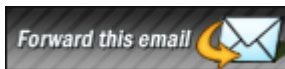


Helping Organizations and People Turn Potential into Performance

July 2009

Welcome to all of our new subscribers! Do you know someone who could use a monthly dose of motivation, inspiration, and tips to take charge of their professional and personal life? If so, forward this newsletter to them and encourage them to subscribe.



If this newsletter was forwarded to you and you'd like to subscribe, please click on the link below:

[Welcome to the Catalyst Community!](#)

Events and Announcements

Over that last several months, we have been working to provide additional services to our clients. Below are two new features that we have launched this month. Additional new services will be launched in the weeks to come.

[New Website Launched!](#) We have launched our new website this month. Visit us to learn more about the new services that are being offered to assist you and your organization.

[New Blog Launched!](#) We have launched our blog to provide development tips to you in addition to our newsletter. This blog will allow you to post comments and questions that you may have regarding your personal and professional development.

Catalyst Resources

[Catalyst Enterprises International](#)
[Executive Coaching](#)
[Business Solutions](#)
[Not for Profit Services](#)
[Faith-Based Organizational Services](#)

30 Second Coaching Corner



"I've missed more than 9,000 shots in my career. I've lost more than 300 games. Twenty-six times I've been trusted to take the game-winning shot and missed. I've failed over and over and over again in my life ... and that is why I succeed."

- **Michael Jordan**

Business Corner

Helping Cutting Edge People Sharpen Their Saw

Leadership Team Building in Business

Many times in business, a project must be completed by a group of qualified individuals. As the head of this group, you may have problems making them pull together. Leadership team building is what you may need. You will have to find a way to rally the troops. This may be harder than expected.

One of the problems with leadership team building is communication. In order for things to run smoothly, people must know what each part of the group is doing. Effective communication is a key element for making a team run smoothly. When people are talking they are sharing. This means ideas are flowing. Brainstorming with each other is an effective tool in getting teams to work together.

Recognizing the assets of your group is another motivational tool you can use in leadership. Team building can be greatly enhanced when the group knows what they are capable of. Pointing out individual attributes helps with this. People try harder to get the job done when they know it will be appreciated.

Not For Profit Corner

Creating a Plan to fulfill Your Passion!

Creating Donor Loyalty

Nonprofits are facing greater challenges today than ever before:

- Economic down-turn affecting available philanthropic dollars
- Potential losses in local, state and federal funding as a result of budget cuts
- Increased competition with so many non-profit organizations

In addition to these external challenges, non-profits, just like all businesses today, are faced with internal challenges:

- Leading an organization in uncertain times
- Developing and motivating teams for results
- Doing more with less
- Reducing costs - without impacting services
- Reporting performance
- Managing assets and risks
- Responding to change

Successful non-profits effectively address these internal and external challenges by developing and implementing a strategy that creates donor loyalty.

Optimism Versus Pessimism - It's All About Attitude

Is Your Glass Half Full or Half Empty?



Are you a glass half full or a glass half empty kind of person? Does it really make a difference? I think it makes a huge difference in your overall functioning and the quality of your life.

Optimism can lead to accomplishment. If you think something is possible, you will generally work harder to achieve it. Believing in the positive allows you to feel good about life in general. Being optimistic can lead to an overall mood of happiness and enjoyment in life. While most optimists understand that not everything works out as planned, they recognize that some good can come from the unexpected.

Pessimism can lead to defeat and despair. When you are doubtful that things will happen or be accomplished, you tend not to try as hard-which then leads to failure. Approaching everyday tasks with a negative attitude quickly leads to a negative outlook on life.

Unfortunately, I encounter many pessimistic people in a variety of settings. It may be that some of those people are just having a bad day; but so often it is a way of life for people. We can become pessimistic about things we have no control over-like the economy and the weather. We do not have control of either, but we can determine what it is about those two things that we do have control over and take action there. I can manage my own finances, for example, and make sure that I am spending within my means. I can also make sure that I am putting money aside in the event that something unexpected happens. In terms of the weather, I cannot control the temperature or precipitation; but I can decide how I will dress each day based on what is happening outside. If I spend all of my time focusing on and worrying about all of the things that I cannot change and do not have control over, I create an even bleaker picture and other parts of my life begin to suffer.

We all have moments of optimism and pessimism. What it comes down to is how the scale is tipped. Is your cup half full or half empty? If you feel that you are more of a pessimist than an optimist, are you able to pin point ways you could make a change? Whether you are feeling pessimistic about many things or even just a few, try the steps below to see if you can tip the scales back in the favor of optimism.

- Make a list of all the things that you are concerned or worried about.
- Determine which of the things on your list you have control over. Cross out the items that are truthfully out of your control.
- Of the remaining items, take some time to think about what you can do to change those situations.
- Choose one or two items from the list and begin working to improve those situations.
- Take some time every so often to reflect back on your list. Have you been able to make some changes? Are you feeling more optimistic about the items that are left? Are you ready to begin working on another item?

Taking it one step at a time, taking charge of the things you can control and making changes can lead to a more optimistic attitude. Often times we try to take on too much at one time which leads to failure and more pessimism. Taking it slow and working only on the things that we have control over, brings success that leads to more optimism and a willingness to keep moving forward.

ABOUT CATALYST ENTERPRISES INTERNATIONAL

Catalyst Enterprises International is a global organizational development firm committed to the growth and positive, measurable achievements of individuals and businesses. Our focus is helping you turn your potential into performance.

Our services include:

- Corporate/Executive & Personal Coaching
- Organizational Development
- Process Improvement
- Strategic/Business Planning

For more information, please visit our web site, www.catalystenterprise.com, or call our office at 302-734-2505.

Until Next Time... Have a Purposed Filled Day!

Michelle