

You Gotta' Believe!

By Chip Eichelberger

Sun Tzu in the *Art of War* talks about the perils of a leader who lacks the ability to be decisive. When battling in business today, you are watched very closely as a leader. One thing that teammates of a leader will not forgive is lack of certainty. By your words, voice qualities and body language - you either transfer certainty or you transfer doubt. People want a leader and a mission to believe in and place their trust. The events of the past few years have shaken that trust in corporate America with a sting of disappointments.

Maybe your company saw its stock price chopped by 80% or more, had repeated downsizings or even went out of business. There still are many companies in the *survival* mode today. They are concerned with surviving and not thinking how they can out innovate, out think and out hustle the competition.

What difficult leadership situations have you found yourself in the last few years? One simple concept to remember when facing adversity is that there is a difference between **difficult and impossible**. A couple years ago when playing for the Arizona Cardinals, Jake Plummer and his team found themselves down by 21 with twelve minutes left against the Eagles in Philadelphia. Most teams would fold in that situation, but the Cardinals had Jake. According to an article in Sports Illustrated, this was not a new situation for him. In six seasons there he directed 21 game-winning drives in the fourth quarter or overtime.

The story in the newspaper by the AP quoted Jake as saying, "With 12 minutes I don't think I had to say it, but I did anyway." I said, "We're down, but we're still in it!" Then he went down the benches yelling, "You gotta' believe!" They came all the way back and won the game 25-24 on a last second field goal by Chris Jacke.

I'll bet he didn't go to just anybody on the bench. He went to his "go to" guys that he knew he could ignite a spark of conviction in first. He did it with enthusiasm, conviction and planted the seed of possibility in their minds. Sometimes to turn around momentum, all it takes is one person who makes a decision. A key belief to adopt as a leader is: *I can rally others to believe in what has not happened yet.*

When faced with adversity on the job or at home, how do you handle it? Does your attitude quickly become negative and resort to the "this is going to be impossible to turn around" mode? Or do you think, "I love a challenge. This is not going to be easy, but it is absolutely possible!" Once you can get yourself, a teammate or one of your children to acknowledge that the challenge ahead is difficult and not impossible, then the brain kicks in and says: Then there **is a way** to overcome this? What is my first step?" Companies today are starving for leaders to step up and take a stand. Your next battle may depend on you to do it.

Chip Eichelberger

A peak performance strategist, motivational dynamo and team building expert, Chip is positively great at making your next convention unforgettable. Former Tony Robbins international point-man, Chip has a magical ability to generate **enthusiasm, contagious energy** and **results** that will last well beyond the presentation. His clients include Ernst & Young, Tommy Hilfiger, ADP, Century 21 and Bank of America. Go to www.GetSwitchedOn.com to sign up for his electronic newsletter.

For Booking Information: call 866-224-1393 or Chip@GetSwitchedOn.com