

Inspired Impressions! Ezine

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Volume 43

Speaker · Author · Consultant

As an inspirational speaker, captivating author and successful consultant, Tracy Butz engages individuals and organizations with actionable tools, empowering them to live more productive, passionate and purposeful lives.

In This Issue

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Inspirational Products



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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
- A relevant key concept
- Interesting business news to share
- Upcoming opportunities to connect
- Inspirational and fun products



Key Concept



"Innovation Unplugged"

Innovation isn't about new products; it's about changing behavior.

Behavior is the unknowable variable in every innovation. It's less about how we can make a product better and cheaper-and more about why we do what we do to begin with. This question of "why" is almost always tied to the question of how markets behave: Why do we do what we do?

This company didn't only create a faster, cheaper and better digital format for music; it altered the nature of the relationship between music and people. Who is it? Apple, of course, with their infamous product, iTunes.

This company didn't just didn't just create a platform for auctions; they changed the way we look at the experience of shopping and how the community plays a role in the experience. Who is it? Ebay, most definitely.

This company didn't just make getting from point A to point B faster; they changed the relationship between auto manufacturer and buyer, and fundamentally altered the reason

we buy a car. Who is it? GM. But do you know the name of the actual product? It is OnStar.

Those were 3 great examples of how innovations added value in unexpected ways. Is your organization able to achieve positive impact from your innovations, or is innovating a process that may be holding you back?

[Click here to read the rest of this amazing article](#) (PDF file) and to see the video clip of Seth Godin, Marketing Guru!

Engage in E-LEARNING!



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"Resilience: The Courage to Come Back"



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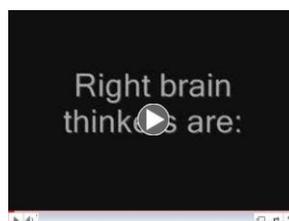
[Click here to view other e-learning programs or to purchase the full version of "Resilience."](#)

Insights & Inspiration



"Are You Primarily a Right- or Left-Brain Thinker?"

This video boggles my mind! Ask some people around your office, workplace, or home to do this simple test. Let me know if you or someone sees this as a right brain thinker, because I only saw it from a left-brain perspective.



Are You More Right or Left Brain?



Are you seeking a solution to a common workplace problem, without spending a mountain of money or tons of time?

Tracy Butz has transformed 20 years of knowledge and expertise into a robust, easy-to-use and affordable online resource center, named Impact Central™. She has filled it with numerous business tools, resources and strategies to help you solve common workplace issues, like how to:

- Handle change with less resistance
- Manage emotions during tough conflict
- Make decisions with fewer hesitations
- Reward and recognize employees right
- Communicate a difficult message with tact
- Be accountable when others aren't
- Retain top talent when upward mobility is limited
- Relieve stress and be more resilient
- Influence leaders to empower more and micro-manage less
- Make work a happier place to be
- Help teams argue less and collaborate more



[Click here for a one-page overview!](#)

Utilize a trusted source as you discover and apply helpful strategies to solve your next workplace dilemma through our question/answer forum, assessments, e-learning courses, educational videos, personal coaching, and our relevant resource center-which includes links to quality content, customizable templates, comprehensive processes, helpful articles, etc.-alphabetized by topic or skill.

Tracy's Clients Report:

- Positive shifts in corporate culture and employee satisfaction
- Stronger customer relationships and enhanced service levels
- Increased top talent retention and engagement
- Revenue growth and increased profits



Video Demonstration
8 minutes

Five Membership Options:

- Individual Monthly Membership - \$49
- Individual Annual Membership - \$295
- Three-person Annual Membership - \$825
(\$275/member)
- Five-person Annual Membership - \$1275
(\$255/member)
- Ten-person Annual Membership - \$2350
(\$235/member)

Transform your organization, resolving one issue at a time, and experience dramatic shifts from dysfunctional, inefficient, and low-performing silos-to highly collaborative and productive teams, with happy and engaged talent who execute high performance results.

Don't delay. Join Impact Central™ today.

[Click here to become a MEMBER!](#)

[Click here for more information.](#)

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.



October 1-2

Engage & Inspire Your Workforce

La Crosse, WI
Private Client

October 7

Candid Conversations that Drive Results

Oshkosh, WI
University Wisconsin Oshkosh Society of Human Resource Management (SHRM)

October 8

Candid Conversations that Drive Results

Green Bay, WI
Private Client

October 9

Conquer the Chaos! Stress Less & Achieve More

Green Bay, WI
Private Client

October 13

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

San Marcos, TX
Private Client

October 15

The Essentials of High Performance Teams

Washington D.C.
Staffing World - American Staffing Association

October 16

Embracing the Challenge of Change AND Clear, Concise & Confident Communication

Madison, WI
Wisconsin State SHRM Conference (Society for Human Resource Mgmt)

October 20 & 21

Platinum Service: Mindful, Memorable & Meaningful

La Crosse, WI
Private Client

October 22

Platinum Service: Mindful Memorable & Meaningful

Neenah, WI
Private Client

Empower others to be more productive, passionate and purposeful in 2014!
Use these actionable tools to further develop employees and also retain your valuable customers.

Choose from one of the following three books:
Conscious Choices, Tame the Turbulence or The Perfect Pair of Jeans!



[For a description of each book, click here.](#)

10 beautiful designs to choose from, each with an inspirational quote to provide daily inspiration!
Each print is framed in a 5" x 7" decorative black frame.



[Click here for more information or to purchase several to say "thank you" to your team today!](#)

Applicable tax and shipping/handling fees are additional.

Helping individuals, teams, and organizations live more productive, passionate and purposeful lives!

Tracy Butz
Think Impact Solutions
920.450.2118

[Forward email](#)



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