

ignite!



**SUSAN'S
TRAIN YOUR
BRAIN SERIES
MAGAZINE™**

2007 • Issue 3



INSIDE: Stories and Strategies
to help **YOU** live a more
peaceful, balanced and
productive life such as:

No One Can Be You-er Than You
Unplug Your Employees
Food For Survival
Do What Matters

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Hello My Friends!

Can you say FLOOD?! Years ago I felt a lot like Noah when God told him to build an ark for a flood no one could even begin to understand. While Noah must have felt special and honored that God would chose him, others must have thought he was a little WEIRD to be building such a big boat!!

I have always felt humbled and honored that God chose me to use my voice for Him.

It was the summer of 2003 when God clearly told me to use my voice for HIS voice and the radio show idea popped into my head. I went to New York City and shared the vision with a program director who works for Dick Clark's production company. I told him the show would be national one day and I just wanted to start doing all I could do now to prepare.

**I'm pretty sure he thought
I was a "weirdo."**

A few weeks later, my husband, Ken, gave me my first pair of headphones and told me to get ready. A few months later I landed a "try out" on what was then Sunny 93.9FM, a 100,000 watt radio station in Raleigh. That led

to a permanent spot and four years later my weekly radio show is in three markets and will soon be in many more. The flood is coming!

I believe God asked me to do the radio show for two main reasons:

**For Him to expand my territory and influence.
To increase my faith and dependence upon Him.**

It is easy for me to walk into a room and connect with people. I feel your energy. I see your eyeballs. I shake your hand and sometimes even get to embrace in a hug. I am intuitive. I am responsive to what I feel, see and hear. It is much harder to walk into a studio and rely solely on the message. It's simply my voice sharing a message, and quite frankly, I've had many people tell me I am much better suited for television and that my voice, and especially my Southern voice, will keep me from expanding my radio show beyond the South.

I think that's why the radio show has been so important. It really isn't supposed to be what best suits me, or what others think can or can't happen. God continues to show me it's about HIM and that He can do anything He wants. By the way, interestingly enough it looks like my next radio markets will be in Delaware, Maryland and Virginia. Funny how my southern voice is going north first?!!

I am simply the messenger. His message knows no barrier. Because of me and often times in spite of me, He uses me to deliver a message of love, faith and hope and He can use any vehicle to do it successfully. I just keep hoping I don't mess it up.

Let it rain! Let it rain! Let it rain!

Warmly,

Susan



the **SUSAN HITE SHOW**



You can listen to Susan's radio show each Sunday morning on Clear Channel radio stations including Charlotte's **WLYT 102.9FM** (7am-8am), Raleigh's **WKSL 93.9FM** (8am-9am) and Greensboro's **WMAG 99.5FM** (7am-8am) and expanding soon to other Clear Channel markets. Susan's show is also available anytime online at **www.SusanHite.com**.

Featuring
Every-Day Stories
and
Life's Lessons
from
Susan's
Train Your Brain
Series™
designed
to help YOU
live a more
peaceful,
balanced
and
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PEACEFUL



be the champion,
not the victim

by
susan
hite



I recently got the opportunity to visit with the president of United Health Care for North and South Carolina. His name is Austin Pittman. He and his family recently moved to Greensboro, NC from Dallas and he and I were speaking at the same conference.

He told me something very interesting that I want to pass on to you. He said ONE HALF of all the money that is spent on healthcare in the United States is spent treating healthcare problems that could be prevented through lifestyle changes.

WOW!

You mean one-half of all the dollars to take care of people in the U.S. come from our own lifestyle choices?

That means 50% of the time we are suffering NOT from something that happened to us, but rather something we DID to us! For example, we eat fatty foods and we clog up our arteries! It's one thing to be the victim of a heart attack when you did everything in your power to prevent a heart attack by eating and exercising appropriately. It's another thing to make poor choices, then suffer the consequences of those choices.

Here was my big "takeaway" from my conversation with Mr. Pittman:
So much of what we do (and sometimes what we don't do) contributes to who we are, what we get and where we get to go!

"He said ONE HALF of all the money that is spent on healthcare in the United States is spent treating healthcare problems that could be prevented through lifestyle changes."

Ignite! be the champion (cont.)

You are in control of you. That means you control what you choose to believe, think, say and do.

And it is what you choose to believe, think, say and do that ultimately ends up on your bottom line!

Might not be fair, or right or even your fault as to why something happens or doesn't happen, but at the end of the day, it's still your "responsibility" and it does affect YOU!

I met a woman the other day who said it was the state of North Carolina's fault that she smokes and that teenagers smoke. She said because cigarettes are so cheap in NC compared to somewhere like NYC, people are able to afford them, so they buy them, and they smoke them!

Whenever we make a choice that we know is not a good one, most of us look to blame someone else instead of taking personal responsibility regardless of the circumstances.

At the end of the day, you're the one who has to live with your results. It doesn't matter if it's fair or unfair. It doesn't matter what someone else did or didn't



Ignite! be the champion (cont.)

**"It may not be our fault,
but it's still our responsibility!"**

do. The bottom line is that regardless of what others do or don't do, it DOES affect you.

We have a saying on our team: "It may not be our fault, but it's still our responsibility!" When you start making excuses you become the victim. When you take responsibility you become the champion.

Fill in the blanks with a champion attitude of focusing on what you can do, instead of what you can't!

"Because of my past or in spite of my past _____."

"Because of how much money I make or in spite of how much money I make _____"

"Because of my boss or in spite of my boss _____."

Be the champion of your life when you take responsibility and Train Your Brain to find the good in your situation and focus on what you can control, instead of what you can't control.

When you can control your response, you are the champion!

When you let something else control your response, you are the victim.

Charles Swindoll may have said it best:

**"Life is 10% what happens to you,
and 90% how you respond!"**



Ignite! no one can be you-er than you



Did you know...

that no one can be you-er than you?

Maybe Dr. Seuss, or Theodore Geisel as his closest friends knew him, wasn't a great theologian but one thing was for sure in his writings, he thought everyone deserved to be themselves and should be very proud of the them that they were! Yes, Dr. Seuss had a special way of communicating to everyone the value of being themselves.

I have a wonderful memory of being in the Barnes and Nobles bookstore with a family friend and her son, along with my three daughters...all of us old enough to know better, but just uninhibited enough to do it anyway.

Lovers of Dr. Seuss that we were, and just happening across a whole stack of his books on sale, we began to read them aloud as people passed by...no not just one of us, but all of us. Taking turns reading each line with all of the expression we could muster. Book after book we read...it seemed we got happier and happier with each one we completed. We drew quite a crowd but none of us even seemed to notice...it was as if Dr. Seuss gave us permission to shout outloud each of his encouraging and joy making lines. Some thought we were weird, but others clapped with appreciation at the end of each rendition. In those moments that followed, I wished each day could be like this for us; so okay with being ourselves and unconcerned about what others might think.

Even now, one of my favorite selections of Dr. Seuss' writing is from the *Happy Birthday To You* book. In its simple but profound statements it says:

by
amy
arthur

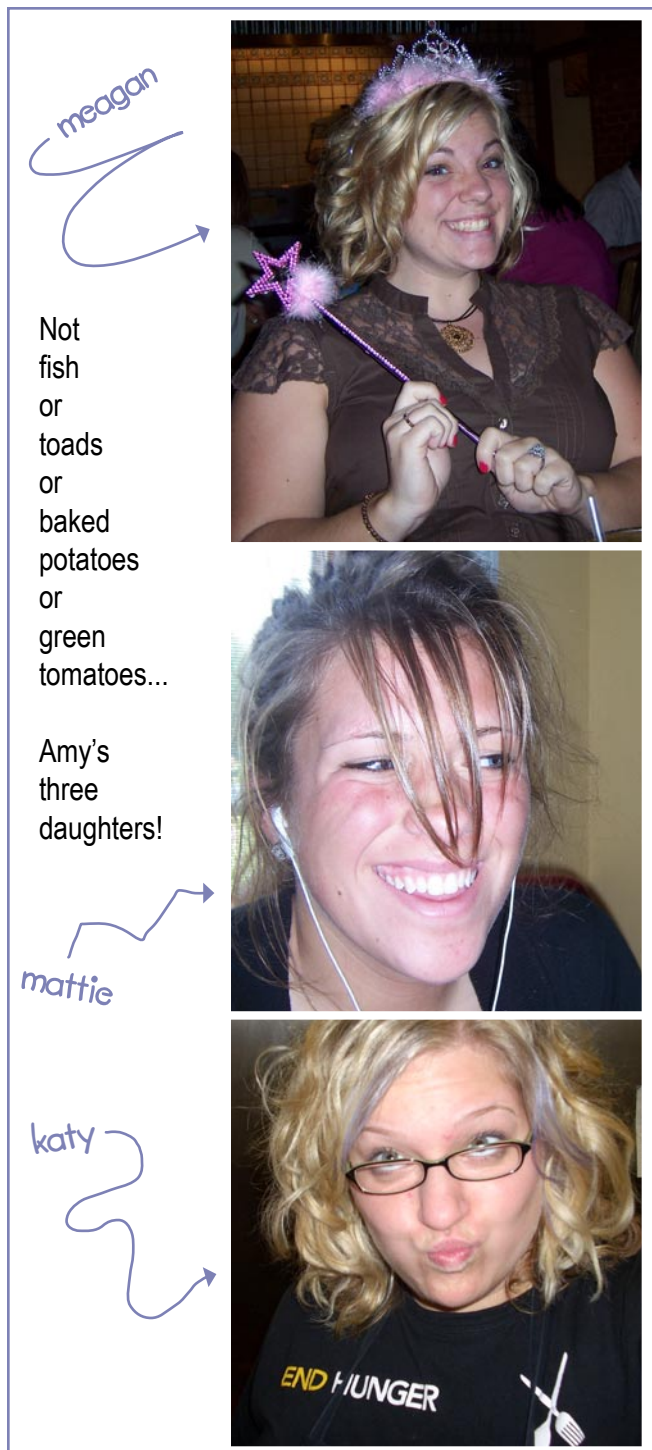


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Team liaison for clients at Hite Resources, Inc. She is responsible for coordinating all calendar events as well as covering the administration of the Hite Resources Office and serving as Susan's executive assistant.

AMY has an extensive administration and service background, including 17 years on the administrative staff of a 2,500 member church in Raleigh, NC, and is currently studying at Wake Technical Community College to obtain a degree in Advertising and Graphic Design. **AMY** and her husband, Tom, live in Raleigh with their three daughters, Meagan, Katy and Mattie.

Ignite! you-er than you (cont)



If we didn't have birthdays, you wouldn't be you.
 If you'd never been born, well then what would you do?
 If you'd never been born, well then what would you be?
 You might be a fish! Or a toad in a tree!
 You might be a doorknob! Or three baked potatoes!
 You might be a bag full of hard green tomatoes.
 Or worst than all that...Why, you might be a WASN'T!
 A Wasn't has no fun at all. No, he doesn't.
 A Wasn't just isn't. He just isn't present.
 But you...You ARE YOU! And, now isn't that pleasant!
 So we'll go to the top of the toppest blue space,
 The Official Katroo Birthday Sounding-Off Place!
 Come on! Open your mouth and sound off at the sky!
 Shout loud at the top of your voice, "I AM!
 ME!
 I am!
 And I may not know why
 But I know that I like it.
 Three cheers! I AM!"

Today you are you! That is truer than true!
 There is no one alive who is you-er than you!
 Shout loud, "I am lucky to be what I am!
 Thank goodness I'm not just a clam or a ham
 Or a dusty old jar of sour gooseberry jam!
 I am what I am! That's a great thing to be!
 If I say so myself, HAPPY BIRTHDAY TO ME!"

I just love those words...they remind me that God created me with a specific purpose and He is okay with me being me. If you are ever alone and kinda down on yourself, remember you were created to be who you are and there isn't any point in being a Wasn't. So show up for your place and be proud to be you, 'cause no one can be a better you-er than you.



BALANCED



Ignite! ten websites worth a hit

I am continuously amazed by
the offerings on the internet.



I'm often asked about
products and services
that I have found on
the web. Some are
practical and useful,
while others tell unique
stories to learn from and then
there are the ones that are just
for fun. The following pages
contain a TOP TEN LIST of sorts
for you to pick and choose from.

by
trey
baker

Hite
Resources
Content
Development
and
TYB
Facilitator



Ignite! ten great websites (cont.)



Tomsshoes.com

A great demonstration of viral marketing and a “missional” based purchase experience. I believe more and more consumers will begin looking for ways to incorporate their “giving” into their purchasing power. Tom’s Shoes (which stands for tomorrow’s shoes today) is a great story about a guy that started a shoe company so he could give away shoes to children around the world that cannot afford their own shoes. Watch the shoe drop video if you have a few minutes (on the front page of the site). I bought a pair right away. They are the most comfortable shoes and people always ask about them which allows you to share the story. WHAT IF YOUR BUSINESS COULD DO THE SAME THING??

Catalystconference.com

My favorite leadership conference of all time is put on each year by John Maxwell’s group and is called Catalyst. They now have a podcast just to prepare you for the conference and each cast has an amazing leader sharing brilliant insights. So far, Andy Stanley is probably my favorite but I heard a preview that Malcolm Gladwell would be on soon. Sign up...it’s in the free and fun section of the site. If you’re a podcast pro or if this is your first one, you will enjoy listening to a well done podcast with great content.

WhateverLife.com

I will admit, I have not actually been to the site, but the story behind the site is what’s amazing. This 17 year old girl has created a space on the web that gets more traffic than Oprah or American Idol. She has already refused multi-million dollar buyout offers and continues to carve out a niche on the web. If you don’t have a girl between the ages of 9 and 17 you may not be interested in the site but the story is inspiring. You can read about it at www.fastcompany.com. Type “girl power” into the search box at the top and look for the article on Whateverlife.com - Ashley Qualls.

Zoomerang.com

This is a free service to create surveys, invite participants and analyze results. They have some packages and upgrades you can purchase but the free service is a great way to gather data and do online surveys.

Yousendit.com

Another free service that I have found to be very useful for transferring large files (up to 100 MB). Once again, upgrades and paid packages are available, but Yousendit allows you to upload files for others to retrieve. The free package does have some limitations but can be very helpful. The upload takes a few minutes but this really does allow you to share data that can’t be e-mailed because of disc space or file size issue. Their paid packages are quite reasonable too.

Ignite! ten great websites (cont.)



Lowesfoods.com

So, what's a grocery store doing on the list? This is a great example of a grocery store realizing how to effectively use a web site. The first thing you see when you go to the site is the place to sign up for mybaby.com which is promoted as a playground for parents. Instead of pushing fresh produce or coupons, Lowes Foods is promoting relationships and community. You can create your own blog, read funny stories and most of all...realize you are not alone in the parenting challenges you face.

Sethgodin.com

Purple Cow, Free Prize Inside, All Marketers Are Liars...all three are great books written by Seth Godin. If you have read any of his work you will appreciate his blog. I must admit, I don't frequent too many people's blogs but I have found Seth's postings to be very intriguing.

SusanHite.com

Here's a shameless plug for our site. If you visited it recently you know that it has been renovated and the new site is up and running. Put us in your favorites and come back often!

Biblegateway.com

Not sure if Bible study is your thing or not but if it is, Biblegateway provides a daily verse and numerous study and research tools. I have it set as one of my home pages and find it to be a great source of daily inspiration.

Youtube.com

Mental potato chips....I'll bet you can't watch just one. If you have only read or heard about Youtube you really should check out the site. Maybe you just need a good laugh or to lighten up a bit. I suggest searching for "office Olympics" or "Japanese game shows." Enjoy.



Ignite! practically-perfect



Have you ever had one of those days

when you just can't seem to get it quite right?

Or even worse, one of those weeks...some might even say decades! I know I have, and let's just say, you want it to be over as quickly as possible.

I was thinking about that the other day when I was reveling in an email that Susan sent me in response to something I had taken care of for her...it just said "perfect!" WOW!!! Perfect? You really mean it? Not just an "okay" or "that'll do," or maybe even just "thanks." Perfect? Really, perfect???

Much to my surprise it was only a couple of days later when I received an email from Trey in which he also replied, "Perfect!" Hmmm, two in a row...how did I do that anyway? Wish I could say for sure, but honestly it was an accident and is totally unpredictable as to whether or not it will ever happen again. I just did my best and that time, or those two times, I got it exactly right and was considered perfect by the people who were doing the measuring.

by
amy
arthur

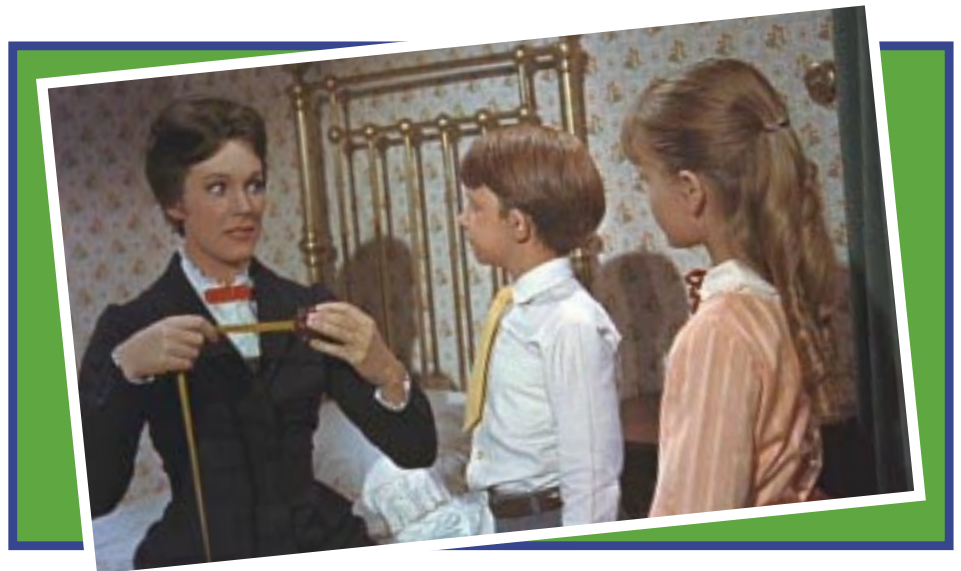


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I am thinking the trick to perfect has to be in who is holding the measuring tape and what might be written on it.

I am thinking the trick to **perfect** has to be in who is holding the measuring tape and what might be written on it. In the movie, Mary Poppins, there is a scene where she first meets the children and she pulls out a measuring tape and sizes them up. The standard feet and inches have all been replaced with her own version of “what she thinks about you.” First, she measures the little boy and then the girl, who both naturally measure something like “prone to mischief and don’t eat their vegetables.” She then measures herself and says, “Hmmm, just as I suspected...**practically-perfect** in every way!” Gotta love that Mary Poppins...she wrote herself a standard and was able to measure up to it.



Unfortunately we are not in the movies...and in the real everyday world, the measuring tape pulled out for us by our boss, coworkers, family and friends does not always say “**perfect!**” Far from it, and for some, that may not even be a listing on their tape. But it is in those times when we know we did our very best and it was not measured or deemed “**perfect**” by others that we can still whip out our own imaginary measuring tape and tell ourselves “**practically-perfect!**”





There's this one question I get asked almost every time I'm in the boss's office.

"So - what's my ROI?"

Everybody I meet wants to know "What's in it for me?" "What will be my Return On my Investment?"

R-O-I.

I've got two questions for you.

1. What's the ultimate return you're looking for in life?
2. What are you willing to invest?

If you are looking to get a return, you must first look to **invest**.

Here is the definition of "invest" in Merriam-Webster's online dictionary:

Main Entry: 'invest

Function: *verb*

Etymology: Italian *investire* to clothe, invest money, from Latin, to clothe

transitive verb

- 1** : to commit (money) in order to earn a financial return
- 2** : to make use of for future benefits or advantages
<invested her time wisely>
- 3** : to involve or engage especially emotionally
<were deeply *invested* in their children's lives>

The first definition has to do with money.

1 : to commit (money) in order to earn a financial return

For example, you invest in school. I just saw an article in the paper about people spending \$50,000, \$60,000, even \$100,000 thousand dollars to get their MBA. That's an investment. Perhaps they're hoping that their investment will pay off in the form of a promotion that will ultimately produce a bigger paycheck. It's about money.

The second and third definitions of the word "invest" are about getting something in return other than just money for your investment. Maybe it's power, more choices, fun, happiness, peace or love.

2 : to make use of for future benefits or advantages
<*invested* her time wisely>

3 : to involve or engage especially emotionally <were deeply *invested* in their children's lives>

I have a friend who recently invested thousands of dollars in photography equipment and hundreds of hours of time researching the best equipment to buy. Initially the investment was not about getting a financial return. It was about creating a new interest in his life that would be fun and exciting. Work had become rather uneventful and investing in photography would be a way to re-ignite some passion in his life.

That's a different kind of investment. You invest money, time, effort or energy for something other than a financial return. Maybe you invest dollars and time into a marriage counselor with the hope that your return is a happier marriage. Or you invest dollars and time in a fitness trainer with the hope that your return is a healthier body. Perhaps you invest dollars in a professional development coach hoping that your return will be a more peaceful, balanced and productive life.

This kind of investment is harder to quantify in terms of a bottom line return, because how can you quantify something like fun, happiness or feeling peaceful?

I believe there's something called long term happiness. For me that has more to do with what I believe spiritually. Then there's my short term happiness and that has more to do with what makes me feel good right now. Either form of happiness requires an investment!

LIKE FLOWERS!

I love flowers! So I invested in a bunch of flower seeds this past spring and I sprinkled them all over the front garden area in my yard.

Within just a few months I had lots of wild flowers and over the summer I really enjoyed cutting those fresh flowers from my garden, arranging them in a vase and putting them on my gazebo for me to enjoy! I sit outside and I look at my flowers and I am happy in that moment!

Happiness, even if only for five minutes, is my RETURN on my INVESTMENT.

Here's a list of possible ROIs:

1. Money
2. Power
3. Self-Esteem
4. Confidence
5. Choices
6. Leverage
7. Promotion
8. Image
9. Knowledge
10. Health
11. Love
12. Peace
13. Joy

So what do you want on this list? Are you thinking it all sounds pretty good? My friend Gail Ostrishko has a good way of making sense of wanting it all. She says you **CAN** have it all. You just can't have it all - all at one time.

There's something called blending.

Make your list. What do you want? Prioritize your list. What matters most right now? Maybe instead of 10 things you want, you can narrow it to just three or two or just one. You can get to the other seven, eight or nine later but for now (fill in the blank): My focus is _____.

When my husband coached football on the college level he only had one thing in mind that he wanted. He wanted a successful coaching career. At the collegiate level he did not think he could also have a successful relationship with anyone or a family. He was willing to invest 18 hours a day to get the return of being able to coach on the college level at a Division I university. He did that for awhile but then what he wanted in life changed, and so he changed.

He wanted a wife and a family. I am not saying this is true for everyone, but for him he knew to have the kind of marriage he wanted and the kind of family he wanted it would take an investment of time that he would not have if he continued to coach on the college level. He changed careers so he could blend work with personal relationships.

Life really is a journey and it's a unique journey for you. Everyone's path is different, and you have to be the author of your own path.

What do you want in life? What would be your definition of the ultimate return? That's the first thing you've got to decide. What do you want? Next you've got to answer the question: "What are you willing to invest to get it?"

Recently I received a small white envelope in the mail. My name and office address was typed on the front. The return address was missing but in its' place was this one typed word:

Blessing.

"Hmmm...that's different," I thought. "Wonder what this is?" So I opened it up only to find one, crisp \$20 bill inside.

That was it. Nothing more. No name, no note, not even a sheet of paper. Just a \$20 dollar bill.

So what do you think that was for? Did someone want to be a blessing to me? Had I helped them? Had someone else helped them? Maybe they received a special blessing and just wanted to share? Anyhow,

An investment could take any one or combination of the following things:

1. Time
2. Money
3. Risk
4. Knowledge
5. Vision
6. Strategic Planning
7. Sacrifice

it really got me thinking about investing, or rather, giving!

I have an action challenge for you.

Think of someone in whom you'd like to invest. It can be an investment of your money, your time, or your talents. Then email me your story. Who did you choose? What did you choose to invest? What was your return?

Send me your story at contactus@susanhite.com. I won't share your name, but I would love to share your story about how giving always produces some type of return whether it's physically, mentally, emotionally, financially or spiritually.

It reminds me of something my dad used to quote,
"Give and it shall be given unto you."
Happy Giving!



Ignite! unplug your employees



"We don't even **rest long enough** to determine if the things we think, say and do are worth thinking, saying and doing. We simply **go on** with the many musts and oughts handed to us." - **Henri Nouwen**

A sabbatical is "a break or change from a normal routine (as of employment)."

How nice of Webster online to add the "employment" emphasis to the definition. Many companies talk about becoming the premiere place to work, but often times the walk does not match the talk.

We have a wide variety of clients at Hite Resources ranging from volunteer organizations to Fortune 50 corporations. A reoccurring theme at all of them is the need for great employees. There seems to be a growing challenge to recruit and retain for all positions whether they pay \$10 an hour or \$100,000 a year. I believe a Sabbatical Leave Program is a great way to recruit and retain employees which is great for the business. Most of all, I like this idea because it is great for people.

[Click here](#) and listen to an interview with Ron Jacobsen, VP of Operations at The Generation Companies, as he describes the origin, impact and cost of their Sabbatical Leave Program. (*Thanks, Ron, for sharing!*)



by
trey
baker

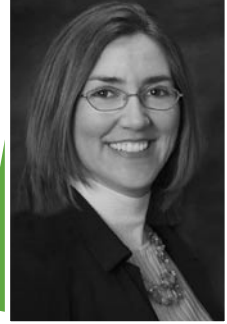
Hite
Resources
Content
Development
and
TYB
Facilitator



Ignite! food for survival



by
kim
bolick



They say with age comes wisdom,

but sometimes the simple genius of a young child slaps you upside the head so hard it makes you wonder if you know anything at all.

I was watching “The Survivor Man” one night when suddenly my 8-year-old daughter, Annie, proclaimed with sincere confusion,

“He brought a VIDEO CAMERA, but he didn’t bring any FOOD?”

Now, if you’ve never seen this show, let me set up the scene. Survivor Man (**S.M.**) goes out into the wilderness with a small knife, a few articles of clothing and a video camera. His crew drops him off in a remote part of a Canadian park, and **S.M.** has to find his way to safety. He video records his journey and gives his survival tips along the way. The particular scene Annie commented on showed **S.M.** tasting the root of some plant that is full of nutrients. Although it tastes horrible, **S.M.** says he **MUST** eat it in order to have strength to go on.

No, my daughter didn’t exactly get the point of the show. But, she does possess some very insightful knowledge that is useful for most people in today’s society.

“He brought a VIDEO CAMERA, but he didn’t bring any FOOD?”

We should ask ourselves that very question when it comes to our own survival. What do we really need to survive (and thrive), and do we “own” those things?

Kim is the graphic artist for Hite Resources and has worked with Susan for four years.

She is a wife and mother of two children and enjoys long walks with them and their family dog, Rufus.

In addition to computer graphics, Kim enjoys expressing herself through other creative avenues such as writing and painting with pastels and watercolor.

Ignite! food for survival (cont.)

After analyzing my own life, I have found three main things that are most important for my survival and happiness.

The first, and most important, is my faith.

Part of that faith is believing in something bigger than myself so I have more to live for than simply fulfilling my own selfish desires.

Life can become pretty empty when all we're working for is how we're going to acquire the next latest-and-greatest gadget. I'm as guilty as anyone. Lately, I've been hinting to my husband how great it would be to have a boat. Not just any boat, but one we can sleep on – one with a kitchen and bathroom. WHY am I so focused on the VIDEO CAMERA when I should be focused on the FOOD?



Ignite! food for survival (cont.)

So, what will FEED my faith?

One practical way is by taking my eyes off myself and serving others. As I help others, my problems suddenly become smaller and I can't help but be thankful for all I am blessed with... even without the boat.

Number two on my survival list is family. A lot of people say family is the most important thing, but how are we FEEDING our families to make them strong and healthy? For me, I have found that good quality time AND quantity time is crucial for success. I have to make an effort each day to SPEND TIME talking with them about things that are important to them so I can build a relationship and a bond. A relationship involves LISTENING (not just hearing), so I can really know them as they grow and change. We also have to SPEND TIME doing things together.

**Singing together, reading together, playing together,
laughing together, making memories together.**

This is not a simple task with today's busy lifestyles! At least, not for me. But it is so worth the effort!

Friends are the third important item in my life. God created us to be in relationship with one another. He wants us to care for each other, to share each other's joys and burdens. For me, being a good listener and praying for and serving my friends is the perfect menu for FEEDING this portion of my life. When I say I don't have time to help a friend pack boxes for a move, I am valuing my "video camera" over my "food." I must MAKE TIME for the important things.

Don't get me wrong. I'm not saying I should never say no or work myself to an early grave. I make it a practice to do special things for myself to avoid burn-out. But I also know that when I choose to make an excuse to get out of something, I'm really only hurting myself. When I step up and do the right thing, it energizes and fulfills me. **It gives me purpose and meaning in life.**

So, as Susan says, "You are the expert of you." Find out what YOU really need to survive and figure out what you need to do to FEED those things to keep them healthy. If you don't, you might find yourself lost in the wilderness with a video camera and no food.



Stay Connected to Susan's TYB Message:



RADIO SHOW:

Sharing Stories and Strategies for Survival, Success and Significance, The Susan Hite Show is syndicated by Clear Channel and airs weekly in Charlotte, Greensboro, and Raleigh and expanding soon to other Clear Channel markets.

Have something you'd like Susan to talk about on her show? Leave her a message at 1-800-609-9931 or email contact@susanhite.com

THE SUSAN HITE SHOW is sponsored by 

Check out the Clear Channel Radio Stations that currently carry The Susan Hite Show:

93.9 KISS FM – Raleigh
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TYB RESOURCES:

You can also stay connected to Susan's message through her TYB Resources including her 7-Step TYB Audio Series and book, *What's In It For Me?*

For more information, visit our website at www.SusanHite.com.

PR DUCTIVE

Ignite! do what matters
so you can do what really matters

It's *so good*
to be reminded of
the *simple things*.

The more I live and the more I learn the more I am convinced that simple is profound. It's just that simple is not always easy.

I recently had the privilege of working with the American Heart Association. Here's what I learned:

They do what matters, so they can do what *REALLY MATTERS!*

"What matters" is what they *HAVE* to do.

"What Really Matters" is what they *LOVE* to do.

"What matters" is their *JOB*.

"What Really Matters" is their *MISSION*.

Their *JOB* is to raise funds for research, increase awareness and educate people about healthy heart living. Their *MISSION* is to help people live longer, healthier lives. It is their *MISSION* that provides the significant fuel for their job. But they don't get to live the *MISSION* without raising the dollars.

by
susan
hite



Ignite! do what matters (cont.)

When blending your mission with your job, you have to do what matters so you can do what really matters.

During the early days of the Susan Hite Radio Show I remember getting an email from one of my listeners. She was a grandmother who wrote in to say something she learned on the show helped her repair her relationship with her daughter.

MISSION ACCOMPLISHED! But what I didn't realize is that my radio show mission wasn't everyone's mission, nor did everyone care what really mattered to me. They were more concerned about what mattered to them. In fact when I shared the email with a program director in the radio world, his response was, "She doesn't matter."

"HUH?" I RESPONDED. "WHAT DO YOU MEAN...SHE DOESN'T MATTER?"

"She's not in the demo," he unemotionally said.

He went on to explain that the only thing that mattered in the world of radio were ratings because ratings are what advertisers use when deciding how and where to spend their dollars. She was too old, lived in the wrong city and was not in the station's target demo. In other words, she didn't matter, at least not to him.

I wanted to tell him why she did matter and how if you do the right thing, no matter what, it would eventually show up the right way to him. But I could tell we were not reading from the same book, and I decided to do what I often tell people to do if they want to be successful, which is, "Don't waste your time on unproductive thoughts because unproductive thoughts just lead to unproductive results!" No time for that.



www.triangleactionshots.com

Susan shares a message of encouragement at a recent Train Your Brain Seminar with the American Heart Association.

Ignite! do what matters (cont.)

So I saved my energy and savored my vision that every single person would always matter to me no matter what! In fact that is what REALLY MATTERED to me, but I knew that in order to keep doing what really mattered I would have to figure out what mattered to this radio program director and deliver what mattered to him, or else I'd never be able to do what REALLY MATTERS with the radio show. He was, in a sense, "my boss" at the station.

Here's the BIG QUESTION if you are going to make your living living your mission:

"HOW DO YOU STAY FOCUSED ON WHAT REALLY MATTERS WHILE ALSO BEING AWARE OF WHAT MATTERS?"

Because you have to be able to do both!

What really **MATTERS** is living your mission.

What **MATTERS** is knowing how to leverage the bottom line of business so that you can live your mission.

Ask yourself:

What really **MATTERS** most at work?

Now ask yourself:

What **MATTERS** so that I can do what really **MATTERS** most?

HERE ARE SOME WAYS TO STAY ON TRACK WITH YOUR MISSION:

1. KNOW YOUR MISSION! Be clear on who you are, who's you are, and what you are meant to do with your life. Simple is profound. It doesn't have to be some fancy mission statement. Maybe it's as simple as the fact you were put here on this earth to make people laugh! You help people lighten up, not tighten up. Maybe it's as simple as being a "Day Maker!" You do things in your job like making people feel welcome, comfortable, important or understood, and that just makes their day!

2. REPEAT YOUR MISSION DAILY! And sometimes several times a day. You will have to remind yourself of your mission as you may get caught up in all the job responsibilities you have that can press you down a bit and keep you from remembering the significance of your mission. Remember, your job is what you are paid to do so you can do what you want to do and live your mission while you make your living. Create a trigger point such as a photo that makes you think of your mission, a friend you can call to remind you, a quote you keep on your desk, or an catchy phrase. Mine is "Who's Your Daddy?" Whenever I am discouraged, I will remind myself to ask that one question. Now, a lot of people use that phrase and it means one thing to them. But when I use it, it reminds me to remember who my heavenly Father is and what is most important to Him, which I believe is to share LOVE one person at a time, regardless of the "demo!"

Ignite! do what matters (cont.)

3. *KNOW WHAT MATTERS! SO YOU CAN DO WHAT REALLY MATTERS*

MOST. What really matters most is your mission to help others in some way: to add value, to solve a problem, or to make a dream come true. What matters is all the stuff you have to do so you get to do what really matters.

Recently I had the chance to work with a wonderful group of educators at Sylvan Learning Center. They live their mission while making their living.

HERE'S THE DEAL: EVERYBODY HAS DREAMS AND EVERYBODY HAS PROBLEMS.

When you become the dream maker or the problem solver for people, you can live a mission of helping people!

But you can't be the "Dream Maker" at Sylvan or even the "Problem Solver" at Sylvan if you don't sign people up to get your educational services. To educate at Sylvan it takes marketing, money, payment plans...all the stuff that no educator really wants to do! But it matters because without the money there's no Sylvan Learning Center. There's no curriculum. There's no teacher to help your daughter's dream come true of scoring well enough on the SAT to go to the school of her choice or to help solve your son's problem of low self esteem because everyone makes fun of him because he's a slow reader in his 6th grade class.

To be a "Missionary at Work," you have to be able to blend the mission with the job.

*DO WHAT MATTERS.
So you can do WHAT REALLY MATTERS!*



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Ignite! how to mine for gold...

a process for discovering and developing high potential people



If someone were hoping to discover gold, they could attempt to do so in a variety of ways. They could simply wish for and hope to find the storybook pot of gold at the end of the rainbow, or they might go looking for or “mining for gold.” A very successful industrialist was once asked how he was so fortunate. He replied by saying that he surrounded himself with great people. He added that working with people is like mining for gold. To mine for gold you have to move a lot of dirt, but it is not the dirt you are looking for. The moral of the story is to search inside and find the gold that exists in people.

Recently Hite Resources set out to go mining with a client to discover and develop people in their organization that might one day grow into a leadership position. The plan was simple...find a few people and do some leadership and corporate operations training. The results were far richer than any program could have promised to deliver. Read the e-mail below from one of the inaugural class participants.


“This is Cyndi. I just wanted to stop for a few minutes and just share a part of my heart. I can’t not express to you and Susan Hite what “Mining for Gold” has done for me. I took it and compared it to a real miner, and as I read about the old timers and what tools they used, I began to think “MMMMMM” a pick and shovel, and how they would take that pick and work long hard hours digging into the hard ground then shovel up all the dirt or clay to find (maybe) a nugget of gold. I

by
trey
baker

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and
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Facilitator



have to say My tools of course are Hite Resources and my fellow miners (classmates). You all have given me my pick and shovel as I have set out to strike gold. I learned that we all came from different areas and different backgrounds as the real miners did, but our sight is focused on finding the gold that is within each of us. We just have to remember that we have to keep polished so that we can shine and be that shining example for others. I believe just like the old miners that you have to be consistent if you want to find the “Mother Load”. They had a dream of finding gold and once it was found they wanted to keep it for their self. However, what I have learned in Mining for My Gold is something that I want to use to help enrich the lives of others. Thanks again for placing the right tools in my hands..”

A man in a dark suit and striped shirt is shown from the chest up, looking upwards and pointing his right index finger towards the top of the frame. He has a serious, focused expression. In his left hand, he holds a stack of papers. The background is a plain, light-colored wall with a soft light source visible.

Ignite! mining for gold (cont.)

Sometimes it is difficult to quantify in dollars what takes place in a person's life as a result of a training program. The type of transformation indicated by the message above has a reach beyond the bottom line. On the following page are four steps for you to consider in developing your own **Mining for Gold** program.

Ignite! mining for gold (cont.)

STEP #1

- It is important to determine the purpose of your program. Will it be to develop existing managers? Will you use the program to seek future leaders from your hourly/non-management ranks? Clearly define the program and the group of people it is intended to develop.
- The content should be tailored specifically to the group you are instructing. If you utilize this program to harvest new leadership in your organization it might be the first “leadership” or “management” training they have been exposed to in their young careers. This training session is a great time to edify operational policies in addition to the leadership content.

STEP TWO

- To make the group “special” we encourage some type of candidate application process. It can be a simple straight forward interview or more involved including a written candidate questionnaire, references from managers and fellow employees.

STEP THREE

- After potential participants have identified themselves by expressing interest, all the material should be compiled and a formal interview should be conducted. Face to face is best, but by phone can also work.
- For consistency sake it would be great if the same person(s) conducted the interviews and utilized the same questions so a balanced comparison can be made once completed.
- During the interview it is important to clearly communicate the expectations for participating in the program.
- Publicly recognize the selected participants.
- Coach any applicants that did not make the class. This is a great opportunity to let people know of areas they can improve.
- Offer Letter

STEP FOUR

- Upon completion celebrate the class with a graduation meeting. This is a great way to add excitement to your culture, model the behavior of developing people and just have some fun.
- Determine some type of graduation gift. The best type of gift is one that is recognized by others in the company (lapel pins, rings, etc.) and promotes conversation among employees. ☀

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- Ken Hite, Owner

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