



REBUILDING THE BUILDING INDUSTRY

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The course of events that led to the economic meltdown, shook up the real estate markets and drove the building industry to its knees has provided a prime opportunity for professionals in the industry to take a hard look at where we are and where we want to be.

Many of our colleagues are asking, "What will it take to move our strategic results needle." In working with clients in search of the answers we have discovered there is no generic, one size fits all answer. It comes back to fundamentals that lead to success in any industry.

Commit to Evolution & Transformation

Every person in our industry has the opportunity to contribute to the change or transformation required to propel us forward. It starts with facing reality, starting with you. Success comes when we acknowledge that who we are today is not who we need to be to get us going in the right direction. When you begin to identify and acknowledge your role in limiting success for yourself and your organization, it opens your mind to look beyond what you see in front of you today and allows you to start building for a bright tomorrow.

Envision a Bright Tomorrow

We need to stop thinking doom and gloom. We must start envisioning the future, a future that is defined by a robust and thriving industry. Somewhere along the way we lost sight of the dream. We need to reconnect with it. We need to reshape it and we need to believe in it. If we don't believe we can turn this around, why on earth should our customers believe in what we have to offer? The concept of home ownership used to be the American Dream. It can be again if we all pull together.

Turn Challenge into Opportunity

It is going to take some innovation and creativity. We must realize that the way the business world operates now has changed. Consumers are leveraging the power of the internet and the information they find there to make buying decisions. We need to get real about how we create relationships with them and the value we can provide in their decision making process.

"Harnessing the energy that makes great things happen!"

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Turn Strategy into Action

Leaders spend hours writing, collaborating, and drafting brilliant and beautiful strategies. They emerge from these sessions with a sacred document designed to increase their sales, make their product or services shine, engage their staff, wow their customers and secure their futures.

Most executives believe that if you get the strategy right, the success of that strategy is a foregone conclusion. While having a brilliant strategy is a fundamental part of creating success, it doesn't do any good without flawless execution and measuring results to gauge success along the way.

In reality, any strategy is only as good as the degree to which the people within the organization are committed to it. Even the best plan will fail if people don't take accountability for delivering it.

Developing Resilience

This moment in time provides lessons that will leave us stronger, more vigilant and determined to achieve success whatever the disruptions to the economic cycle. We can be balanced, assured, disciplined, with great energy and a passion for our work. A resilient person will transition quickly from "woe is me" to "Wow It's Me". We develop resilience by managing our thoughts, behaviors and actions.

Moving the Strategic Results Needle

- Accept that change is a part of life. Success lies in your ability to adapt to changing circumstances. *Where is your thinking and action or lack of action holding you back?*
- Set some realistic goals. Keep a tight focus on what matters and spend more time on those tasks. *What's the one thing you can accomplish today that will move your strategic results needle?*
- Be decisive. Do as much as you can rather than avoiding problems and hoping they will go away. *What decisions have you been putting on hold rather than being decisive and taking action?*
- Share best practices and practical advice. You aren't in this alone. *When was the last time you called a colleague to hear about how they are weathering this storm?*
- Develop a more hopeful, positive outlook and be optimistically confident in your strengths and abilities. Focus on what you want rather than worrying about what you fear. *Is your thinking fear-based or leading to solutions rather than more problems?*
- Take a longer term perspective. What happened yesterday isn't going to change. What happens today establishes our reality in the future. *Do you know where you are headed?*
- Take care of yourself. Good health, fitness, and eating right lead to relaxation and peace. This will give you the strength and balance to face difficult challenges that may lie ahead. *How are you taking care of you?*

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We have a wonderful opportunity before us to make a significant difference and share an amazing story with the world about how we overcome this challenge as an industry. If we focus on the thousand little things it will take to win this now and use the opportunity to shape markets to our advantage; we can handle this crisis, re-establish the consumer's trust and brand loyalty, and innovate for a brighter tomorrow. The bar has just been raised. Are you up for the challenge?

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