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**Welcome to SIMPLICITY AND SUCCESS™ — THE E-ZINE**  
**A Newsletter About Creating What Matters Most in Life & Work**  
**Bruce Elkin, Personal/Professional Coach**  
**<http://www.BruceElkin.com>**

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"What is it you plan to do with this one wild and precious life?"  
— Mary Oliver

Hi Folks,  
Due to requests from new subscribers to explain the background of Simplicity and Success, I'm reprising much of the content from our first issue. I'll also re-introduce myself to those of you who don't know me yet.

Simplicity and Success is a free newsletter for people who want to create simple yet rich, engaging and successful lives, work, and relationships.

It's about shifting your focus from merely solving problems to creating results that truly matters to you. It's about going forward, not backward.

Oliver Wendell Holmes once said, "I would not give a fig for the simplicity on this side of complexity, but I'd give my life for the simplicity on the other side of complexity.

Simplicity and Success is about embracing and transcending complexity, and seeking the simple, elegant success that can only be found by working through to the other side of life's challenges.

If you like what you read here, please forward the intact newsletter to friends and associates. (That's how we grow.) If you'd like to receive the newsletter regularly please e-mail me at [belkin@saltspring.com](mailto:belkin@saltspring.com) or go to <http://www.BruceElkin.com/newsletter.html> and sign yourself up.

There's no charge and it takes only a couple of seconds to sign up. You can also remove yourself at anytime at the above URL.

Enjoy!

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**QUICK TAKE: WHY SIMPLICITY AND SUCCESS?**  
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During nearly 20 years as a coach, almost all of my clients have said they aspired to two common goals.

1. They want to create successful, engaged, and fulfilling lives and work.
2. They want to do so in a simple, easy, effective, and enjoyable way.

They aspire to both simplicity AND success. However, most don't know how to accomplish both at the same time.

Simplicity and success seem to many to be conflicting goals. Clients often report that they oscillate back and forth between the two goals, rather than move forward consistently toward both.

This is as true with organizations as it is with individuals. In my consulting work, I find the same two desires: to create an exciting, successful, and productive organization, and do so as simply, elegantly, and harmoniously as possible.

I hope this newsletter helps you see that simplicity and success do not have to compete. These desires can be integrated so one supports the other. You can produce results in both areas that complement (rather than compete with) each other.

Through the newsletter and occasional special reports and articles, I'll show you how to design a simple yet rich, sustainable, and successful life and lifestyle. I'll also show you how to apply the same generic "creating" skills and framework to creating almost anything that matters to you.

\* For more info about my book SIMPLICITY and SUCCESS: Creating the Life You Long For and other programs please see: <http://www.BruceElkin.com>

## **INTRODUCING ME: LifeCareer Coach/Consultant**

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I'm Bruce Elkin. I'm the author of *Simplicity and Success: Creating the Life You Long For* [Trafford, 2003]. I've coached individuals and groups for over 20 years. And consulted for 17. I still offer Strategic Design and Planning programs through my consulting firm Summit Strategies. (See [www.summitstrategies.net](http://www.summitstrategies.net))

Before I began consulting, I ran outdoor based Executive Seminars, was an associate of the Action Studies Institute, senior trainer for the Institute of Earth Education, and taught at the University of Calgary, Simon Fraser University, and the Banff School of Management.

I also trained and worked with Robert Fritz, author of the best selling *Path of Least Resistance* books for nine years. I was the first Canadian certified by Peak Learning, Inc. to administer the Adversity Response Profile™ developed by Paul Stoltz, author of *Adversity Quotient*.

Back in the 70's and 80's, I discovered that workshop participants did MUCH better if they received follow up coaching than if they didn't. Research by Bruce Joyce confirmed my own findings. He found that, although people might enjoy and get much out of a workshop, only 12 to 15% put into practice what they learned. However, when people received follow-up coaching, that figure jumped to 85-90%. I was hooked on coaching.

Later I realized that people benefit from two kinds of coaching.

They benefit from help in creating the results that they most want to create.

They also benefit from learning how to cope with adversity.

They find results easier to sustain if they build optimism and resilience—the ability to bounce back

from setbacks and to persevere in face of difficulties.

When I combined these two kinds of coaching, my clients made great strides toward creating what mattered to them.

I've coached professionals such as doctors, dentists, lawyers, veterinarians and accountants. I've coached entrepreneurs Everest summiteers, single moms, writers, small business operators, artists and craftspeople, high tech start-up teams, sales people, scientists, educators, and Fortune 500 Executive teams. My approach can be summed up as "Discovering what works; Creating what matters."

I help you discover — and appreciate — your "positive creative core," that wealth of talent, skills, experience, and previous successes that are so often overlooked when we undertake a new project, job, or relationship.

Once you've grounded yourself in a felt sense of your own competence and confidence, I help you master the principles and processes of practical creativity:

- Knowing what you want to create,
- Knowing what you currently have,
- Knowing how to make choices and take actions that move you from where you are to where you want to be.

I help you increase your capacity to create results that matter — independent of the problems, circumstances, and adversity you face.

By getting in touch with your own creative core, clarifying the results you want to create, and sustaining them in the face of adversity, you will find it much easier to create a simple yet successful approach to life and work.

For more info about me and my background, please see <http://www.BruceElkin.com/bio.html> and <http://www.BruceElkin.com/moreabout.html>

**FEATURE ARTICLE:  
COPING WITH ADVERSITY: Creating Optimism and Resiliency**

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We are naturally resilient. We have great potential for optimism. We have the potential to bounce back from setbacks and adversity. However, we tend to lose some of our optimism and resiliency over time, and when adversity stacks up on us.

Over time, we get rigid, less flexible, less able to bounce back from difficulties. Moreover, some of us naturally take a pessimistic (although, often, more realistic) stance toward life's challenges.

Together, a pessimistic, low-optimism stance and a lack of resilience can reduce our ability to roll with the punches. They can make life and work much harder than they need to be. Even optimists can slip into a pessimistic stance when adversity overwhelms them.

Optimism and resiliency will be greatly valued in years to come. A poll of 20,000 people worldwide reveals that 98% predict a more difficult, changing, even chaotic future. Individuals, families, organizations, and businesses face accelerating change and increasing levels of adversity.

The good news is that we can learn to increase resiliency and optimism. To do so, we need to:

- 1.) Accept and appreciate that our ordinary self is good enough;
- 2.) Develop the capacity—the skills and structure—to create the results we most want in life and work—independent of problems, circumstances and adversity;
- 3.) Master the skills to sustain those results in the face of change and adversity!

Most of my clients assess their Adversity Quotient (AQ) using an instrument known as the Adversity Response Profile (ARP)<sup>TM</sup>. AQ is a scientific measure of how you habitually respond to

adversity. The Adversity Response Profile is a simple yet sophisticated way to measure essential aspects of EQ or Emotional Intelligence. The ARP measures such critical variables as:

- \* CONTROL: the amount of control you perceive you have over adversity and its effects,
- \* OWNERSHIP: how much you own the outcome of adversity and your response,
- \* REACH: the degree to which you let adversity bleed into other areas of your life,
- \* ENDURANCE: how long you perceive the adversity will last.

An ARP assessment provides a snapshot of how you currently respond to adversity. It shows you where you're optimistic and where you're not. It shows you where you're resilient and where you're not. It explains why you might stall, quit or give up when things get difficult.

By improving AQ you increase your optimism and resiliency. You also increase your capacity to create results in all aspects of personal and professional performance. Unlike IQ, AQ can be improved!

For more on AQ and the ARP, see <http://www.BruceElkin.com/aq.html>

## **FROM MY BOOKSHELF**

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"THE PATH OF LEAST RESISTANCE," by Robert Fritz

This book changed my life 20 years ago and I'm constantly going back to it for more inspiration and information. It's not about taking the easy way out, it's about following the paths that you unconsciously set up to guide your actions. Some paths lead to results, others do not. Fritz shows you how to consciously create paths that consistently move you toward what you most want to create. I can't recommend this book enough.

See also Fritz's "The Path of Least Resistance for Managers." Peter Senge, author of The Fifth Discipline, says Fritz is without doubt one of the most original thinkers today on the creative process in business, the arts, science, and life in general.

" ADVERSITY QUOTIENT," by Paul Stoltz

Paul did research on people who experienced what they thought were life-changing Outward Bound experiences. He discovered that several months after the program, most were back where they started. They made changes, produced results, and did well—until they came up against difficulties. Faced with adversity, Stoltz says, people do one of three things: they quit, camp, or climb. This readable book summarizes recent findings in positive psychology and mind-body studies and shows readers how to assess their capacity to cope with adversity and how to increase your AQ. It also shows quitters and campers how to keep climbing in the face of difficulty. It, too, has my highest recommendation.

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## **ASK THE COACH**

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I love questions and comments. Please feel free to send me questions and suggestions. Some I'll reply to in the newsletter, others I'll reply to by e-mail. Send your questions to [belkin@saltspring.com](mailto:belkin@saltspring.com)

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## **THE SMALL PRINT: Copyright; Getting On and Off the List**

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## THE LAST WORD: Quotable Quotes

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"The great thing in this world is not so much where we are, but in what direction are we going."  
-- Oliver Wendell Homes

"Those who do not create the future they want must endure the future they get."  
-- Draper L. Kaufman, Jr.

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Bruce Elkin: High Performance, Full Potential Coaching  
Author of SIMPLICITY AND SUCCESS: Creating the Life You Long For  
< A book about organizing life, work and relationships around what most matters to you.

<http://www.bruceelkin.com/simplicity-book.html>

" Find what you really care about and live a life that shows it."  
— Kate Wolf

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