

THE CLOSING BELL BY JACK GUINAN



"Just because we put you on the discretionary spending side of the budget doesn't mean we don't love you."

## BIZ TIP

## PUT IT IN WRITING

**Need to write a perfectly polished report?** Just enroll in a business writing workshop. The two-day courses from American Management Association (877-566-9441; amanet.org) teach you how to organize your thoughts quickly, produce concise text and craft powerful openings and closings. Participants in one-day programs by Baker Communications Inc (713-627-7700; bakercommunications.com) review important grammar and composition skills and practice writing reports, memos, emails and letters. Meanwhile, the one-day sessions at Gotham Writers' Workshop (212-974-8377; writingclasses.com) offer lectures and in-class exercises that cover format, punctuation and strategies for effective and efficient emails. Now that's the write stuff.

# SHOOTING FOR SUCCESS

AS IN GOLF, THE BEST WAY TO COME OUT AHEAD IN BUSINESS IS TO AIM FOR PAR.



Dan and Krissi Barr

In her early 40s, Krissi Barr, president and founder of the consulting firm Barr Corporate Success, decided to learn how to play golf. However, she discovered that the game was tougher than she had expected and nearly gave up. But then she realized that she could improve by focusing on her goals, adjusting her techniques and following through with her commitment—all things she instructs her clients to do to meet their business objectives. That

realization inspired her and her husband, Dan, a senior executive at Cintas, to write *Plugged*, a book that illustrates how effective strategies in golf can also help people achieve success in business.

Here, she and Dan explain how their three principles—which they call PAR—lead to wins in golf and business.

### PRIORITIZE

**IN GOLF:** "I used to have a handicap of 20," Dan says. "I wasn't getting my first drive on the fairway, so the rest of the hole was a struggle. I made it a priority to practice hitting the middle of the fairway on my first shot. I had to work on that one thing to improve my overall game."

**IN BUSINESS:** "There are always 50 things a company has to do, but job number one is to identify the initiatives that need the most attention," Krissi says. "It may be getting more accounts, or improving customer service or finding new market niches. You have to think about the tasks that should be done today to stimulate growth tomorrow."

### ADAPT

**IN GOLF:** "Even after he won several tournaments, Tiger Woods rebuilt his swing because he recognized the need to keep improving," Dan says. "Whether because of high winds, an unfamiliar course or an aching hamstring, successful golfers have to be able to change to win."

**IN BUSINESS:** "Many companies find it hard to adapt because they're afraid of change and the unknown," Krissi says. "But to be a competitive business, you have to learn new things, listen to different ideas, watch for trends and think of new ways to operate. Otherwise, you'll get left behind."

### BE RESPONSIBLE

**IN GOLF:** "It's just you against the course, and you have to take ownership of the outcome," Krissi says. "I wanted to break 100, so I had to be accountable for my own behavior and hit the driving range more often to practice."

**IN BUSINESS:** "Companies that take responsibility for their actions and do what they say they're going to do will succeed," Krissi says. "They'll get the right things done and also earn the trust of their customers and employees."

