

EAGA Business Builder

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Today's speaker was Mark Tobiassen—Acton Coach Business Coaching



Mr. Tobiassen grew up in the Corvallis, Oregon part of the world. His surroundings were conducive to outdoor activities, and Mark was easily able to acquire the hobbies of fishing, camping and hiking. There must be some very nourishing food up there, too. Things that aid in growth. Folks that meet Mark often use the word “short” when describing him. But when they use it, that word is always in the phrase “just *short* of seven feet tall”. It would be logical to believe that he was not always this tall, but at 6’ 9” in high school, one wonders. During his presentation, Mark showed a photo of him playing in the

1978 Oregon State High School Basketball Tournament. As is the case today, he was head-and-shoulders above the other players...but different than today, back then he had a major mop on his head. He fouled out of that game and his team lost the championship in over-time. That was a bummer for sure, but Mark did go on to play three years of small college basketball. Later, he coached at his alma mater for a few seasons, then went off to get his degree -- and head into the business world. The thick Corvallis hair apparently can't survive outside the home area because it didn't come along for the ride into Mark's business world. As a businessman, Mr. Tobiassen spent 22 years at Enterprise Car Rental. The last 10 of those years, he was a Vice President - managing half of the company's southwestern USA territory. The time at Enterprise not only provided Mark with many of the management insights, observations and experiences that he continues to draw on in his current business, it also provided him the opportunity to meet his partner (business and life), Nicole, whom he married in 2008. The youngest of their children (Luke and Owen) are still at home...for a couple more years anyway. Luke is a junior at Hope Christian High School and apparently is an awfully good three-point shooter for their basketball team. To keep those growing boys fed and properly clothed, Mark and Nicole own and operate Action Coach Business Coaching. Why would anyone need a 'business coach' ? Five good reasons to speak with a business coach: They are someone to bounce ideas off of; They keep you focused and help you put yourself in the best possible position for success; They hold you accountable for planned actions; They are a knowledge base for your research; and They are someone that has 'been there' - experienced the experiences - and therefore can provide advice for navigating the paths that you are traveling. Research indicates that the number 1 cause of business failure is owner burnout. And that is the result of trying to be responsible for getting everything done. A better, and more successful way to get the necessary work done is by delegating the 'non-owner needed' activities to someone whose cost is more commensurate with the value of the project. In other words, don't spend your high dollar value time doing low dollar value tasks. If you are not sure what jobs those are, make a calculation to find out. Take your annual pay and divide it by 2,000. The result will be your hourly rate. Use that to determine about how much you are paying to have you do the job. If you can hire someone, or use an already employed staff person to do the job for less, then there is your answer. And even when you have identified the items that you should work on, be smart with your time. A couple more ideas for progress: 1. First thing every morning, write down your priorities for the day; Pick the top three of those and discard the rest. 2. Set aside 90 minutes a day as a time for full concentration on a priority. No cell phones; no interruptions; just your quality time in accomplishing the job at hand. Mark has very many good ideas; valuable techniques, and proven 'tricks' or outside-the-box thoughts to assist in making an enjoyable and successful life for business owners and managers. If you want to find out more about opportunities for getting some of that information—much of it tailored just for your situation, give Mark a call at 505-933-6003. He has studied, worked, analyzed and experienced the operation of a business world for a major portion of his life. He can provide advice from a very different perspective than most folks can - and that is not intended to be one of those tall jokes that I am sure have become quite tiresome for Mr. Tobiassen.

- ◆ There will be Summer Bash attendance sheets circulating at our Tuesday breakfast meetings. Please sign up now so that the committee can get a count of attendees. There is no charge for members and their spouse. Guests are welcome for \$35 each. The Bash will be held at the Houser household again this year. If you have any questions, call one of the Committee Chairmen, Pat Maloy -505-263-3737 or Dan Mowery -505-480-8526. The final Bash Committee meeting will be 6:00pm on July 9th at Kangen Water on Montgomery.