

Inspired Impressions! Ezine

September 2013

Volume 32

As an inspirational speaker, captivating 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](#)

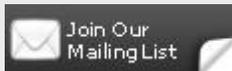
[Key Concept](#)

[News to Share](#)

[Opportunities to Connect](#)

[Fun, Funny or Fascinating!](#)

[Inspirational Products](#)



Quick Links

[Monday's Motivational Message](#)

[Butz's Blog](#)

[Linkedin](#)

[Facebook](#)

[Popular Keynote Messages!](#)

[Workshops](#)

[Live Video-clip of Tracy](#)

[Inspirational Gifts](#)

Welcome!

Welcome to Inspired Impressions!

It's an informational monthly Ezine, with each issue designed for you, including:

- Personal insights and inspiration
- A relevant key concept
- Interesting business news to share
- Upcoming opportunities to connect
- **Fun, funny or fascinating! NEW!**
- Inspirational products designed for you



Insights & Inspiration



"Rise & Shine"

Turn your back on what's comfortable. The easy way out will always be there. Be the voice of defiance and get up.



Each day is a conflict between the right way and the easy way.



"Influence Your Outcome by Altering Your Thoughts"

If a negative thought enters your mind, evaluate the facts and consider other more positive alternatives that also fit that same set of facts.

Imagine yourself driving alone down the highway at 11:00 p.m. When you started this trip, you were more than two hours from home. Now you're only ten minutes from your door step. Your car begins to make a strange clunking noise, and it's getting louder by the second. How do you feel at this moment?

There are several common feelings many of us would experience. Let's work through this example and see where we end up. On one end of the spectrum, one likely feeling may be frustration. As I think about my car and the odd sound I just heard, I contemplate numerous aspects. I try to think back about any odd sounds the car has made recently. I reason through possible theories of what could be wrong with it. I consider where I could pull over off the highway if I had to. I contemplate who I would call to come pick me up. I think about the amount of time and money this issue is going to cost me.

As I begin to dwell on the monetary component, my perceptions trigger a feeling of frustration, and I pound my fist on the steering wheel and yell aloud. I call my husband in a fury, upset because my car is causing me problems, which leads to the unfortunate outcome of us arguing about how I shouldn't be driving alone so late at night.

In the example, when my car made an odd sound, I *thought* about what the noise could be and contemplated various other aspects as well. I *perceived* the situation as something that was going to cost me a lot of money, which created a *feeling* of frustration. This feeling led to a *choice* of yelling and pounding on the steering wheel, and quickly escalated to an *outcome* of an argument with my spouse.

Do you ever wonder how arguments begin about one thing and revolutionize into something wildly different?

The point is that if you can change your thoughts you can change your outcomes. If a negative thought enters your mind, evaluate the facts and consider another more positive alternative that also fits that same set of facts. Let's revisit the same scenario.

I hear the strange car noise, and I think through what could be wrong with it. I still anticipate that it likely will cost me a lot of money to fix. But then I challenge that negative thought process. Do I know it will cost me a lot of money? No, I don't. The only fact I'm sure of is that my car is making a strange noise. I consider other more positive interpretations, based on that fact. Instead of jumping to a negative thought, I take into account how this noise could have happened two hours ago and how fortunate I really am that it is occurring only ten minutes from my home. The feeling I have this time is not frustration; rather, I feel a huge sense of relief. This leads me to choose to call my husband and let him know I am only ten minutes from home but that my car is making an odd sound. The outcome is that my tone is significantly different, he appreciates me calling him, and we continue talking until I arrive home.

The difference between the two outcomes is based on one thing: my thoughts. If a negative thought enters your mind, evaluate the facts and consider other more positive alternatives that also fit that same set of facts. If you can slow down your thought process and stop any negativity in its tracks, you will be on your way to changing your outcomes in significant ways. What you think about or focus on does become your reality.

News to Share

New Audience Response System

I am very excited to share my latest business purchase--an LCD audience response system. I purchased 60 handheld devices so that workshop attendees can actively participate in polling questions or simply offer their opinion. I recently used these devices in Chicago, IL at a NAMIC Leadership Development Workshop. This interactive tool represents a really neat and engaging way for participants to have fun plus have their opinion heard. [Click here to see what a device looks like!](#)

Monthly Columnist for Women Magazine

As you know, I write a monthly column for *Women Magazine*, written for and about women of Northeast Wisconsin, serving them with helpful tips and insight. The **August** column is entitled, "**Treat the Disease to Please.**" [Click here to read it.](#)

Women
magazine

To read or subscribe to this awesome magazine, inquire at www.mywomenmagazine.com.

Past Articles Published:

May 2013 - "[Cut the Chaos!](#)"

June 2013 - "[Forget Perfect](#)"

July 2013 - "[Make Today a Fundae!](#)"

Opportunities to Connect

Please get in touch with me if you want to connect when I'm in your area or if you're interested in a similar program for your organization.

Let's Connect! 

September 10

September issue is released for *Women Magazine!*
Title of my monthly column is "Choose to Be Happy"

September 11

Conquer the Chaos! Stress Less & Achieve More
Lansing, MI
Private Client--Annual CSR Conference

September 12

Candid Conversations that Drive Results
Chicago, IL
Private Client

September 14

Candid Conversations that Drive Results
Wisconsin Dells, WI
Private Client

September 18

Conquer the Chaos! Stress Less & Achieve More
Lansing, MI
Annual CSR Conference

September 26

Clear, Concise & Confident Communication

Appleton, WI
Private Client

September 29

The Power of Personal Choice

Kimberly, WI
Private Client--Volunteer Appreciation

September 30

Platinum Service: Mindful, Memorable & Meaningful

Green Bay, WI
Private Client

October 1

Tame the Turbulence! Avoid Losing It. Fly Through It.

West Bend, WI
Private Client

October 2

Team Dynamics: Working More Effectively with Each Style

Online Learning Webinar
NAMIC's T.E.A.M. Certification ([To learn more, click here!](#))

Fun, Funny or Fascinating!

This month our focus for this segment is **FUN!**

10 Brainteasers to Test Your Mental Sharpness

To test your mental acuity, answer the following questions *(no peeking at the answers!):*

1. Johnny's mother had three children. The first child was named April. The second child was named May. What was the third child's name?
2. A clerk at a butcher shop stands five feet ten inches tall and wears size 13 sneakers. What does he weigh?
3. Before Mt. Everest was discovered, what was the highest mountain in the world?
4. How much dirt is there in a hole that measures two feet by three feet by four feet?
5. What word in the English language is always spelled incorrectly?
6. Billie was born on December 28th, yet her birthday always falls in the summer. How is this possible?
7. In British Columbia you cannot take a picture of a man with a wooden leg. Why not?
8. If you were running a race and you passed the person in 2nd place, what place would you be in now?
9. Which is correct to say, "The yolk of the egg is white" or "The yolk of the egg are white?"
10. A farmer has five haystacks in one field and four haystacks in another. How many haystacks would he have if he combined them all in one field?

Answers:

1. Johnny.
2. Meat.
3. Mt. Everest. It just wasn't discovered yet.
4. There is no dirt in a hole.
5. Incorrectly (except when it is spelled incorrecktly).
6. Billie lives in the southern hemisphere.
7. You can't take a picture with a wooden leg. You need a camera (or iPad or cell phone) to take a picture.
8. You would be in 2nd place. You passed the person in second place, not first.
9. Neither. Egg yolks are yellow.
10. One. If he combines all his haystacks, they all become one big stack.

Key Points:

Okay, some of these brain-teasers are a bit corny. But they all illustrate several brain idiosyncrasies that affect how we make decisions in the world. Thanks to the way our brain works, we have a very strong tendency to see what we want to see and what we expect to see. This has huge implications when studying our customers, markets, competitors, and other data that influences key business decisions.

When we only see what we want or expect to see, we miss competitive threats because our brain tells us a threat couldn't possibly come from that direction. We miss opportunities because we only see what has worked in the past rather than what could be. And we can miss major market shifts and changes in customer needs that seem obvious in hindsight but are easily overlooked when focusing on what we already know.

Our brain also doesn't like information gaps, so we tend to jump at the first answer/solution that looks good rather than take the time to examine all the data. This is especially true in a world where we receive more information every day than we have time to assimilate.

We can't change how the brain works - at least not yet. Give science another 50 years and who knows what our brains will be doing! For now, we can become more aware of how our brain works, then pause from time to time to consider what we're missing. This includes the data we're unconsciously screening out as well as different sources of information to counterbalance what we expect to see. Get in the habit of teasing your brain. You'll be amazed at what you end up seeing that you didn't see before.

Article published by Holly Green in Forbes Women - dated 5/15/12

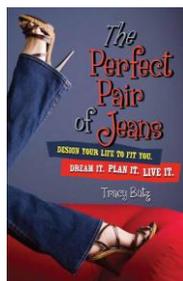
Inspirational Products ~ Perfect gifts or tokens of appreciation!

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!

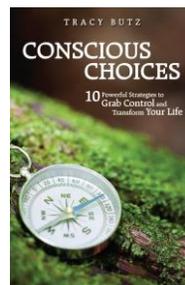
To purchase inspirational products - click here!



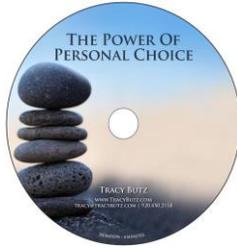
Tame the Turbulence
\$17.95



***The Perfect Pair of Jeans:
Design Your Life to Fit You***
\$18.95



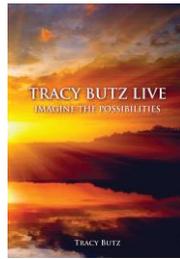
Conscious Choices
\$16.95



Inspirational 4-min. Movie!

\$14.95

[To preview this movie, click here!](#)



Live Keynote:

"Imagine the Possibilities"

\$18.95



Monday's Motivational Message (Minibuk®)

\$5.95

Moments of Motivation

Five Minibuk® Series (*pix below*)

\$29.75



[To shop for and purchase inspirational products, click here!](#)

Helping you to create the life you want to live!

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