



Inspired Impressions! Ezine

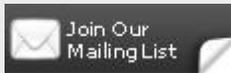
July 2011

Volume 12

As an inspirational and captivating keynote speaker, author and successful entrepreneur, Tracy Butz engages individuals and organizations, empowering them with innovative concepts and tools to become architects of their own lives.

In This Issue

- Insights & Inspiration
- Key Concept
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- Intriguing Input



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Welcome!

Welcome to Inspired Impressions! It's an informational monthly Ezine, with each issue designed for you, including:

- Personal insights and inspiration
- Relevant and timely information about one key concept
- Upcoming opportunities to connect
- Interesting business news to share



Insights & Inspiration

Common Sense or Absurdity...You Choose

Have you ever noticed the prices of services or ancillary items that hotels charge? One item in particular caught my attention recently, when my travels brought me to Kentucky. On the night stand near my bed stood a bottle of water (16.9 ounces) with a tag hung around it that said, "Enjoy a delicious bottle of fresh spring water for only \$5." Am I the only one that thinks this is absurd?

We will pay \$38 for the equivalent of 128 ounces of water in a bottle, and yet stress out over the price of a gallon (128 ounces) of gas when it reaches \$4. Now don't get me wrong, the price of gas is out of control. But when we choose to pay for something when we could simply un-wrap the complimentary



and sanitary plastic glass and use the same water we brush our teeth with, that seems fundamentally ridiculous to me.

Bottled water has been described as "one of the greatest cons of the 20th century" and is "marketing's answer to the emperor's new clothes."

For fun, I wrote a message on a piece of paper and placed it next to the bottle of water which read, "Or enjoy a delicious bottle of fresh cool tap water for FREE." I wonder what house-keeping did with my note.

Key Concept



Combat Stress by "NOing" Your Limits

We are being asked to do more and more, but the number of minutes in a day doesn't increase. Some days I want to scream, "Gray, gray, please go away and don't come back another day!" Okay, I'm just kidding, but I do have a point. For many of us, our level of stress continues to increase and finding ways to better manage it could likely benefit us all. It could also save us a few bucks at the salon.

Since everyone has a unique response to stress, there is no "one size fits all" solution to managing it. No single method works for everyone or in every situation. However, one specific strategy that I want to highlight today is how to handle things when we are being asked to do yet another thing on top of the mounting pile of things that we haven't yet got to. This strategy is "learning how to say *no*."

Learning to say "no" is about knowing your limits and sticking to them. Whether in your professional or personal life, taking on more than you can handle is a surefire recipe for stress. So how do we say the difficult words of "no" or "I can't"? Below are five ways I have found to effectively say "no" with the sole intent of setting limits with others, *not* to merely escape responsibilities that we know should be handled:

1. "Sandwich Approach" No: - Start out with positive statement, decline & end on a positive note.
2. "Negotiated" No: - Negotiate with the requester, especially on the scope/deadline of the project.
3. "Not Now" No: - Delay working on the task or project (*short time-frame*); express you are unable to do it now, but you can start it in two weeks.
4. "Supportive" No: - Support the requester in finding help or resources.
5. "Creative Solution" No: - Work together to find a creative solution.

When deciding to set limits using a soft "no", ensure that you express empathy, that your body language, tone and word choice are aligned, and that you are in an environment where you can candidly discuss options. Communicating "no" should also be used with discretion and certainly not every time you are asked to do something.

There is certainly no "one size fits all" solution to managing stress, but hopefully you now have one additional strategy that may prove to be helpful. As you look at the overflowing inbox, the maxed

out voice-mail box, or the Chia-Pet-like growing pile on your desk, remember there are healthy ways of coping with and managing stress. Most do, though, require you to make a change. You can either change the situation or change your reaction. One is certainly far easier than the other.

News to Share



Wiley Publishing! On August 1, I have a meeting scheduled with Wiley Publishing, to review the concept for my second book. The transcript is complete and is currently being reviewed by my editor. I am working diligently on preparing for this meeting, hopefully crafting a winning proposal!

I recently partnered with the **American Society of Administrative Professionals** as a **Contributor** for their Professional Development Programs. I am now a featured on-demand webinar presenter for a program entitled, "Candid Conversations that Drive Results." If you want to participate in this webinar (there is a fee that goes to ASAP), simply...[Click on This Link!](#)

Opportunities to Connect

If you want to connect when I'm in your area, just let me know!
Below is a list of confirmed upcoming engagements.

August 9, 2011 - American Society for Training & Development (ASTD)

Breakout - "Candid Conversations that Drive Results"
Appleton, WI

August 16, 2011 - Northeast Wisconsin Technical College

Keynote - "Conscious Choices: Powerful Strategies to Grab Control & Transform Your Life" **AND**
Breakout - "Make It Happen! Achieve More in Less Time"
Green Bay, WI

August 23, 2011 - Skogen's Festival Foods

Breakout Session
Deperre, WI

September 17, 2011 - Torii Phillips Association

Keynote - "Conscious Choices: Powerful Strategies to Grab Control & Transform Your Life" **AND**
Breakout - "Building an Engaged Workforce"
Wisconsin Dells, WI

September 29, 2011 - Northeast Iowa Community College - Women's Ldshp Conf.

Keynote - "Conscious Choices: Powerful Strategies to Grab Control & Transform Your Life" **AND**
Book Signing - *Conscious Choices* **AND**
Breakout - "Platinum Service: Personalized, Positive & Memorable"
Dubuque, IA

September 29, 2011 - American Trust Savings Bank

Keynote - "Conscious Choices: Powerful Strategies to Grab Control & Transform Your Life" **AND**
Book Signing - *Conscious Choices*
Dubuque, IA



October 13, 2011 - American Staffing Association's World Conference
Breakout Session - "Engage and Inspire Your Work Force"
New Orleans, LA

October 14, 2011 - Wisconsin State SHRM Conference (Society Human Resource Mgmt)
Breakout Session - "Candid Conversations that Drive Results"
Madison, WI

Intriguing Input ~ an opinion poll for our readers



We would love to get your opinion, thoughts, feelings, ideas and input about one simple question each month! You can simply check one box to input your opinion, feeling, or reaction, while also having the ability to see the views of other people.
(All responses are 100% anonymous)

We truly value what you think and want to read your intriguing input!

Question: "How well do you feel you manage stress in your life, either professionally or personally?"

- Exceptionally well!
- Usually pretty good
- Moderately okay
- Not good enough to brag about it
- Yikes! I don't have a prayer

[Click Here to Share Your Opinion!](#)

Below are the responses from last month's opinion poll to this question:

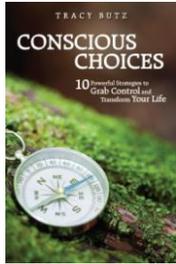
"What are the attitudes, most of the time, of those individuals you hang around with?"

***I have never had the results of a poll show 100% of the answers in one area before!

- 0% - Extraordinarily positive
- 100% - Usually upbeat & optimistic**
- 0% - Content some of the time
- 0% - Their glass is considered pretty much half empty (fairly pessimistic)
- 0% - Desperately dismal

Inspirational Products ~ Perfect gifts or tokens of appreciation!

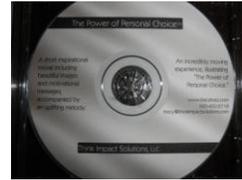
These inspirational products make perfect gifts or represent a special way to express appreciation to an individual or team. Say 'thank you' or recognize someone today! [Click here to purchase now!](#)



New book!



Paperweight



Motivational Movie (3 min)

Inspirational Framed Prints
(5 x 7 black frames)



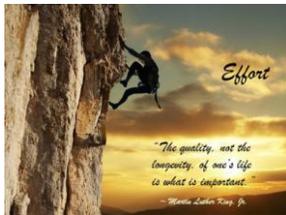
Results



Impact



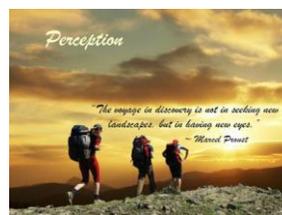
Hope



Effort



Empowerment



Perception

Helping you to create the life you want to live!

Transform your life, one choice at a time. Develop your team, one person at a time.

Evolve your organization, one solution at a time.

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