





## Shiny New Gadget Of The Month:



## Valve's Steam Deck

Nintendo, Microsoft and Sony are some of the most prominent players in the video game console industry, but there's another name making headlines in these console wars: Valve's Steam Deck. In fact, this is the perfect gaming system for anyone who is looking for a powerful and portable console.

The handheld system is capable of playing the most advanced AAA games available and comes in three different storage sizes. If you've used Steam in the past on your PC, you'll immediately gain access to your library of games and will be able to purchase any other games from Steam directly on the device. Check out the Steam Deck if you're in the market for an affordable, powerful and portable gaming PC.

## The Most Important Word In Business? It's Not What You Think

A video podcaster recently asked me, "What's the most important mindset for success in business?" For a moment, I doubted I could identify just one key mindset for success. As trusted advisors to CEOs and investors of large companies, our consultants at ghSMART typically emphasize the importance of context. For example, there is no "perfect candidate" to hire for a job. Success depends mostly on a leader fitting a given context, which has many variables - the customer landscape, strategic challenges, operating challenges, financial or legal factors and culture (among other things).

But then it dawned on me. There is one mindset that I have observed in successful versus unsuccessful ventures. The most important word in business, which you rarely hear, is *generosity*.

Leaders who succeed are generous and treat everyone with a fundamental mindset of generosity. In contrast, people who lack a spirit of generosity fail in the long run. Over the years, I've witnessed many examples of both selfishness and generosity. Here are a few lessons you can learn from my own experiences.

**(Don't) Trick The Customer:** Once, while talking with the CEO of a mortgage company, I instantly got a bad feeling about his character. His mindset was selfish. He implied that his business succeeded by "tricking" low-income homeowners into signing up for mortgages with hidden terms that were unfavorable to them. Well, that mindset backfired. When the housing crisis happened in 2008 and 2009 (caused partly by bad actors like this guy), a pile of lawsuits snuffed out his company and career.



*Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.*



**(Do) Create Unexpected Experiences:** At ghSMART, one of our colleagues, Alan Foster, expressed an interest in improving his "storytelling" skills. Alan is a charming Brit who leads our UK office. For anybody who knows him, they understand that he's already a fantastic storyteller, but he just wanted to take his game up a notch - to dazzle audiences when he gave talks about leading talented teams. Some other colleagues took the initiative to research opportunities and found an upcoming two-day seminar hosted by a star Hollywood movie screenwriter and master storyteller. They got Alan admission to this exclusive seminar, comped the cost and gave the experience to him as a present. How cool is that? Can you imagine working at a firm where people look for ways to give you what you need or want? As the chairman and founder, I am very happy to see our culture of generosity and gratitude continue to blossom as we grow.

Wall Street's Gordon Gekko may have said, "Greed is good," but a mindset of generosity is better, especially if you want to succeed in your career and live a fulfilling life.

### Employee Spotlight: Tabitha

This month we'd like to highlight our help desk tech, Tabitha! She learned everything she knows by learning and doing with the extremely knowledgeable folks running our company and has become such a strong staple here at WTC! If you've ever called help desk, you've probably worked with her and know she is smart, fast, and eager to fix your tech ailments. Thanks, Tabitha! We're lucky to have you.

## ■ 2 Selling Strategies Your Business Should Avoid

In the world of business, there are good and bad selling strategies. Strong selling strategies bring your customers back for more and encourage them to refer their friends and family. In contrast, poor strategies will send your customers running for the hills. They'll never look back at your business and will tell everyone about their negative experiences. If you or your selling team are utilizing any of the following strategies when selling to customers, you should put a stop to it immediately, or your sales will begin to decline.

## Not Addressing The Customer's Main Problem:

When customers approach you for a specific product or service, they most likely have a reason for coming. Listen to your customers' concerns rather than overexplaining your product or service. If you provide a solution to their problem, you'll likely earn a sale.

## Arguing With Customers:

Has a customer ever said something unreasonable or completely wrong about your product? You might have been quickly defensive, but starting an argument with a customer will never lead to a sale, even if you're right. Listen to them and figure out where they're coming from before responding.

## ■ Become A Better Business Leader By Ditching These Habits

You want to be the best leader possible if you own or operate a business, but you may have developed habits over the years that are preventing you from being your best. As you grow in your role, you must overcome habits and certain ways of thinking that might impede your progress. If you're utilizing any of the following habits, it's time to change the way you're approaching things.

### Black-And-White Thinking:

There is plenty of gray in the world of business. You can't look at things as being one way or another. There are many different ways to approach each problem.

### Your Opinion Matters

**More:** You must listen to your team if you hope to be a great leader. You won't be right with every decision. Hear suggestions from your team and make an informed choice in order to determine the best path for your business.

## Who Else Wants To Win A \$25 Gift Card?

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 gift card. The winner will be announced in next month's newsletter. Ready? Call us right now with your answer! Scouts honor, no looking it up!

**The first computer mouse: how many buttons did it have, and what material was it made of?**

- A. Had a single button, was made of metal
- B. Had two buttons, was made of plastic
- C. Had one button, was made of wood
- D. Had one button, was made of plastic

**Call us right now with your answer! 877-604-0282**