



# IGNITE THE FIRE!

Master Connection  
Associates  
"Dynamic Business Solutions"



**NEWSLETTER** Volume Eight Issue Four April 2011

**IGNITE THE FIRE! NEWSLETTER**

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**By: PAM JORDAN -**

**MASTER CONNECTION ASSOCIATES  
FACILITATOR & CONSULTANT**

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## LIVING WITH NO BALANCE... AND LOVING IT!

A Simple Guide to Thriving  
in a Real World of  
Life and Work...  
Even as a "Road Warrior"

**CINDY NOVOTNY**

Cindy Novotny's updated book "*Living with No Balance... And Loving It!*" has been released for sale to the public!!

We have partnered with Amazon.com and you can order directly from [www.amazon.com](http://www.amazon.com). Simply search for "Cindy Novotny" and you will be directly linked to the order page.

## **"HOW PASSION FOR YOUR JOB CAN LEAD TO SUCCESS"**

**By PAM JORDAN - MASTER CONNECTION ASSOCIATES FACILITATOR & CONSULTANT**

Passion and success go hand in hand. It has been said... "Change your mind and you can change your life." Passion is the foundation to success, no matter what the job or task is at hand.

One has to be the best that they can be. The attitude you bring to your workplace is vital and plays a pivotal role in one's success or failure at a job or a task related to a job. Passion is a self generated tool. You have to have the ability to motivate yourself, concentrate on your purpose and get excited about what you do, whatever the task. Passion is an emotion that comes from within. It is a state of mind that involves enthusiasm, zeal, drive, energy and is going beyond the call of duty. Passion does not go unnoticed. Everyone notices when someone has drive and a genuine enthusiasm that bubbles up. Improving a single attitude about passion can make your day fly by. No one can give you a good attitude or their passion. Getting past a bad attitude can be difficult, but only you can change that and change your destiny.

Think hard about how you are perceived by others... Are you the clock watcher, the complainer, a solo performer? Or are you a team player with new ideas, the one that stay after hours to help a colleague out, the one that puts a positive spin on a new initiative? When asked what you are passionate about, many times it is family, an activity you enjoy, or a cause you are involved in because it has touched you in some way. Most of the time people will not say I am passionate about my job. To be truly successful in your job you do need to bring your A game to work everyday. Your passion does get noticed, and will pay off. Even if you are in a job today that you don't particularly like, you can make your mark by bringing new ideas, making each moment count, delivering excellent customer service both within and outside. Improving attitude affects everyone around you because they will believe in you, trust you and want to support you.

Charles Swindoll has said it best in his "Attitude" poem. He says that attitude is more important than failure or success, than the past or current circumstances. The remarkable thing is that we have a choice everyday in the attitude we will embrace for that day, and that is our attitude. Life is 10% of what happens to me and 90% on how I react to it. And so it is with you.

To increase your passion, think about the following to see where you can personally increase your purpose and intensity:

- ✓ Reaching a specific goal
- ✓ Accomplishing a level of perfection
- ✓ Overcoming a challenge
- ✓ Fulfilling a duty at work or at home
- ✓ Helping others
- ✓ Creating a professional reputation
- ✓ Building your book of business
- ✓ Making a positive impact on society

Whatever helps you ramp up the passion will help you be successful. Passion plus a positive attitude equals success. Lack of passion can be fatal for you and those around you. Organizing all of your activities toward one focused goal gives you a sense of accomplishment and this accomplishment fuels passion. It is up to you to rethink how you feel about your job and the passion you bring to it every day.



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## **WORD OF THE MONTH:**

**ERSATZ**

\ AIR-SAHTS; UR-SATS \ , ADJECTIVE;

*Being a substitute or imitation, usually an inferior one.*

## **"UNDERSTANDING GENERATIONAL DIFFERENCES"**

In today's complex environment trying to create a talent based team is hard enough and when you add the dimensions of different behavioral styles and the differences in age - things really heat up.

In this workshop, we will share how to understand the differences in behavioral styles and generations. It is easy to learn how to play off each other when you learn how to "accept" each other. Baby boomers deal with Gen X'ers differently than they deal with the Millennium generation and it makes all the difference in the world to understand this.

In addition to team work, knowing these nuances also make a big difference when dealing with clients. Too many 20 something's are selling to 50 something's and even the small talk needs work.

This session will be enlightening, humorous and you will leave with some great ideas of how to go back and implement some changes.

Topics covered:

- ✓ *How to use this knowledge in marketing*
- ✓ *How to build camaraderie among the team*
- ✓ *How to lead the different generations for success*
- ✓ *How to communicate more effectively*
- ✓ *What flexibility means to each segment*

***To learn more about this one day workshop or to schedule a session for your team, please contact the MCA office at (800) 589-6137.***

## **MCA G-FORCE**



### **VICTORY ON THE BUSINESS BATTLEFIELD SERIES FULL THROTTLE PROGRAMS**

The MCA G-Force series of Full Throttle Programs will help your organization improve its performance with Keynote, Team Building and Leadership multi-media seminars.

- ✓ *We will illustrate and apply a similar process by which fighter pilots organize, communicate, produce, exchange and use this information to improve your company's performance.*
- ✓ *Utilizing an experiential, hands on process we provide techniques needed to make a smooth transition to inject into your organization's existing business model. Participants will come out with new ideas and a simple process that works.*



**Mike "Pags" Pagano** gives a unique perspective from outside the industry standard with a multi-media presentation using short video clips, his own military lessons learned, interactive exercises and how they can relate to your world. The video and interactive exercises are designed to help enhance participant's experiential learning and knowledge transfer through visual recall and idea application. This helps participants apply the new ideas into their existing and future business.

MCA G-Force seminars are not designed to drastically change or start over your entire business model, but better its execution process. We create a fun interactive atmosphere that will result in great interaction that keeps participants on the edge of their seat. The fighter pilots model can be applied to any department, in any company, in any industry. Your company cannot afford the same mistakes over and over again. MCA G-Force will give everyone from senior leadership on down to line staff the tools they need to out perform the competition in TODAY'S competitive business environment.

***For more information, contact the MCA office at (800) 589-6137.***