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Greetings!

What can we learn about ourselves from pizza? Find out in my article below.

In just a couple of weeks both my daughters have reason to celebrate. I will be singing "Happy Birthday" to Casey in honor of her 17th birthday, and smiling proudly at my 18-year-old daughter Chandler's high school graduation who will be leaving for college in just two short months. I love my babies dearly (my 85-year-old father told me I'm still his baby just last week), and am also enthusiastic about everyone's next steps. Take a step today toward your desires.

~Colette

Featured Article: 5 Slices of Truth You Need to Know in Business Today



As a gal who grew up on the South Side of Chicago, I'll admit there's nothing like an incredible slice of pizza (and that's *South Side* pizza, by the way, not deep-dish "Chicago-style" pizza. I crave it--thin crust, zesty sausage and a sweet sauce you could almost drink it's so flavorful). With this in mind, I grew up knowing you only ordered Domino's pizza if you weren't in Chicago, were desperate, and had to have it fast. After all, the only redeeming quality of Domino's was you knew you could be biting down on something that slightly-resembled pizza within 30 minutes, given their on-time delivery promise.

Well, times have changed. If you've tasted a slice of Domino's pizza since late 2009, you may have noticed an improvement in the cardboard crust and flavor-less sauce that defined Domino's pies of years' past. And you're not alone in this revelation. Last year, the company took in over \$1.5 billion in revenue. For the first time since 2007, domestic store growth was positive. But wait: have you seen any of [Domino's television ads](#) in the last two years? Aren't they talking about how had their nizza is? So how is Domino's 2011 first

quarter net income up 10.6% in a market which 1%-3% growth is the norm? Domino's new-found success can be attributed to 5 slices of truth we could all benefit from ingesting.

1. Honesty sells. Both the analysts and Domino's CEO attribute this recent success to the pizza chains' willingness to speak the truth. Domino's knew their pies came in second behind microwavable pizza-and they admitted it. Not only did they admit it, they publicized it. For example, perhaps you're interviewing for a new position where you're lacking a specific, sought-after skill. Rather than pretend to own this trait or ignore the need, speak your truth. "Although I haven't had direct experience with (x), I'm a proactive, quick learner who will spend time outside of work hours getting up to speed on this issue. In fact, I've already looked into sources and have found" New to a sales position? Rather than pretend to be a savvy individual with all the answers, speak your truth. "Although I'm not as seasoned as others in this industry, I'm hungry, determined and committed to do whatever it takes to earn your business. Since I'm not able to rest on my laurels, I'm willing to go the extra mile in energy and research to provide you with the best solutions and service possible."

2a. ASK for feedback... Domino's aggressively sought the public's opinion in hopes of deciphering why their product had lost popularity. After all, you can't change what you won't acknowledge. Foodies from across the country chimed in on Facebook, Twitter and their website, and, before they knew it, Domino's had an overabundance of opinions why their pizza was sub par. Nine times out of ten there's a reason you haven't bypassed the top-seller or someone else beat you out for the promotion. Instead of wasting time wondering why, ask your supervisor/manager/boss to review your performance. Ask clients, colleagues and friends too. Not only will you find out why you're not getting the extra zeros straight from the people cutting the check, but you're also showing the people who matter you're actively trying to. However, come prepared: as Domino's quickly learned, sometimes the feedback isn't exactly complimentary.

2b. ...and don't be too proud to own it. Yes, sometimes the truth hurts, but there's no point in asking for the input if you're not going to change your behaviors. The way I see it, all criticism is a gift to be opened and examined. Keep what resonates from those you respect. Be patient with the process. One of the most common complaints about Domino's was that it was difficult to distinguish their crust from the cardboard box it came in. Using the feedback to their advantage, they concentrated a chunk of their campaign to develop a new crust recipe. Analyze the input you received and build your own recipe to success.

3. Revisit your strengths. Although your sales may have slumped or your raise wasn't as fabulous, don't forget the reasons why you were hired in the first place. For Domino's, their 30 minute delivery was what kept me coming back on those late nights my buddies and I needed a fix. Don't lose sight of what makes you different or unique from the competition. That being said, don't hold onto it so tight that you are unable to improve in other areas. It wasn't until Domino's CEO recognized that delivery speed didn't mean the quality of your pizza had to suffer. Newsflash: you can have great tasting pizza and have it within 30 minutes!

4. Don't bite off more than you can chew. Cheesy, I know. (Okay, I'll stop. No, I won't). Although Domino's is better than ever, let's face it: their pizza still doesn't even come close to the paper-thin slice of heaven from my old neighborhood. And, honestly, it's going to take a lot more than throwing a couple extra herbs in their marinara. The truth is, as much as we all wish we could, you can't make everyone happy. Set reasonable expectations for yourself and know your personal limitations. Yes, you want to be the best in your industry (and you will be!), but it takes time, patience and hard work to move up the ranks.

5. Enough thinking, start doing! You've done your research, now get cooking! Time spent moping around about your shortcomings is time you could have spent improving and getting more of what you really want. Create a plan to include small, daily actions to prove those who doubt you wrong-and do it! In my opinion, everyone deserves a piece of the pie. Go out there and get yours!

For more tips on how to be successful in the sales world, check out my program, [He Sells/She Sells: How to Sell More to the Opposite Sex](#).

"Ask Colette" Column - Creating Office Boundaries

Dear Colette,

As the only support staff member who isn't taking a vacation this summer, I'm concerned about the workload that others will expect me to take on during absences as I'm usually the go-to person. I, too, look forward to my summers and getting out of work on time to enjoy the weather and activities with my family and friends. How can I set boundaries upfront while still sounding like a team player?

Wants a Summer

Dear Wants a Summer,

First of all, you're smart to recognize and prepare for this situation knowing it's coming. When it comes to creating boundaries, it's always best to speak to the facts. So, take the time to visually create a summer timeline calendar showing when everyone will be out and any overlaps. What do you assume you are going to be asked to be responsible for or oversee in other's absence (answering their department's phone, going through or sending snail mail, email, preparing agendas?) How much time do you roughly spend on these tasks within your own scope currently? For example, if you spend 40% of your day taking calls and dealing with email correspondence, is it safe to assume that if you take on someone else's communication, you will invest the same? Key here is keeping your own supervisor in the loop, if he/she isn't already dictating the overlapping needs.

Assuming you've gotten prepared, when someone approaches you casually and says, "While I'm gone would you mind (fill in the blank)" here's some suggestions:

1. Recommend someone else who is capable - especially if you're already taking on some additional work. "Are you aware Judy has experience with this as well? Given I'm already going to oversee meeting requests, she might be best to tap for this assignment."

2. Know your current timelines and speak to them. "When I (blank), it usually takes about 45 minutes of my day. Given my current responsibilities, I could set aside an extra 20 minutes a day to tackle this list, but after that will need to get back to my deadlines."

3. Keep a log for the future. The first time someone was out, how much time did you actually spend covering their responsibilities per task? You can use this for leverage with your supervisor. "While covering for Tamara, I averaged about 3 hours. Just wanted to keep you in the loop so you would know why some of our on-going assignments are

pushed back until next week."

4. Mentor another. Use this opportunity, even though it takes more time, to provide instruction to another within the office. Leverage this as a "management moment" with your supervisor. "In order to insure that others in the office can step in during unexpected absences, I'd like to mentor (name) during (name's) absence regarding (assignment) if you agree it's a wise investment of our time."

5. Honor your summer. "I'm happy to work through my lunch hour to accommodate additional work, but I need you to know I still need to leave at (x time) while you're away as I made plans to take advantage of our summer as well. I'll keep an accurate list to let you know what I was able to accomplish."

Colette

[To read other "Ask Colette" Columns, click here](#)

Ask me...anything! Since I was a kid on the playground I've been dishing out my practical advice. I have clients who want to know how to handle themselves in the board room and mothers who want to know how to handle being the family taxi. I'm happy to disguise the names to protect the guilty or simply mark it "private" and it will be. I'll get back to you within a week either way...so, ASK away!

[Submit a question to "Ask Colette" \(click here\)](#)

Where's Colette Speaking?

Where's Colette speaking?

6/3/11 - Women's Business Group, Balance Program, Worcester, MA
6/10/11 - Administrative Professionals, Gender Communication, San Diego, CA
6/16/11 - Dental Hygienist Group, Balance Program, Memphis, TN
6/21/11 - Business Group, Gender Communication Program, La Jolla, CA
7/13/11 - Women's Real Estate Group, Gender Selling, Southern CA
7/30-8/3 - National Speaker's Association Annual Conference, Southern CA
9/22/11 - Addiction Counselors Conference, Houston, TX
9/23/11 - Women's Business Group, Communication Program, Minneapolis, MN
10/2/11 - Women's Empowerment Event, San Diego, CA
10/3-5/11 - Administrative Professional Conference, Memphis, TN
10/14/11 - Women's Health Event, Saginaw, MI
10/21/11 - Staff Support Conference, Ventura, CA

If you're interested in bringing Colette to your organization on the day prior or the day after one of these engagements below, please contact us for special "piggyback" pricing.

Colette's Book Recommendation for June

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I am thrilled to recommend this month's book written by Terri Sjodin. Not only is she one of my dearest friends, but one of my most respected colleagues. Terri's new work, [Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You](#), hit the #1 Best Seller's List hours after it was made available and here's why: [Small Message, Big Impact](#) provides an entertaining, straightforward, and practical how-to guide on effectively communicating a critical message in a short period of time. Terri gives readers an inspiring new perspective on the power of what she calls the Elevator Speech Effect and shows them how to employ this amazing little tool to create influence in today's market.

Perhaps you want to promote an idea, a project, or a concept. Maybe you are looking to create a more compelling message to sell a product or service that will help you access challenging decision makers. Whatever your purpose--be it professional, academic, political, philanthropic, or personal--you can learn to craft a fresh, brief, and persuasive message that generates tangible results! You can purchase a copy online through your preferred bookstore retailer, [click here](#).

Bonus opportunity!

Another colleague, Allison Maslan, is kicking off her new 6 week webinar series called, **The Blast Off Business Breakthrough**, where she teaches all the components of creating a successful business that aligns with your true calling. Learn more about this webinar that starts on June 8th by [clicking here](#).

Want Colette to speak to your group?

[Click here](#) to find out what Colette can do for you.

We guarantee you will appreciate her wit and wisdom whether we're talking about sales, negotiation, communication or balance. As a professional business woman, wife, and mother of teenage daughters, she has a lot of material to bring to the platform to inspire you to start thinking, speaking and living your truth! More information is also available at www.speakyourtruth.com.

Know someone who would enjoy reading this? Please forward it on by clicking [here](#).

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