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*SIMPLICITY and SUCCESS™*

A Newsletter About Creating What Matters Most in Life & Work



### 3. THE POWER OF "YET"

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Have you ever been in a discussion and had someone dismiss what you've said by saying, "It's just semantics, just words"? Well, it's not.

Such a ploy betrays a misunderstanding of semantics. It belies the importance of words as a way to map our world. Without accurate maps, it's difficult to succeed at what matters. If I tell you to meet me in Monterrey but I really mean Montreal, is it just words?

Let me illustrate this by pointing out the difference that one little word—"yet"— can make in our lives.

I used to run an Executive Adventure program in the Rockies. Although not much of a climber myself, I coached participants in applying *creating* skills to challenging situations such as when someone failed to do a practice climb.

"That is impossible," a frustrated exec would say. "I cannot do that."

A "failure" such as this is difficult for hard-charging executives to accept, especially men. However, I'd look them in the eye and gently yet firmly say, "Yet!"

"**Yay!**"







and then show me how to do the same. I appreciate that I learned a great deal from you as well as produced results. L.F., Executive Coach, Seattle, WA

For more information on my coaching services and approach, go to the COACHING section of my website at <http://www.BruceElkin.com>

#### CORPORATE AND ORGANIZATIONAL CONSULTING

I also offer Strategic Design and Planning workshops for businesses and organizations. Rather than help you prepare a plan that sits unused on a shelf, I help you design a dynamic "framework for continuous planning and doing" that you can use daily. These services, too, are based on "focused simplicity" and "creating what matters." Here's what a couple of satisfied clients said:

\* "The best two days of training I have ever attended."

Glen Farrell, President, Open Learning Agency of BC

\* "It helped us immensely in the planning process, especially in communication and focus. Great stuff!"

Grant Russell, President, Advanced Gravis Technologies

For information, please go to the ORGANIZATIONAL CONSULTING link at [www.BruceElkin.com](http://www.BruceElkin.com) or to <http://www.summitstrategies.net>

#### 7. ARTICLES AND RESOURCES

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\* E-ZINE SUBSCRIPTION BUILDER:

Success: Creating What Matters Most in Life and Work. There's even fiction and creative non-fiction. Help yourself!