



Position Yourself and Your Company as a 'Shortcut'

It is a tough economy and many individuals and companies are rethinking how they can emerge as the winners during and after the recession. A new concept to think about is positioning you and your company as a 'shortcut.' In the true spirit of 'shortcuts,' I interviewed Scott Halford, president of Complete Intelligence and author of the newly released book, [*Be A Shortcut: The Secret Fast Track to Business Success*](#) to learn the secrets of being a 'shortcut.'

Colleen:

"Scott, the very word shortcut sounds like we might be taking the easy way out or not delivering full value. Can you clear up this myth?"

Scott:

"As children, we may have been led astray about something that is essential to our success....*shortcuts*. We were told that shortcuts aren't the answer. It's time to revisit that thinking. If you want to be valuable beyond measure and more in charge of your journey in life, the key is to be a shortcut to your clients, boss and colleagues. As you consider your worth and influence as a business professional, take notice of all those who are truly making an excellent living and living the lives they want. Chances are they're all amazing shortcuts to their internal and external clients."

Colleen:

"What are a couple ways to become a shortcut?"

Scott:

"One of the ways of becoming a shortcut is to become an expert. The shortcut understands intuitively what trend-forecaster John Naisbitt predicted in the late 1980s about success in the millennium. He said that the individuals and organizations that can organize and make useful the proliferation of information about to come our way will be the most successful and profitable of the 21st century.

Naisbitt was right on because he was talking about being a shortcut - the expert, the go-to person in their own little corner of an industry. A shortcut finds and distills the right information at the right time to the right people in the right way. Shortcuts create the lives they want because they've done something the average professional isn't willing to do. They commit themselves deeply and with fierce focus in a very specialized area. They strive to become experts, no matter the topic area.

As Malcolm Gladwell, *New York Times* bestselling author of *Blink* and *The Tipping Point*, puts it in his new book on successful people, *Outliers*, it takes about 10,000 hours of practice to become a true expert. That's a lot of hours, but a shortcut is either there or on the road to getting there. It could be a secretary, a security guard, salesperson or the CEO. But expertise is not enough.

There are plenty of subject matter experts to choose from, but the ones who will survive are the ones who also exhibit a healthy dose of emotional intelligence. Nobody likes dealing with someone who is really

smart and also really a jerk. With tensions mounting in companies because people are doing the work of those laid off, companies need people who know how to behave well when things become really intense. People who are rude and abrasive repel people and take too much more time to work around. Who needs that when things are already tight? The shortcut does the job and does it with positive, can-do energy. All things being equal, most people use a subject matter expert who exhibits excellent emotional intelligence in difficult situations over the creepy expert who blows his top over a simple request for services.”

Colleen:

“Scott, thanks for being my shortcut this month in helping me write my newsletter!”

For more information on Scott’s new book visit www.BeAShortcut.com or call 1-800-586-8760.

Good Selling and Leading!

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