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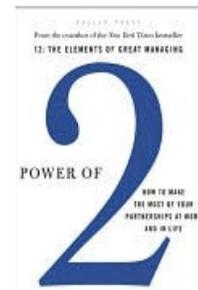
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Book Corner

Power of 2 ... How to Make the Most of Your Partnerships at Work and in Life by Rodd Wagner and Gale Muller, Ph.D.

We've all had positive team experiences. This book focuses specifically on partnerships of two people. Wagner and Muller are both principals at Gallup and provide insight and advice on the eight elements that make or break a partnership. Those elements are:

- Complementary Strengths
- A Common Mission
- Fairness
- Trust
- Acceptance
- Forgiveness
- Communicating
- Unselfishness



Filled with examples of great partnerships such as Bill Hewlett and Dave Packard, Watson and Crick, and Stockton and Malone, one really gets a clear idea of how and why each of these elements work and why working with a partner can provide dramatically better results than going it alone. If you want insight into your partnerships, you will find this a good read!

Time Demands...

Manage your time and devices or they will manage you!!

Question: The demands on my time never end! The voice mail, email, and text message traffic, don't ever slow down. It is impacting all aspects of my life - and my family's life. Do you have any advice for all of us caught in this milieu that continually vies for our attention?

Collaborations Response: We agree that we live in an age of ever increasing and ever faster communications technologies. The *real question* is whether we are controlling the technologies or the technologies are controlling us.

You know the history, years ago a snail mail letter was the norm - and if you got a response within weeks that was pretty good. (Actually, we could start before the days of the Pony Express.) Then came faxes and an expectation that responses could and should be had, in several days, if not several hours! Now with the computing power constantly at our fingertips, our ability to be in

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instant, and often constant, communications has produced the “feeling” that we must immediately respond; or query; or inform; or...

Much of what we now have at our fingertips is absolutely great and we all probably wonder how we ever did without it. These technological capabilities have tremendous positive, productive and efficiency benefits. We do not want to downplay, minimize, or demonize those benefits. However, our observation is that many people seem to have lost the bigger picture: it is our responsibility to manage our time. It is our responsibility to be disciplined in how we use the technologies available to us.

But this is all important stuff, and I must immediately...

One hook in what competes for our attention is our ego. We all like to think we are important and that all this is important stuff. And we don't mind letting people see that something important needs our attention! Well in our own unique ways we are all important... however let's not delude ourselves that all of this stuff is important. It is not all important - far from it.

The tyranny of the urgent...

One of our favorite phrases is “the tyranny of the urgent.” The appearance of an email, or a text message, also brings with it the illusion of urgency. This relates to Steven Covey's discussion of auditing the demands on our time in terms of what is ‘urgent’ and what is ‘important’. In the diagram below, areas number **1** and **2** need to get our attention. Area number **3** may need our attention, if, for example, it is our boss who is creating the urgency. Area number **4** does not need or deserve any of our attention.

	URGENT	NOT URGENT
IMPORTANT	1 <i>deadline driven projects</i> <i>pressing matters</i> <i>crises</i>	2 <i>professional development</i> <i>relationship building</i> <i>planning, preparation</i> <i>systems design</i> <i>prioritization</i>
NOT IMPORTANT	3 <i>some interruptions</i> <i>some phone calls</i> <i>some reports & meetings</i> <i>some email</i> <i>some unprepared meetings</i>	4 <i>busy work</i> <i>time wasters</i> <i>trivia</i> <i>unproductive activity</i> <i>etc.</i>

ON THE WEB ~ Visit www.susangerke.com and www.davecarey.com

Both websites carry all past issues of *Collaborations*. With *Adobe Acrobat Reader 4.0* you can view or download and print the issues.

We often - very often - fail to ask ourselves if what we are looking at, or about to do, is important? or urgent? or both? or neither? We just react to the ‘ding’ that tells us something has arrived - and then proceed to read something stupid about the price of tea in China.

Everything does not have the same weight. What you are doing may well have more importance than reading or responding to whatever just arrived. We in fact become addicted to ‘our’ need to answer everything immediately. *The tyranny of the urgent.*

Who is in charge here anyway?

We are strong advocates of pro-actively managing your time, and your technology. Your smart phone ought to be a tool that you use to be more efficient and effective - not something that controls your life, or your time. The key operative words are “*pro-actively managing.*” Turn it off. Declare times when you will not read or respond to email, or text messages. Give the task at hand, or your children, or your spouse your complete attention. Manage the devices or they most surely will manage you!

When you are talking with people - put the device out of sight. Otherwise, as you sneak a peek at it you are simultaneously implying that the device and whatever may be on it are more important than the person to whom you are talking. When it is time to play with your children, or talk with your spouse put the device away. Move your monitor out of your line of sight when people are in your office talking to you; put it behind you.

But I’m a multi-tasking wizard...

Every study we have seen on the subject of “multi-tasking” concludes that when we are multi-tasking the quality of *everything* we are doing suffers. There is study after study after study and they all come to that same conclusion. And, lest you are thinking that those studies don’t apply to you, let us set the record straight. The studies do apply to you.

Our challenge to you...

We challenge any and all of you to control how and when you use email and text messaging. Further, we would like to hear about your experience in doing so. Try it for a week and let us know how it worked for you.

* * * * *

Power of 2 in Action!

I (Susan) have entered into a business partnership that really demonstrates the *Power of 2* in action! David Hutchens and I are working together to develop a training product for teams. We started our collaboration last summer and have touched on all eight of the elements. I’d like to share some of those.

David and I worked together developing several training products for IBM in the mid-90’s. Since that time, David and I have stayed in touch, but we haven’t had the opportunity to work together again. David is in Tennessee and I am in California, so a project needed to be pretty compelling for us to overcome the distance and work together.

We found the compelling project! Our new product, GO Team, is a series of 18 learning modules for teams. We both feel strongly in our mission to create a high quality product to help teams work together more successfully. The clear and **common mission** was enough to bridge the distance between us – so we are doing this work remotely – by e-mail and telephone!

Susan Gerke

is the president of Gerke Consulting & Development and “helps people work better, together.” Susan's focus since 1989 has been in designing, customizing and implementing leadership and teamwork programs meeting the needs of executives, managers, and employees in a wide number of companies and industries.

Application of her skill and knowledge has been in facilitation, consulting, curriculum development, and coaching. Susan has developed and delivered experiential programs in the areas of *group dynamics, team basics, mentoring, and facilitation skills*. She has worked with global teams and has certified facilitators around the world to deliver management, leadership, and team offerings.



A recognized expert on remote leadership and teaming, Susan is the co-author of *The I in Team ... Accelerating Performance of Remote and Co-located Teams*, and *Quick Guide to Interaction Styles and Working Remotely*.

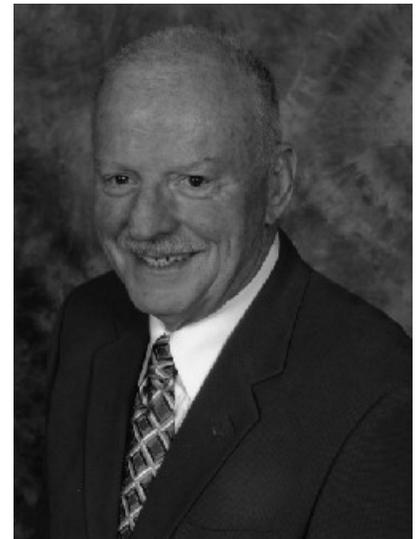
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Dave Carey

is a sought after motivational speaker, organizational consultant, and coach. As a motivational speaker, Dave relates his experiences as a P.O.W. with intensity and humor, inspiring others to overcome seemingly insurmountable difficulties and gain a renewed sense of purpose, satisfaction, and control over their circumstances.

As a consultant and coach he focuses on *helping people work together more effectively*. He is an expert in team building, organizational & leadership development.

A graduate of the United States Naval Academy, Dave is a retired Navy Captain. As a Navy pilot he was shot down and spent 5 & 1/2 years as a POW in North Vietnam. His book *The Ways We Choose: Lessons For Life From A POW's Experience* is in it's third printing.



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The Power of 2 In Action - cont'd

David and I have both been developing training for most of our careers. However we have very different talents from one another. David is an amazing writer with a talent for making complex concepts very clear and training materials very approachable. I have great organizational skills as well as 21 years of experience working with teams. So, our **complementary strengths**, experiences and knowledge allow us to produce something beyond what either of us could create alone.

Communication is a critical part of our partnership. While David and I pass documents and ideas back and forth via e-mail, we find that every 2 or 3 weeks, we need a couple of hours on the telephone. We use that time to shape the product and the marketing of it, to discuss what is working as well as what we can tweak in our process, and to just connect. We really enjoy our time talking together and find that time reinforces our conviction about the value of this product.

David and I both have independent businesses that we must continue to attend to while we are working on GO Team. So, frequently we have our focus on work other than GO Team. The **trust** we have in each other allows us each to manage our workload in our own way, knowing our partner understands we have other commitments. And we know that we are both committed to creating a successful product on schedule.

The development of GO Team is on track and we are excited about the early feedback we are getting from others! That feedback is reinforced by our own knowledge that we are creating something very exciting! In the Summer issue of Collaborations, look for more information about GO Team. If you have questions in the meantime, please email me at sgerke@sbcglobal.net or call me at (949) 831-7088.