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## Clinical Psychology Associates Newsletter

January 2012

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### **The Road Ahead: What Will You Do Differently This Year?**

Changing the way things are done can bring opportunities for great success. But reaction to change may be fearful and irrational, which can result in failures, a decrease in quality and a loss of production. When it comes to work and business, it can be tempting to give in to those anxieties by doing what's always been done. But priming the pump to have a better year always involves some form of adjustment to free up the time, money and energy to tackle new opportunities.

**How do you decide what changes are the most important ones to make?**

**Ask yourself these questions:**

1. What personal and business tolerations interfered with personal and work progress? Tolerations are a good indication of issues in need of resolution.
2. Were last year's goals reached? Why or why not? How will those obstacles be addressed? Setting new goals without having evaluated the previous year's goals can result in a cycle of substandard results.

3. What fiscally responsible goal (making more money, collaborating, creating new products/services, improved marketing strategy, etc.) will also be fun? All work and no play make Jack a dull (and bored) boy, as the saying goes.

### What do you need to change to have a better year?

**Choose Passion Over Profit.** Connect to your bigger purpose in life, work and business and the rewards will flow effortlessly. Passionate people attract success.

**Higher Learning.** Technology changes fast. Staying on top of what's working now is only half the battle. Discovering what's up and coming and leveraging that knowledge is the key to an exceptional year.

**Celebrate Success.** Acknowledging and rewarding success keeps everyone motivated. Mark those mini-milestones with celebration and recognition!

**Add, Don't Subtract.** When repeat clients stop buying your products or services, something needs to change. Instead of cutting prices, add value instead--bundle existing services/products, add bonuses or create new offerings.

### What are your blind spots?

Every driver has blind spots. That's what rear-view mirrors are for. Blind spots in the work and business environment can be harder to identify. How does a person avert disaster in a work environment without the benefit of mirrors?

**Ask Around.** Getting honest feedback from clients, customers and service providers can be as uncomfortable as it is invaluable. Do it anyway.

**Seek Professional Help.** Getting an objective outsiders opinion can help you see what is going well or not.

**Coffee Time.** Chat up a colleague and encourage them to share their observations about what you are doing well and what needs improvement. Sometimes what needs to change is missed because it is so "obvious."

Moving into the New Year doesn't have to be a scary proposition. Having a clear sense of what's ahead can circumvent failure and create a successful year.

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**evolution**  
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## Free Exercise with a Trainer Offer

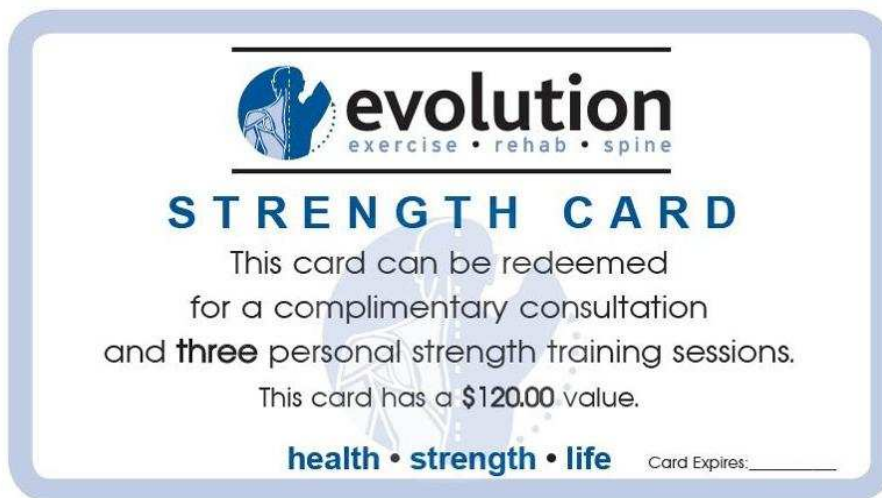
**Evolution is offering 3 free training sessions with a Certified Exercise Instructor (CEI).** There is no obligation to sign-up for further training sessions after these three complimentary sessions. This offer also includes a 60-minute consult with a CEI prior to beginning your first training session. Whether you are already a member of a gym, or have never seen the inside of an exercise facility, I highly encourage you to take advantage of this offer. The staff at Evolution are professional, kind, and a fun group of people. I cannot recommend them highly enough. The trainers are top-notch, and the workout equipment is superior to any gym in the area. Another plus, the training sessions are quite private with no more than two people working out in the gym at any one time.

After your three sessions, you will also be given a program to utilize at home or at your current gym. Again, this is an opportunity I encourage all of you to take advantage of if you live in the Milwaukee/Madison area. Give your mental health a boost through exercise.

Please see Evolution's website for more information: [www.exerciseandspine.com](http://www.exerciseandspine.com). To schedule your free training, you can either call Evolution (262-264-0080 or 414-727-8812), or email them at [info@exerciseandspine.com](mailto:info@exerciseandspine.com).

Simply mention that you would like the "newsletter special", and your consult and training will be scheduled. You can also show up to one of their facilities with the printed coupon below.

What are you waiting for? Why not start 2012 off right with FREE Exercise Training. Call today! Happy Exercising!!!!



TO: \_\_\_\_\_

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P. 608-662-0016 F. 608-662-0017**www.exerciseandspine.com****Quotes to Note**

"You can never make the same mistake twice~ because the second time you make it, it's not a mistake, it's a choice."

"Happiness is when What you think, What you say and What you do are in harmony." ~Mohandas Gandhi

"Do what makes you happy, Be with who makes you smile, Laugh as much as you breath, Love as long as you live."

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**Your Satisfaction**

If you are a current or former client and would like to provide us with feedback on our services, please take a moment and click on the following link to take our satisfaction survey: <http://www.clinical-psychology-associates.com/your-satisfaction.htm>

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## About Clinical Psychology Associates

Clinical Psychology Associates is a state-certified outpatient counseling center providing a high level of care to its clients for over 25 years. For a full listing of our services, please visit our website at <http://www.clinical-psychology-associates.com>.

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