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Balancing Act: The Newsletter (No. 216, August 2017)

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Balancing act is in four sections this month:

1. Techniques for Balance
2. Musings
3. The Human Condition: Flailing
4. ORTIYKMWOYBNT-O Department

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TECHNIQUES
FOR BALANCE

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MUSINGS



THE HUMAN
CONDITION



See Writing on the Wall, featuring Koufax the Wonder Dog.

<https://www.alanweiss.com/million-dollar-consulting-mindset/>

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TECHNIQUES FOR BALANCE

- There's nothing wrong with hurrying toward your goal in most cases. There is something wrong with merely hurrying through life in all cases.
- If you want to save a good portion of your life, answer "yes or no" questions with solely a "yes" or "no."
- Once you claim an exception, you'd better be prepared to grant it to others.
- What's wrong with airline service in the US isn't corporate greed, it's horrible judgment at the front line by people who are improperly trained and supervised. You can't hire judgment and you can't fix stupid.
- Take a look around, that's your legacy all around you. It doesn't suddenly begin when you die.
- I've found that I can help others deal with and lessen pain, but if someone is determined to suffer there's not much I can do about that.
- Never assume that whatever you ask will be done. Always have a Plan B.
- I find practically nothing in life worth waiting in long lines for. Perhaps meeting the Pope or trying to board a late plane, but certainly not for Starbucks coffee or a movie. (Great quote from a TSA official: If they can wait 20 minutes for Dunkin' Donuts coffee without complaining, they can wait 20 minutes for security.)
- Complaining to people who have no power (or inclination) to help you is only slightly less effective than screaming at the sky for rain to stop.
- If you believe that a "celebrity" or athlete or entertainer, by dint of their fame, is more intelligent than you about political events, then you're going to have a hard time finding the truth about anything.



If you stop expecting so much from others, you won't be disappointed.

Alan Weiss

MUSINGS

Am I being too judgmental? I find some things bizarre. I think wearing a baseball cap backwards looks stupid, even as a fashion statement. This is even more pronounced when the user has to shield his eyes from the sun with his hand.

Massive tattoos are exceptionally strange to me. I'm waiting for the panic when they find tattoo ink to be a carcinogen. I understand a butterfly here and a sweetheart's name there, I guess (remembering, however, the divorce rate is 50%), but an entire arm or back or leg just looks, well, painful to me.

Pierced ears go back hundreds of years, but in western society pierced noses, eyebrows, and tongues—not so much. This is somewhat troublesome in restaurants when the server has pierced lips. It just looks painful, especially when chains are attached.

I don't get pants or shorts down around a guy's buttocks with his underwear sticking out. It looks like it's hard to walk. It looks as though it's impossible to sit down, for that matter.

Today, bra straps showing are quite the fashionable look. But this is seldom carried off well to the point that it seems someone just got dressed haphazardly. The concept has some sex appeal, but in reality, well, it ain't.

I'm not fond of the "wash and dry" wet look, where a woman hugs me entering a meeting and the entire side of my face is wet.

I saw a wedding party pictured the other day, everyone dressed to the gills, but one of the nine women was wearing flip flops with a knee-length dress. Maybe she had foot problems? But I saw the same thing with five women receiving an award and one with flip-flops.

And then there are the tee-shirts with obscene sayings that put me off my food. "I'm with stupid" is stupid, but profanity is vulgar and denotes low intellect to me.

I know, I know, I ought to accept the fact that tastes and styles change, that the Beatles supposedly had hair too long, and that Elvis gyrated too much. I deserve being critiqued for my intolerance with these issues. Most would respond, I guess, that these are just signs of the times.

But what if the times are a sign of a loss of civility and respect?

THE HUMAN CONDITION: FLAILING

I want to thank my colleague Bruce Turkel (author of the excellent book, *It's All About Them*) for bringing this wonderful term to my attention. *DIS-fa-mizem* is the term for the substitution of a derogatory word or phrase for a neutral one, viz.: "loony bin" for "mental hospital." (I like to think of "Congress" being used in place of "esteemed edifice in which respectful debate occurs," but that's me.)

If you oppose some of the thinking about climate change you become a "denier." A woman with high standards and demanding work expectations

becomes a "bitch." A mature person who recalls times when things worked better (refer to Congress, above) is "an old fogey." An IT professional is a "geek" or a "nerd." A cross-breed dog is a "mutt" (the logic behind that dysphemism makes my kids "mutts"). Personal injury lawyers become "ambulance chasers."

We need to stop labeling people because, as with all the horoscopic personality assessments I loathe (you're a blue, High D, JKLM, anal-retentive ironic, so there's no way you can do this job) because we use them to explain away people rather than trying to understand them. There is virtually no difference between these positions and the statements we all claim to despise: What do you expect from a woman? What do you expect from someone his age? What do you expect from someone with their background?

What I expect is respect. Respect isn't generated by the labeling of personalities, careers, job titles, or behaviors. It's generated by understanding that we don't like to be called names or classified or dismissed out of hand. So we have a hell of a nerve doing that to others.

It's all too easy to say "He's a punk kid," or "She's a bureaucrat," or "they're the one percent." And it's therefore too easy to miss the possible value that they provide in that circumstance.

One of the reasons I'm so successful in life is that a whole lot of people have underestimated me by assigning me labels. They don't do that any more, because we're no longer in the same universe.

*ONLY READ THIS IF YOU KNOW ME WELL
OR YOU'LL BE NEEDLESSLY TICKED OFF*

I'm at the beach and take out the suntan lotion. When I press the top button, nothing seems to happen. But then, the can gets oily and I can hardly hold it. I realize there's a leak somewhere. The can becomes more and more slippery.

Then I noticed that the top is covered in clear plastic—it needs to be unwrapped. But my hands and the can were so slippery, that I couldn't get the plastic off.

DEVELOPMENT OPPORTUNITIES

NEW: THE MASTER CLASS

I ran Master Class in June and it was so successful that many of the participants have signed up for the next installment in June of next year. But you can attend a repeat of this past one, 12 people only and 10 seats are open, by going here: <https://www.alanweiss.com/growth-experiences/the-master-class-workshop/>



Here's an example of the feedback, from Colleen Francis:

[Learn More >](#)

- The Master Class worked us hard. I was particularly struck on Friday morning when a new exercise left us all dumbfounded, with no answers.
- The role plays were extensive, sudden and provided excellent learning points on delivery, reframing and communication style.
- We need to be outrageous but not ridiculous and there is a fine line.
- Being prescriptive in the sales process helps us to get to true value faster and more accurately
- We need to think bigger - like raising my fees 2.5X bigger.

Best event of the year so far! I'll be back in June of 2018.
Thanks Alan!

Join us: [The Master Class](#)

NEW: THE RIFF

Many of you like me to "riff" on certain subjects, extemporaneously and spontaneously. With clients and prospects it can make you an instant object of interest. Socially, you can stand out in a crowd. With the media, you become a highly desirable interview subject. AT this session, I'll show you how to Riff, which does have a process to it. In a small group we'll practice and you'll see astounding results that are useful in almost any situation.



Don't wait, go here: [The Riff](#)

[Learn More >](#)

NEW: THE 2018 MILLION DOLLAR CONSULTING® CONVENTION

April 18-20, 2018, Boston

Featuring my special guest Chip Bell, general sessions by Suzanne Bates and Dorie Clark, 12 concurrent sessions, networking events, cocktail reception, and...me! We already have nearly 100 people on board, join us for what participants call "the best event of its kind in the world":

Sign up here: [The 2018 Million Dollar Consulting® Convention](#)

NEW: LIFETIME GROWTH ACCESS

My collected IP in text, video, audio, workshop, and electronic availability, about \$75,000 worth from the past decade and more, is available for one payment for lifetime membership. This was formerly up to \$4,500 annually, and is now \$2,500 for lifetime access, and we are continually adding new IP.

Go here: [Lifetime Growth Access](#)

NEW: GPS - GENIUS POSITIONING SYSTEM

September 17-18, 2017, New York City

Join Mark Levy and me for a day or 1.5 days and emerge with messaging, positioning, and branding that will land you on your ideal buyers' radar screens. We'll talk about moving from a brand to your name and then establishing sub-brands. We'll support this with relevant, exciting IP creation. This will be an intense two days of brand-sculpting.

Click here to register: [GPS - Genius Positioning System](#)

BARGAIN EXPERIENCES!

September 8, 2017, October 19-20, 2017, Boston

Join me for a day in Boston on September 8 for a workshop on being a Maverick. Only \$750. Or, join me in Boston on October 19-20 for two days on general business growth, from marketing to fees, proposals to reduction in labor. Only \$1,400.

For either, write to at alan@summitconsulting.com.

MAVERICK MOB

You can receive a twice-monthly video on Maverick ideas, and/or a weekly, one-minute podcast, and/or a full day with me, and/or bonus downloads! We began January 1, and you can catch up.

Don't wait, go here: [Maverick Mob](#)



[Learn More >](#)

Thought Leadership 2017

October 4-6, 2017, Four Seasons, Palm Beach

-We sell-out every year and for our next one I've secured Harvard's Dan Gilbert, the expert on happiness, as my special guest for a discussion as well as dinner. His TED talk has been viewed by over 15 million people thus far. One seat remains.



Register here: [Thought Leadership 2017](#)

[Learn More >](#)

Endorsed Programming

-I offer fabulous resources through global experts in areas such as positioning, wealth building, fitness, social media excellence, coaching, and other areas, all of whom I personally work with and support. Consider this your "galaxy of expertise." Note that we now offer self-publishing ranging from ghost writing to editing, from artwork and design to printing.



Learn more: [Endorsed Programming](#)

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LIVESTREAM WORKSHOPS

Watch a one-hour workshop, rich in content, and ask questions while in progress, no matter where you are in the world. They are also recorded, in case you can't make the live event or want to retain the actual broadcast. I'm offering six, you can join any time and receive past episodes, as detailed below, at \$75 each, or \$400 for all six.

You can register here: [Livestream Workshops](#)

Schedule:

- Feb. 23, 2017: The Strategist - How to set strategies for organizations or individuals (Completed but available on recording)
- Apr. 18, 2017: The Innovator - A methodology for systematic innovation
- Jun. 13, 2017: Creating 6-figure Projects - Consistently and effectively
- Sep. 19, 2017: The Advisor - Advisory work as your primary intervention

• Oct. 17, 2017: Abundance - The mindset of success, happiness, and growth

• Nov. 16, 2017: The Expert - How to command a room, discussion, and direction

FREE PODCASTS: THE UNCOMFORTABLE TRUTH

My new podcast series, twice monthly, on iTunes:

#1: Control: How to maximize control of your life and not surrender your future.

#2: Energy: How the Second Law of Thermodynamics can erode your business and your life if you don't renew yourself.

#3: Fear Not: Roosevelt was right, and we ought to stop being frightened by everything that goes "bump" in the night.

#4: Marketing Magic: A manifesto on marketing—and buying—realities and why usage trumps functionality.

#5: Myths: A memorial service to the many friends you lost when they went swimming 55 minutes after having lunch.

#6: Polarization: The vast, ignorant error in believing people who disagree with you are stupid.

#7: The Aggrieved: Why whatever you perceive your condition to be doesn't warrant a vote in Congress or a newscast.

#8: Conservatism: Why we are far too timid in our lives and work and how to stop playing a "prevent defense."

#9: Degradation: How standards begin to erode and what we can do to correct it.

#10: Overprotection: The cossetting of youth, and how it's leaving them vulnerable in the real world.

#11: Overkill: Pounding away until the point is crushed under the weight of redundancy.

#12: Denial: Why we make ostriches' behavior in the face of threat seem reasonable.

#13: Settling: We "settle" in stead of deliberately choosing what's best for us, and we need to stop that.

#14: Contrarianism: Why taking an opposite view is a public service and how to do it.

#15: Who Loves You?: Who's got your back and how you can tell, and why it's important.

#16: No, You Can't: A different perspective on the popular—and incorrect—belief that you can do whatever you think you can.

Balancing Act® is a monthly electronic newsletter discussing the blending of life, work, and relationships, based on the popular Balancing Act workshops and writing of Alan Weiss, Ph.D. Contact us for further information at: .

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