



## December 2012

### New Horizon

It is hard to believe that 2012 is rapidly coming to an end, 'done and dusted' as the saying goes!

For many businesses as they reflect over the past 12 months, they will have experienced unique challenges, restructures, redundancies, merges, buyouts, and equally there are businesses that have experienced growth, acquisitions, increased turnover and profit.

Overall it has been a year of changing fortunes. Whatever the circumstances there are a few basics rules to remember as we contemplate the new horizon of 2013.

1. **This will pass!** No matter what the circumstances, good, bad or indifferent, they will change, as change is an inevitable aspect of life and business.
2. **You never arrive at anything!** In business the minute you think you have arrived and you can sit back on your laurels, you have made your biggest mistake.
3. **As we think we become!** It is a scientifically proven fact that as we think, we attract, act and become. If you move into 2013 with a pessimistic view and negative thinking, without doubt, you will affirm the truth of your thinking. On the other hand, if you take time to review the business plan and set constructive, optimistic goals for the coming year, there is an 'odds on chance' that you will attract, act and affirm those positive outcomes.

### Hot Dog Story

During the great depression a farmer whose farm was on a main road heading into Los Angeles, noticed the amount of travel weary motorist going past his driveway. To offset the reduction in pay-outs for his farm produce, he decided to sell Hot Dogs at the front of his driveway. He setup his Hot Dog stand and put up a sign advertising the best Hot Dogs in the county.



Within a very short period of time the sales of Hot Dogs were rapidly increasing, so much so that the farmer had to buy more equipment and ingredients to meet the demand. The revenue from this Hot Dog enterprise significantly improved the farmer's income.

Then one day his son, who was studying economics at college, returned home for the summer holidays. To the son's surprise he could not believe his father's folly. "Dad, haven't you heard there's a recession? The economy is really bad. Unemployment is terrible. People are losing their homes and everyone is suffering" People can't afford to buy Hot Dogs!

The farmer was surprised by his son's comments but reasoned that his son was well educated and knew more about the economy than he did. So with that advice he stopped selling Hot Dogs at the end of his driveway. The scary part of this story, from all accounts it is a true story. WOW! As you think you become and your circumstances change!





## 2013

In reality 2013 is just a numerical change in the calendar, just another 12 month period, same old, same as! But with the shout of Happy New Year! We all anticipate newness, freshness, new beginnings, fortunes and resolutions abound. The secret to realising a prosperous new horizon for 2013, is to affirm and drive this believe, not just at New Year's Eve, but throughout the year. **Wishing you a successful and prosperous 2013!**

## Exciting New Courses for 2013

### Tailored to meet the specific needs of your organisation

- Achieving Sales and Revenue Success (Sales Skills Development Stages 1,2 and 3)
- Leading, Influencing and Managing Team Performance
- Putting the Super into Supervising
- Coaching, Mentoring and Delegation
- Writing and Maintaining an Active Business Plan
- Business Innovation and Creative Problem Solving
- Insightful Negotiation Techniques
- Exceeding Customer Expectations
- Empowering Presentation Skills
- Achievement through Planning and Goal Setting
- Personal Fulfilment through Efficient Time Utilisation
- Stress Reduction and Wellbeing within the Workplace
- Enhancing Workplace Communication and Morale
- Team Building and Workplace Ethos Enhancement
- Personal Awareness, Motivation and Enthusiasm for Success



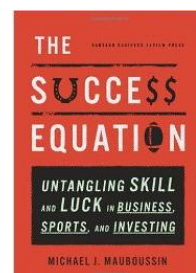
## Worth Reading

**Title:** The Success Equation

**Author:** Michael J. Mauboussin

Untangling Skill and Luck in Business, Sports, and Investing. This is a good read for the holiday break and should provide an informative and encouraging perspective for achieving your desired success during 2013.

**Disclaimer:** *ThinkZone Resources Limited makes no claim to authority or licence in relationship to this book. We submit the title of this book as recommended reading only.*



## Quote for the Month

*"Just Do It or Someone Else Will"*

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