

EAGA Business Builder

September 22, 2020

Not much has changed in the state's Covid -19 Freak Out. Traveler bans -new states on, new states off...But still no economic recovery benefits.

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



Mr. Tobiassen is a 7 year member of EAGA, and during that time has managed to be Board Member, a Vice President, President and Chairman. He also is grateful for the opportunity to have coached about 40 of the membership. Mark began his presentation with a couple of photos as documentation of some presentation statements. The first two statements that needed the corroboration were that he used to have hair; and that he could jump pretty well. The picture, of a long ago basketball game,

did show a curly headed giant of a player towering well above the competitor to win the jump ball. Looking at the current Mr. Tobiassen it is reasonable to think 'Photo Shop'. But actually the photo is real. It is just that, in the years since then, Mark has outgrown his hair and the passing time has taken a lot of the spring out of his knees. The days since the picture have been kinder to Mark in other ways though. Mark and his wife, Nicole, are an example of how fate works its magic. Two people that started out on completely opposite edges of the United States—Mark grew up in Corvallis, Oregon and Nicole grew up in Florida—still managed to find each other and form a family, and a partnership. They met while working for Enterprise Car Rental (they have a combined 35 years with that company). Together they have 3 sons and a daughter that have ventured, or are about to venture, out on their own. The eldest son, Jared, is 25 yrs old (and a 6' 8", 280 lb bouncer in Oregon) and youngest son, Owen, is just about to finish his high school career. Daughter Hanna and son Luke are in between. Mark and Nicole continue their life after Enterprise as a team at Action Coach Business Coaching. Mark says that Nicole is stronger on the sales mentorship side and he is better at the business side of their company's offerings. In today's coronavirus influenced world, Mark thought now would be a good opportunity to review some pertinent business plans and operations. As he regularly notes: "Failing to plan is planning to fail". These shutdown—social distanced—supply chain obstructed—limited customer access—and mandated changes in operations—hoops that businesses have had to jump through require a lot of special effort for a business to survive. There is one quarter left in this weird year. Are you properly prepared to succeed? In this still mixed up Covid-19 business game, are you playing to win—or playing to not lose? At the beginning of the pandemic there was, understandably, a large amount of confusion and uncertainty. During that time it was probably a good idea to be in the mode of playing not to lose. It was necessary to operate in survival mode while figuring out where things were going. But now, three quarters into the year, you should have a better idea of what's happening, and you should have a plan to finish strong. Your plan should be SMART. That is an acronym that stands for: Specific (your plans have to be well defined); Measurable (you have to be able to gauge progress); Achievable (the goals have to be something that can be reached; and probably would require a bit of effort); Results (obviously, the goal is to get the necessary end product); Time frame (when it all comes together is a very important aspect of the plan). You have to make sure that your team knows the strategy plan for Q4. That forth quarter plan should also be such that its success sets things up for you and your team to be fired up and ready to move into the next year. And now is not too early to be working on the 2021 plan. Some guidance for that: Your plans should Inspire vision; your organization's should be operating within a Healthy culture; Communication has to be regular, to the point of excessive; and deserved Congratulations to team members should be often and sincere. If you're still trying to figure out just what your goals should be, perhaps just start with your dream, then consider this comment from that prolific author-Anonymous: "A dream that is written down and assigned a time frame is a goal. A goal that is divided into steps becomes a plan. A plan backed by action becomes reality." This attempted summary of Mark's presentation may sound a little disjointed, and possibly incomplete. To get more accurate, and complete, advice for your specific business' situation, give Mark a call at 505-263-5657. Hair or no hair, he will certainly do a better job at going through options, ideas and plans that will benefit your company. Please see Mario's comments on the next page, and the flyer on page 3 about an opportunity for EAGA Members to attend a free session of the Action Coach Growth Club on October 8th.

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259

email: eagaed@gmail.com

8100 Wyoming Blvd NE;

Suite M-4 #35

Albuquerque, NM 87113

- ◆ Our next meeting, Tuesday, September 29th will be an in-person event at Rio Bravo Brewing. Please wear your masks at all times, unless you are seated and enjoying your breakfast. It will not be a self-service type of menu. Food and drinks will be served by Rio Bravo staff. We look forward to seeing you all of you there.

- ◆ Notes from our Executive Director:
 1. EAGA is sponsoring our members for attendance at Action Coach Growth Club on October 8th. The event will be free for members. Please note that this sponsorship is only for members—no substitutions. Details including how to register and how to participate, is included in the announcement on page 3 of this bulletin. If you have any questions, please contact Mario or Mark.
 2. There will be a Board of Director meeting at 5:30pm on October 13th. Board members will receive particular details and additional information from Mario.
 3. Thank you to Jack Zipper, TJ Maloy, Damian Lusch for arranging this year’s trap shoot. Top Shooter: TJ Maloy. 2nd Randy Baker. 3rd Pat Maloy
Winning team: Jack Zipper, TJ Maloy, Damian Lusch, James Jaramillo and Karl Kirsch.
 4. Later in the week, Mario will provide how we will proceed with breakfast meetings for the month of October.
 5. Invoices for Quarter 4 dues will be sent out in the next few days. The Board has approved a reduction in dues to \$100 for the forth quarter.

- ◆ We need more speakers for our meetings. Please see the empty slots noted below. There are plenty of options, so contact Mario as soon as possible if you can take one of the meetings. The presentation need not be a huge production. Our members are interested in finding out what your company does; how it is surviving (or struggling) during the pandemic; and/or what interesting history you may have in your personal experiences. Fifteen or twenty minutes long would be sufficient.

- ◆ Our next EAGA-members only-Happy Hour will again be held at Rio Bravo Brewing. October 8th at 5:30pm. An opportunity for some friendly conversation and a chance to relax a little. Please remember that it is members-only event and that mask and social distancing policies are currently still in effect.

- ◆ Upcoming speakers:

September 29th	Kevin Lorenzen—AFLAC
October 6th	
October 13th	Kit Turpen—Berger Briggs Insurance
October 20th	
October 27th	

Contact information for Executive Director: Mario Hernandez	
Phone: 505-239-0259	email: eagaed@gmail.com
8100 Wyoming Blvd NE; Suite M-4 #35	Albuquerque, NM 87113

ActionCOACH®

OCTOBER 8, 2020

8am-12pm

Via Zoom

EAGA IS SPONSORING YOUR ATTENDANCE!

SET **POWERFUL GOALS** AND PLANS FOR THE
4TH QUARTER TO FINISH 2020 STRONG AND
CARRY THAT MOMENTUM INTO 2021!

Join us for our 4th quarter Growth Club on **October 8th** and
learn how to set and achieve meaningful personal and
professional goals that will impact your life.

GROWTH CLUB DELIVERABLES

- A 90 DAY PLAN FOR YOU AND YOUR BUSINESS
- INCLUDES PRE-WORK DOCUMENTS AND BUSINESS ASSESSMENTS TO DISCERN YOUR GREATEST OPPORTUNITIES.
- LEARN AND USE WORLD CLASS BUSINESS STRATEGIES TO IMPROVE YOUR BUSINESS AND LIFE.
- GET REENERGIZED AND REFOCUSED!
- COACHING PHONE CALL IN 30 DAYS TO FOLLOW UP AND HOLD YOU ACCOUNTABLE.
- ACCESS TO BRAD SUGARS 30X ON-LINE COURSE.

30X
BUSINESS

~~\$199~~ **FREE**

Plus **FREE** access to **30X** - savings of \$99
<https://bradsugars.com/products/30x-business>

ActionBusinessSuccess.com
(505) 263-5657

To register please email
Mario - eagaed@gmail.com