

Surviving the Economy

Tips to keep afloat,
on-board, re-cycled

By Fran Zone



I've always held a special affection for PBWC because of the resources it provides and the relationships it creates and inspires. My first PBWC presentation was at the second conference. I had coached a speaker for the first conference who recommended me to the Board. That introduction inspired speaking invitations around the U.S., new business, and opportunities to affect and inspire others daily.

In this economy, our currency—perhaps our survival—depends on our relationships and how we maintain them. Every relationship has the potential to be the one that keeps you afloat, on-board, or if needed, re-cycled.

To weather the storm, keep your key relationships close and substantive.

Tip #1: Align to the Ledger

If you're not making money for the enterprise, be sure you are essential to someone who is. Take a hard and deep look at how your function effects end results and who relies on it. This is a relationship to keep close. If you are in a role that doesn't easily align to the ledger, join a



Align to the ledger.

Own your fiscal future.

Manage memories you create.

professional or trade organization now. It's a lot easier to network at these events with a job than to be one of the several attendees looking for one.

Tip #2: Own Your Fiscal Future

With all the takeovers in the banking industry, it's clear that it's far more important to have a banker than a bank. Now is the time to have a relationship with someone who has the power to say 'yes' should you need to re-negotiate the terms of loans, mortgages or lines of credit. If you don't have a relationship with someone who handles your banking, now is the time to develop one. Harried banking representatives would probably welcome a hand shake and a new beginning. Start one.

Tip #3: Manage the Memories you Create

There has never been a better time to be deliberate about how others remember you. The 'same old you' doesn't quite cut it in a brave new world. In every interaction, everything matters: your language, posture, confidence and your assumptions about your ability to be counted on. Seize every possible opportunity to have 'face time' with someone who will remember you as an asset to success.

As featured in the Fall 2008 issue of PBWC Connections magazine



Learn more about how Fran's unique approach helps clients succeed at:

Zone Communication
www.zoneme.com

Your most recession-proof skill is your ability to communicate. The ability to influence and leverage outcomes will always trump the ability to over-deliver the expected. To stay essential, focus your time on being a compelling resource for what needs to be done.

Fran Zone is the creator of The Zone Method™ and one of the highest rated speakers in the history of PBWC. She helps rising stars create "stellarBeginnings" via radio and TV appearances while building an online community of individuals ready to be more.
www.zoneme.com