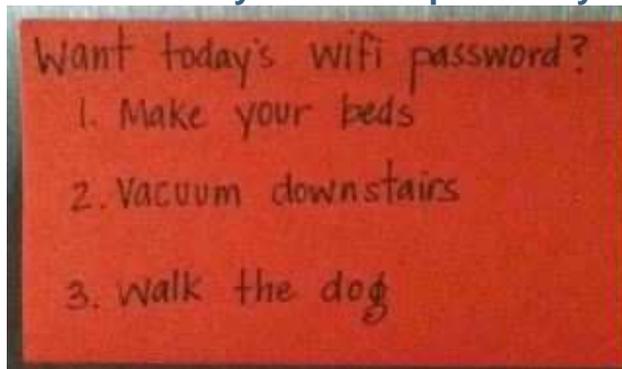
Need **DO IT YOURSELF** leadership training in a hurry for very little money? Here's a combo that will jump-start your development and amaze everyone. This also works nicely for anyone looking for a way to create a Work Product for CPLP certification *AND* it can be adapted for e-learning.

The Leadership Combo Meal contains:

- The Leadership Training book written by Lou Russell (ASTD Press)
- 15 DISC / Workplace Motivators electronic profiles
- 1 hour Phone Coaching session with Lou Russell
- The Rocket Game simulation

Receive all this for **\$1500** - including shipping. Only available by contacting [Brittney](#).

## Accountability vs. Co-Dependency



Sometimes holding people accountable feels a lot like nagging and co-dependency. One of our PM Mentor members was frustrated because the only way she could get her stakeholders to deliver key project deliverables on-time was to remember to remind them. And remind them. And remind them. Eventually, a pattern was obvious.

Accountability is not doing it for them, or holding their hand a little too tightly. If you're not on Facebook, you've missed a great Mom example of accountability this week. above. Enjoy. It's all about the consequences.

intellectual interest..."

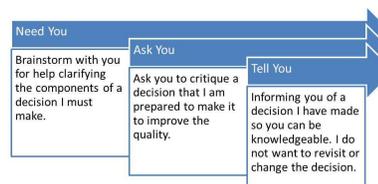


From [The Usefulness of Useless Knowledge \(PDF\)](#), originally published in the October 1939 issue of Harper's, by American educator **Abraham Flexner**.

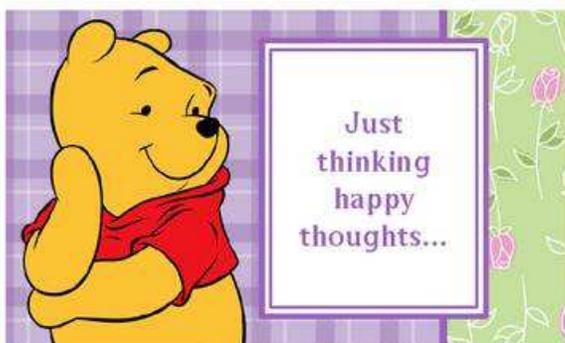
## Shared Expectations for Meetings

A friend of mine shared a great little chart with me years ago. How many times do we go into a meeting with a completely different understanding of our role than the person who called the meeting? Or how many times have you called a meeting and been frustrated that people weren't helping you the way you had hoped? Tons, right?

Use this little chart to help clarify at the start the purpose of the meeting. How much help do you want from the people in the room? Is your mind made up, or do you want feedback? Is your goal to brainstorm or educate only?



**Click Image (above) to Enlarge**



## 10 Happy Thoughts for Troubled Times

People and circumstances will occasionally break you down. Keep your mind focused, your heart open to possibility and continue to put one foot in front of the other. You'll recover and come back stronger. Keep this list handy for when the whole world seems like it's crashing down.

1. Down days are completely normal, and not something you should feel guilty about having. Keep things in perspective.
2. When you are at your lowest point, you are open to the greatest positive change. Happiness is not the absence of problems, but the strength to deal with them.
3. There is a huge difference between giving up and moving on. Moving on doesn't mean giving up, but accepting that there are some things that cannot be.
4. Life rarely turns out exactly the way you want it to, but you still make it great. Remember that there is no perfect life, just perfect moments.
5. Most people ask for happiness on condition, but long-term happiness can only be felt if you don't set conditions. Accept life unconditionally. Be patient, live, accept what is, and have a little faith.
6. You can choose to view things differently. It is a choice. Why not allow it?
7. When your flaws are stitched together with good intentions, your flaws make you beautiful. Accept no one's definition of your life, except your own.
8. You have the ability to heal yourself. It's important after you've been hurt to take some time to think about your pain, and address it calmly and consciously to avoid carrying it with you.
9. The real tragedy in life is not death, but the passion we let die inside of us while we still live. There's a lot of life left to be lived.
10. You are a work in progress; which means you get there a little at a time, not all at once. Today is a brand new day - a fresh start.

From the Mental Health America of Greater Indianapolis  
[www.mhaindy.net](http://www.mhaindy.net)

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...OR...



## August Contest

The last couple of months the number of people playing our contest has really dropped. So, either it's not fun or you've stopped having fun, or we don't have time for fun. But whatever it is, let's bring back the fun.

EVERYBODY WILL WIN!!! Yes, just email [info@russellmartin.com](mailto:info@russellmartin.com) an answer and you'll win something fabulous in snail mail AND you'll be entered in a drawing to win a free copy of the new **Managing Projects** book (or a book of your choice from us if you've got that already).

Here's the contest. We'll share the answers on our new playground (below): Complete the following dumb jokes with your own answers:

- Why did the project manager cross the road?
- What was T-Rex's favorite number?
- How many Facebook users does it take to change a light bulb?
- What do you get when you



Not a loyal follower? [Sign up](#) to receive our monthly e-zine and join us in the FUN!

combine a Trainer with a Latte?

Do the math or be creative with an off-the-wall answer. **PLAY!** Send your answers to [info@russellmartin.com](mailto:info@russellmartin.com).

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