



MARCH 2016

ISSUE #40



ARE YOU A RISK TAKER?



DO YOU KNOW WHEN, WHY, AND WHY NOT?



Dear Roxi

Welcome to spring! Last week I returned from LA after 4 great days with CEOs, Entrepreneurs, Practitioners, and Small Business owners at [Craig Duswalt's RockStar Business Marketing Seminar](#). Each of the 250+ people in attendance are intelligent, creative, "can do" people...and each of us has, at one time or another, experienced failure, success, and overcome our fears to take risks.

While most things in life involve choices, let's look today at the choices we make when choosing to, or not to, take RISKS. Last month I spoke about creating great teams. Everything we explore this month can also relate to your teams, particularly since creating psychological safety is essential for healthy teams to be top performers and taking risks requires individuals and teams to feel safe enough to venture into the unknown.

There are all kinds of risks: physical, psychological, social, financial, emotional, spiritual... Each of us has a "tolerance" and/or an "attraction" to risk **in each of these** categories at various levels. For instance, you may be a high risk physical person and low risk at public speaking and I might be the opposite. This involves the emotional intelligence competency of SELF AWARENESS. We need to be mindful of what risks we are and are not willing and choosing to take - especially when we are leaders of other people, organizations, communities and certainly with our close personal relationships.

Some obvious examples:

Trying anything new is a risk. Taking a course in a new subject matter is a risk. Running a marathon is a risk. Having a tough conversation with your boss, peer, or family member...is a risk. Racing a car is a risk. Investing in yourself or a business is a risk. Falling in love is a risk. Admitting failure is a risk. Delegating part of your job is a risk.

Taking risks can require a large or small act of courage and taking risks result in some kind of change. People resist change. Risk risks failure. People fear failure. Risk risks success. Some people worry about, and even fear, success.

When we take thoughtful or calibrated risks that make sense to us, we learn, we have new experiences, and we are likely to grow in ways that can't happen by staying 'comfortable'.

FEAR is the biggest barrier to risk taking. We fear a lot of things whether we want to admit it or not - losing control, embarrassment, losing relationships, losing money, losing our lives. This is big stuff. Until you know **what you fear and why**, you won't risk in an area where your fear lives. When you do know what you fear and why, you can learn ways to manage, and even overcome, your fears.

WHAT'S YOUR FEAR-RISK BOTTOM LINE?

Get started on risk self-awareness in any area of your life. [READ MORE...](#)

The first step is to **identify your fear(s)** and the second step is to **locate their origin** if you can. Then ask yourself **"what's the worst thing that could happen if I fail, and can I live with that?"**

If the answer is "NO," then please don't take the risk. That's a DANGER ZONE for you. If the answer is probably yes or "YES," even if it might be hard, if you believe you will survive, learn, and figure it out, then you are in your reasonable RISK ZONE and might want to forge ahead.

Here's a [model we use on a high or low ropes course](#) that pretty much says it all; we call it **"Challenge by Choice."** Every risk is exactly that, unless, in a rare case, someone threatens you and you are involuntarily forced to take a risk you did not choose. Now the question is...what choices will you make to take risks that can enhance your work and life?

[Here's a risk-taker quiz from the NY Times that's just for fun!](#)

4 KEYS TO MANAGING RISK

- Reference trust and reputation
- Step-by-step
- Becoming well-informed
- Focused learning

[To learn more about these 4 KEYS, CLICK HERE](#)

Remember, you would never have learned to walk or talk without taking risks - you stumbled, you fell, you skinned your knees, you sounded silly, and you survived to tell the tale. Risk taking can and should be fun - it's new territory; it's always about learning something new, and you are usually smarter and better for it. Yet fear gets in our way too often and we stand still too much - in our work, our relationships, in our lives.

Life is ALL about taking risks. Every day when we wake up, get out of bed, and walk out the door, we are taking a risk. I included this short video for you this month because it reminded me why I chose to take the huge risk of building a new leadership community and our on-line course "Leading with Impact: Your

[LET ME KNOW IF YOU WOULD LIKE TO RECEIVE 50% OFF MY LEADING WITH IMPACT ON-LINE COURSE AND I'LL MAKE IT HAPPEN FOR YOU! CONTACT ME HERE...](#)

HIRE RIGHT & FIRE RIGHT



Leadership Intensive Workshop
OCTOBER 19-21
 And enjoy Autumn In [ASHEVILLE!!](#)

IF YOU HAVE EVER HIRED AND FIRED ANYONE, YOU KNOW HOW IMPORTANT IT IS TO DO IT RIGHT!
JUST ONCE IS ENOUGH... TO MAKE THIS WORKSHOP WORTH IT

WHY? On average at least 50% of all hires FAIL in the FIRST YEAR!

WHO SHOULD ATTEND: Senior Executives and Hiring Leaders/Mangers from any industry profit or non-profit, Small Business Owners, HR and OD/OE Professionals, & Entrepreneurs

I truly believe this workshop **WILL** be the most important thing you do for your career and your organization in 2016 because:

After just 3 days, you will know HOW TO:

- Hire the right people in the first place
- Fire the right way and at the right time
- Work with personality preferences - yours and theirs
- Create a culture that supports hiring right and firing right
- Create a great "on-boarding" & development process for your hires
- Have those really "tough" conversations about performance
- Find the time and energy to do it all
- Navigate hires and fires in a unionized workplace
- Reduce or eliminate your fear of law suits and grievances
- Receive 2 CEUs (Continuing Education Units)
- Actually ENJOY the hiring process!

Every replacement, voluntary or not, costs 2x to 15X that person's salary. REALLY! We can solve that problem. This course will pay off the minute you get ready to hire your next employee or gracefully say farewell to one who needs to go! This is true with people you hire in your home as well.

30 PARTICIPANTS is our Maximum
Contact Roxi directly to apply for a limited number of
\$1000 Scholarships = 3 Amazing Days
for
only \$1495 if you apply for and receive a scholarship

YOUR COURSE FEE INCLUDES:

- **FREE** Hotel Limo from Asheville Airport to the [Hilton Asheville Biltmore Park Hotel](#).
- Full Course materials including a personal MBTI Step II Interpretive Report
- A signed copy of Roxi's book - [Lead Like it Matters...Because it Does.](#)
- An Evening Reception and Registration October 18th from 5-7pm.
- 3 Yummy Lunches, 1 Yummy Dinner
- Optional Tours of Asheville, NC and the fabulous Sierra Nevada Brewery.

- [Roxi's Group Rate during the PEAK COLOR season in Asheville - IF you book by September 18, 2016. Click on this link to go to Hilton's Page just for us.](#)
These rates are also good for a few days before and after our course! Book Early to get our group rate and..bring your loved ones. Asheville has much to see and do!
- [You MUST BE REGISTERED to receive the HILTON's group rate.](#)
- Receive 2 CEUs and a Certificate of Completion at your request.
- A TON of learning and FUN!!



EARLY BIRDS...BOOK WITH ROXI BY MAY 31st and receive [ONE FREE HOTEL NIGHT!](#) All Credit Cards, PayPal, Checks, Money Orders and Purchase Orders accepted.

[REGISTER WITH ROXI NOW!](#)

Full payment is Due at the time of your Registration. If you find you cannot attend, a \$500 administration fee will be charged to cover hotel fees. You must register by September 15th, 2016. Total Course Fee = \$2,495 USD

I've booked this beautiful hotel, I've designed the course, and now I'm offering a few lucky people some unbelievable scholarships. So let's GO!

Please share this email and course information with your colleagues and your professional and personal networks.

LET'S ROCK IT!



[SIGN UP HERE!](#)

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This is a LEED Silver Certified - 4 Diamond Hotel
[Hilton Asheville Biltmore Park](#)

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VISIT [ASKROXI.COM](#)

BECOME AN AFFILIATE AND EARN \$\$ REWARDS!

[Archived Newsletters](#)



QUESTION OF THE MONTH

"How do I fire a really nice person who really wants to work for me?"

ROXI'S ANSWER

First you need to be very sure you have had an explicit expectations conversation, clear metrics were established for successful performance, and you must have been willing to coach, or have someone coach, the person in areas he or she had difficulty.

Then you need to be sure you've provided acknowledgement of this person's poor performance utilizing a constructive feedback process. Put a time line on specific performance metrics (e.g. "you must be proficient at preparing this report by X date and demonstrate that to me") and if you cannot do this, we'll know this job is not a good fit for you.

If you have done all this and believe you have offered the appropriate opportunities to learn and be supported - and still this person is not cutting it, you need to have that exact conversation.

If you want the person to try another role, that's fine, but be very careful that the skill sets are there. They might blossom - but they might not - so be ready to be clear about

expectations, metrics for success, and pay close attention to acknowledge good or bad performance.

To have YOUR question answered personally and perhaps chosen for this spot, go to:
www.AskRoxi.com

MORE WAYS TO CONNECT WITH ME

[CLICK TO LISTEN TO ROXI'S RADIO PODCASTS 24/7 & SATURDAYS @ 11AM EST](#)

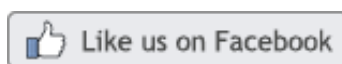
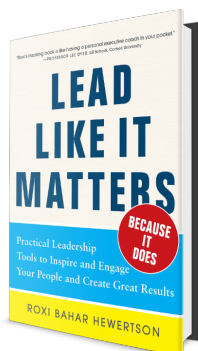
SEND ME YOUR STORIES...AND GET PUBLISHED!

I WANT TO HEAR YOUR HIRING & FIRING FAILURE AND SUCCESS STORIES.

IF YOUR STORY IS USED IN MY NEW BOOK , YOU'LL GET A FREE COPY OF THE BOOK WHEN IT IS PUBLISHED !

"HIRE RIGHT & FIRE RIGHT...Your Success Depends On It

GET MY BOOK "LEAD LIKE IT MATTERS...BECAUSE IT DOES!"



TRUSTED BY...



The [www.AskRoxi website](http://www.AskRoxi.com) is easier to navigate, and it's easy sign up for Roxi's LEADING

WITH IMPACT course on-line, and get cool free stuff (i.e. Leadership Wheel, 3 free course Chapters, and NEW...FREE FREE FREE Couples Communication Survey). I hope you'll visit and share all these resources with your network!

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