



NEWSLETTER

CASWELL CORPORATE COACHING COMPANY

AUGUST 2018
VOLUME 18
ISSUE 8



WILLIAM E. CASWELL

Bill Caswell is an experienced coach of CEOs and senior executives around the globe. The author of 20 books, Bill has penned the 12-book series *The Respect Revolution* written, by a CEO for CEOs, as a guide to getting your company to *Excellence* and keeping it there.

For more information, go to:

www.caswellccc.com

LUCK

Business success is based on luck. There, I've said it. Now let's discuss it. We humans are so egotistical that we think our success is due to our own cleverness and high level of determination. While that is true enough, we also have to have been lucky enough to be born with such brilliance and drive, not to mention good health and the right location.

That is because we could have been born with none of those three traits, and in, for example, Motuo, Tibet, a county of 12,000 people, the last county in Tibet to be inaccessible by road. To get to this region, a traveler has to trek across mountains for four days. And, what if we were born with a disabling disease, not very bright, or not very determined? Are we at fault for that? Where do we draw the line?

We are not the first to recognize the huge role that luck plays in our lives:

"When I returned I realized that for everything under the sun, the race is not to the swiftest, nor the battle to the strongest, neither yet bread to the wise, nor yet riches to men of understanding, nor yet favor to men of skill. But time and chance happen to them all. For humans also do not know their time: as fishes that are taken by an unkind net, and as the birds that are struck from the sky by a sling. So, do both the cream and the dregs of humankind become snared in an evil time when it suddenly falls upon them." – *Ecclesiastes, IX, 11 & 12, Christian Bible.*

"There is a tide in the affairs of men, which, taken in the flood, leads on to fortune." – *William Shakespeare, Julius Caesar*

The egotism of humans is beyond compare. We think that our own religion is correct and that all other religions are not. We thought that the sun and the universe revolved around Earth and imprisoned Galileo for suggesting otherwise. And, we think that because someone is not successful, it is because he did not try hard enough or was downright lazy.

A key part to the CCCC teachings, PAVF, offers an understanding and a tolerance for others who are different from ourselves. A 'P' person, when confronted with an 'F' person, often wonders why on earth she can't get going, just like he did. The 'P' pushes and cajoles the 'F' and, when, after a time, that strategy doesn't work, the 'P' fires the 'F' or separates himself from her. What he should do, instead, is to (a) recognize and deal with her 'F' procrastination with an increased amount of supervision that she needs and (b) draw on the strengths of the 'F' of, for example, her ability to reconcile differences of opinions within her operating group.

DELEGATION AND DECENTRALIZATION

Seminars

2018/2019:

- ▶ **28 Aug.**
Webinar on Millennials
- ▶ **6-13 Sept.**
Practical MBA
Ottawa, Canada
- ▶ **25 Sept.**
Cornwall, ON, Canada
- ▶ **4 Dec.**
Guadalajara, Mexico
- ▶ **Mid Jan.**
Guadalajara, Mexico

Products of CCCC:

1. Read about the CCCC management methodology for **\$25** electronically or **\$250** with a set of 12 books (2,700 pages) in a hardboard case.

2. Learn about the CCCC management methodology by attending the week-long **Practical MBA**, **\$7,500**

3. Act on the first step of resolving your key issues with a tactical planning session by CCCC starting at approx. **\$8,000**.

4. Engage fully in the *Climb to Excellence* right from the start (3-year step-by-step program) guiding you to *Excellence*, **\$150,000** (\$4,200/mo.)

As I go about coaching CEOs, it is easy to see that many owe their post to a lot of luck – being born in the right family, for example. That does not take away from their high level of intelligence or dogged determination. Success comes from their own efforts too, of course, but as stated at the outset, that can be viewed as luck, also.

There are three conclusions to be drawn from the significance of luck in our lives:

1. Do not envy others' success. Realize that their lofty position is not an expression of your own failure or limitations, but, often due to a sequence of factors over which you – and that other party whom you envy – have little control. It doesn't matter if we are discussing a business operation, a pop artist's career, or an opera singer reaching for the Met.

2. Be tolerant of others' inability to do the things that you can do so easily. Instead, re-direct how you behave with that person. In business and life, we must set goals and continually strive to reach them. Thus, for those reporting to us, we must reassign personnel who seem unable to achieve what we need – and the sooner the better for both parties. Our analogous example is that we do not ask the soprano to sing a bass note; we assign her to sing the higher notes.

3. Do not give up. Work as diligently as you can towards your goals. Do not be hard on yourself. Cream rises to the top. If you put in the best effort you can, you will rise higher and higher. You should be satisfied with yourself if you know that you have done your very best.

Bill

Bill is always available for comments or questions at

bill@caswellccc.com

Caswell Corporate Coaching Company (CCCC)



Ottawa, Canada

613-232-1243

www.caswellccc.com