

# Tracy Butz

## Inspired Impressions! Ezine

August 2011

Volume 13

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.

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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

#### Coincidence or Fate?

Several weeks ago, I attended the National Speakers Association (NSA) Convention in Anaheim, CA. This was my second year I participated in this extraordinary educational event, being immersed in everything I wanted to learn and more, all under one roof.



Interestingly, it was not the amazing speakers I heard like Adam Witty, Lou Heckler, Ford Saeks or Lisa Sasavich that made the conference for me. They were incredible, without a doubt, but something miraculous happened while at NSA.

Last year, when attending my very first NSA convention, I met someone while in the check-in line at the Marriott Hotel in Orlando, FL. His name was J C Melvin. He struck up a casual conversation with me and after talking for a few minutes, he asked me if I had yet written a book. I replied, "No, but maybe someday I will." He proceeded to propose a challenge for me, of which he asked me to give him his word that I would follow through with it by the end of 2010. J C asked me to commit to finish writing my first book by 12/31/10.

I don't take commitments lightly, so as I pondered what he was asking me to do, I paused for what seemed like an eternity, but then responded, "Yes, I will commit to you that I will finish writing my first book by the end of 2010." I honestly didn't know if I would ever cross paths with J C again, but I now had an enormous goal in front of me, one that I have always aspired to accomplish, yet never had a due date assigned to me in that way before.

As you know from reading past ezines, I did follow through on my commitment to not only finish writing my first book by the end of last year, but I also had it published, printed and available for sale by 12/15/10. This was an amazing accomplishment, one I was and still am so very proud of. I often thought of calling or writing J C, but chose instead to wait for NSA in 2011.

While attending NSA, I carried an extra copy of my book with me at all times, in the event I may see J C. As luck and preparation would have it, this day came.

I was in the elevator, reading an email, when I heard his voice. I looked up as the elevator door opened and J C began to walk off onto his floor. I quickly grabbed his arm and said, "J C, you may not remember me but you have been a true inspiration in my life...here is a copy of my first book that I committed to writing when talking with you briefly in the hotel check-in line at NSA last year!" He couldn't believe it. We both had tears in our eyes, as we understood the impact of that very moment.

Following the convention, I received an email from J C, telling me that our conversation was the highlight of the convention for him, as he realized how he had truly inspired me, which is what he tries to do each and every day. J C, you have a gift that I doubt you even realize. You touch people in ways that ignite their inner passion. This is a gift that I graciously received and hope to pass on to as many others as I possibly can.

Don't ever let someone tell you that you can't do something. Instead, listen to those voices of inspiration that tell you that you can. See...you can do anything you put your mind to. Period. If you think you can, you will. If you think you can't, you won't. The choice is yours. So grab control of your thoughts, because what you focus on becomes your reality.



## Lucky to *Have* or Ready to *Bail*

Why is it today that we can't simply tell someone to do a specific task and they just do it, without complaining? Why can't they just handle it, with enthusiasm and energy too? Well, it could be because they don't know how to or they may have other more pressing responsibilities that need their attention. However, there could be a third reason. Employees could be *lacking engagement*.

I define engagement as when employees choose to commit extra effort, time, and mental energy to actively and willingly contribute to the company's success, using their head, heart and hands. For the past several years, would you agree that the reality of the world of work has consisted of mass layoffs, pay freezes, furloughs, benefit cuts, doing more with less, and general instability? So our employees should be lucky to just have a job, right?

Well, according to key research findings from the Center for Creative Leadership, "American workers are *more* engaged at the height of the economic crisis." Why? When American workers have fewer choices, they have more fulfillments and are more satisfied. The variety of choices provides a perception of what they could get...meaning more choices is worse. Do you know what that is called? It's referred to as the "Paradox of Choice."

So once again, what is there to worry about, right? According to a Monster.com survey from spring 2010, 79 percent of jobholders were actively looking for new employment & numbers likely have grown since then. So employers shouldn't wait for the job market to pick up before they think about employee engagement. Unfortunately, the best employees may be long gone by then. So what are we to do?

First of all, an organization cannot create engagement. Engagement is a personal choice, not something a company can impose. (i.e. "You will be happy, damn it!") Employees will choose if, how, and when to expend their discretionary energy. However, an organization can create the conditions under which engagement can occur, and provide employees with the opportunity to make the engagement choice, hence building a culture of engagement.

Establishing such a culture begins with leadership. Leaders play a critical and strategic role by creating the conditions of engagement. In order for employees to feel and be engaged, we need our leaders to inspire the workforce each and every day. Employees have a much greater tendency to further engage and enhance their performance when they feel valued, respected and that they are contributing to the organization's success in a meaningful way. Nine key areas of focus in an effective engagement strategy include:

1. Trust and integrity
2. Job fit
3. Performance expectations and feedback
4. Alignment with corporate goals
5. Culture
6. Relationship with supervisor
7. Employee development
8. Inspiration and motivation
9. Growth opportunities

Just like the *Just Do It*<sup>™</sup> slogan was inspired by Nike's can-do attitude, choosing to exercise the right attitude when striving to enhance your company's engagement initiatives is key. You can literally unlock the opportunities...or prevent them. Remember, an engaged workforce is critical, because having employees who quit and stay, is far worse a problem than employees who quit and leave.

## News to Share



### Advantage Media Group!

Two days prior to my August 1 meeting with Wiley Publishing, I had the distinct pleasure of meeting Adam Witty, a bright and energetic 29-year young CEO of Advantage Media Group! After listening intently to his presentation on the future of online education, I handed him my manuscript for my second book which I recently finished writing. To my surprise, he said I will read this tonight; meet me at the AMG booth tomorrow and we'll talk. I did just that and felt like it was a true fit from the moment we chatted. I followed through with my Wiley meeting, but knew in my gut that it would not be the long-term relationship I was looking to secure. I chose not to offer over my manuscript and concluded our conversation professionally and politely.

This coming week, I have both a manuscript review with AMG's Chief Content Officer and also a separate meeting with Adam Witty to discuss an Online Education Blueprint that has been designed for my business. I am very much looking forward to receiving feedback and insight from the AMG Team this week and to understand how they feel I can continue to move my business forward!

**American Society of Administrative Professionals (ASAP)** - I recently partnered with ASAP 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 23, 2011 - Skogen's Festival Foods

Breakout Session - "Candid Conversations that Drive Results"  
Deperre, WI

### September 17, 2011 - Wisconsin Fabricare Institute

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

### September 28, 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 28, 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

**November 7, 2011 - Women Entrepreneurs' Speaker Series @ WCTC**  
Keynote - "Be the Architect for *Your* Life: Dream it, Plan it, Live it"  
Pewaukee, 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: "Who has or had the biggest influence on you?"**

- One or both of my parents
- A present or past supervisor
- A mentor or teacher
- A friend or colleague
- Someone else *(please share your relationship with that person)*

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

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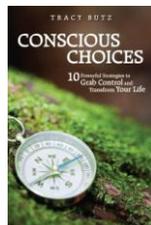
Below are the responses from last month's opinion poll to this question:

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

- 0% - Exceptionally well!
- 40% - Usually pretty good**
- 20% - Moderately okay
- 20% - Not good enough to brag about
- 20% - Yikes! I don't have a prayer

### 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!



Motivational Movie (3 min)

## Inspirational Framed Prints (5 x 7 black frames)



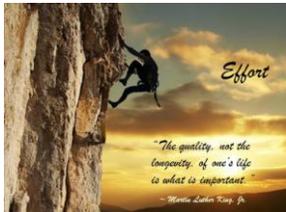
Results



Impact



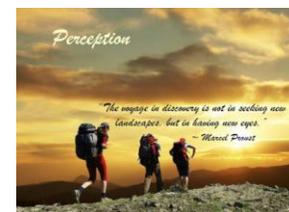
Hope



Effort



Empowerment



Perception

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**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.*

**Tracy Butz**

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