

# Executive Insight

## Tip of the Week



Hi Skip!

Welcome to this week's issue of *Executive Insight*.

### **Insights from a Winner**

I just returned from a professional conference hosted by [TTI Performance Systems](#) that I attend every January. As expected, I feel pumped up and energized. It's always great to take a few days out of your routine to receive fresh insights, catch up with long time colleagues, and make some new friends.

This year my good friend, Skip Murray, received TTI's life time achievement award. A 25 year [business owner](#), Skip is a generous and dedicated professional whose company is committed to the professional growth of its clients. In honor of this award, I asked him to share some of his success secrets.

Skip starts every day with a precise intention, that is, he has a specific reason for what he plans to do each day. He feels that intention helps keep him focused on completing these activities.

One day may be dedicated to client service, while another day centers on marketing and selling his services. And in addition to business, intention includes having some guilt-free fun days.

Next, Skip says that we choose whether we have good days or bad ones. He believes that we cannot let negative forces consume us, and that we can find a positive that can outweigh a negative. This is more than the power of positive thinking; it is the discipline to supplant negative thoughts with more productive positive ones.

Finally, Skip feels that it is essential to know yourself, especially what makes you great. When you focus on what you do best, commit to doing it fully, consistently and passionately. His motto is, DWYSYWD, or "do what you say you will do".



Congratulations, Skip, and thanks for sharing your wisdom with us.

Have a great week!

A handwritten signature in cursive, likely belonging to Lisa M. Aldisert.

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Our goal is to provide you with timely tips so that you can more effectively run your business. We know you have a ton of mail in your inbox, so we're committed to brevity and practicality.

### **Quote of the Day**

"A genuine leader is not a searcher for consensus but a molder of consensus."

- Martin Luther King, Jr.

### **January 19th Trivia**

Today is "Little Ricky" Day, marking the 1953 birth of Lucy and Ricky Ricardo's son on "I Love Lucy".

### **On this Day in History**

In 1825, the process for preserving food in tin cans was patented.

**Interested in growing your business?**

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