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WHO IS CORPORATE RECHARGE!

After seven years of running and growing I.M.C.A.S.T. - I have made the decision to amalgamate my business with Corporate Recharge.

Corporate Recharge was founded by an old friend of mine and indeed has been a coach/mentor of mine for many years, Maurie Rayner.

I met Maurie 15 years ago when he owned and ran a health resort called Bellbrae, a place that I used to go annually to give up sex, booze and rock and roll (well two out of three ain't bad). Over the years we became friends and started working together with business people and corporations until he made the decision to move to a place called Pottsville on the northern NSW coast where he started Corporate Recharge. We kept in touch over the years as we, and our business's grew, until July 6th last year when he rang to tell me he had contracted myeloma cancer and that the doctors had given him 11 months to live.

After the initial shock he set upon a path to, as he said, "practice what we teach to others".

Since that time we have worked closely together in both business and personal balance

and growth and I am pleased to report that now, 16 months later, although not quite totally in remission, there is not far to go for Maurie.

WHY MAKE THE CHANGE?

Whilst sitting on his verandah over an 8 month period of convalescing, Maurie would ring me and challenge me in what I was doing both personally and in my business. "When are you going to implement those principles that you keep talking about?", he would ask. "You know, the principles of LEVERAGE, OHMSLAW, INTERATTRACTIVENESS, PRESSION, and all the other ones you write about in your newsletters?"

"Well, I'm trying", I would reply. "Do or Do Not, there is no try", he retorted.

As well as this constant challenging over the time, Maurie developed a new program or process called "The Courage to Lead" and the minute that I saw it

TICKLE THE SPIRIT!

I knew it was for me.

So as of the 1st of July 1999, I have become Corporate Recharge in Melbourne.

We also have Corporate Recharge Licensees in South Australia, Northern NSW, Queensland and shortly in Sydney as well as over 20 corporate coaches that we are training all over the country.

We have developed over 20 different corporate programs in workbooks and shortly, tape and CD format.

In Melbourne we have two new corporate coaches in Rhonda Sharp and Kevin Bolt who work with me.

We are currently working with companies around Australia and South East Asia, who range in size from the largest, who turn over around 10 billion PA, to the smallest, around 500k PA, in all different industries.

Our Mission is to "*Optimise the potential, and to tickle the spirit of ourselves and others*".

Our Corporate Values are:
LOVE.

CONGRUENCY.

COMMITMENT. TRUST and EXCELLENCE!

We offer a "No Result - No Reward" coaching scheme (if you don't get the desired result, then don't pay us).

How to improve your business in 2000

What is a Corporate Coach and What do they do?

Corporate Coaching is the wave of the future – happening now. Coaching is an emerging profession that is one of the most powerful tools available to help individuals and businesses accomplish their goals.

Coaching is not therapy, nor is it consulting...although at times it can be both.

The process of coaching helps :

- Develop a clear vision of where you want to be.
- You decide on a plan of action.
- Keep you on track.
- Asks you the hard questions.
- Build on your existing strengths.

Coaching at its heart involves caring enough about people to take time to build a personal relationship with them. Easy to say, tough to do. Relationships depend on contact.

Coaching is tough minded. It is nurturing and bringing out the best and demands that you, and your team play as a team.

As coaches we work with successful people who want to move to their next level, to higher functioning, to achieve excellence.

Not everyone is ready for coaching. You must be able to commit to a course of change of action. Coaching requires that you are ready for rapid growth. It is very easy in this challenging and fast-changing world for people and business to

forget about what is important to them. A coach keeps you focused. coaching is about asking 'straight' questions, listening, and allowing you to find the answers. Coaching is a blend of psychology, philosophy and transformation in the attainment of getting more out of life.

For those of you who are ready for coaching and prepared to commit to a course of change, please call Rhonda Sharp on 0413713560 and remember change is never easy the only creature that easily accepts change is a wet baby!!!

BOOK REVIEW

Built to Last by James C Collins and Jerry I Porras

James Collins and Jerry Porras have examined 18 exceptional and long-lasting companies, including General Electric, 3M, Hewlett-Packard and Proctor and Gamble and compared each with one of its' closest competitors, in order to discover what has given it the edge over its' rival.

What they found out about success and management styles can be learnt and applied by the vast majority of managers at all levels.

From their research the authors discovered that when operating at their best enduring great companies do not abandon their core values and high performance standards when doing business.

Sometimes the interpretation of a visionary company is that it is

soft and undisciplined. In their study Collins and Porras found quite the opposite. In fact, because visionary companies have such great clarity about who they are, what they are all about and what they're trying to achieve, they tend to not have room for people unwilling or unsuited to their standard.

Companies like GE, Motorola, Boeing, 3M and Hewlett-Packard have shown time and time again a visionary company absolutely does not need to hire top management from the outside in order to get change and fresh ideas.

Managers at visionary companies simply do not accept the proposition that they must choose between short term performance or long term success. They build first and foremost for the long term while simultaneously holding themselves to highly demanding short term standards.

The key finding from the Built to Last research was that the most enduring and successful companies understand the difference between what should be open for change and what should never change.

This book is highly recommended for leaders who want a company that is built to last.

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