



**octane**  
The Entrepreneurs' Organization Magazine

# THE ENTREPRENEUR'S TRAVEL GUIDE

## TIPS FROM SMART TRAVELERS



Entrepreneurs'  
Organization

**MARCH 2010**

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**MICHÈLE HECKEN** EO EDMONTON  
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PG. 4



**Entrepreneurs'  
Organization**



“When it comes to communicating with your loved ones while traveling, reliability is everything. I can’t afford to wing it.”

**NICK LEIGHTON** EO ORANGE COUNTY  
“KEEPING THE LOVE ALIVE”  
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*fueling the  
entrepreneurial engine*

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What do roasted chicken and your company’s hiring practices have in common? They will be discussed at the **EO/MIT Entrepreneurial Masters Programs (EMP), Class of 2012!** Apply to the EMP by 31 March, and prepare to hear from Boston Market franchise guru George Naddaff, Topgrading authority Geoff Smart and core values expert John DeHart. For more information, contact Leslie Baum at [lbaum@eonetwork.org](mailto:lbaum@eonetwork.org).



# THE BENEFITS OF TRAVEL



MATT IN JAIPUR, INDIA, AT THE 2010 EO REGIONAL INTEGRATION EVENT.

As an EO member, you can experience the best of travel by attending a Global or chapter event. The cross pollination of cultures and business ideologies found at each event reminds me that, although we're all unique, we subscribe to the same entrepreneurial mindset. We come together to learn and grow, and in the process, we form life-long relationships. Whether it's on a local, regional or Global level, these events serve as reminders that though we operate in all corners of the world, we remain united by our desire to learn, grow and leverage our opportunities.

On a personal note, I often say there is no better way to see a country or city than at the hand of EO members. As Chairman, I have engaged dozens of chapters, embraced new business customs and formed countless relationships with fellow members. Throughout it all, I have learned that the power of the entrepreneur reaches beyond borders, and that when united by a common vision, our impact is nothing short of significant. Regardless of our destination, we will always serve as ambassadors of entrepreneurship and stewards of better business. In doing so, we will leave an indelible mark on our communities and each other.

I appreciate the effort you continually make to ensure your peers feel right at home. It's great knowing we can always rely on one another to make our journeys more fulfilling and comfortable.

Respectfully,

**MATTHEW K. STEWART**  
EO GLOBAL CHAIRMAN

When I think about travel, two things come to mind: First, I envision once-in-a-lifetime experiences and intense cultural discovery in regions around the world. Second, I think about the amazing places I've visited with EO members as my guides. I remember the enriching experiences I've received at the hands of my peers and the EO event committees who welcomed me into their hometowns. Each journey has taught me how important it is to immerse myself in new environments, whether it's for personal or professional purposes.

At its core, traveling for business affords us a chance to expand more than just our bottom lines. While we're busy growing our contact lists, we have a unique opportunity to grow our minds by experiencing new people, places and business practices—the type of experiences that make the entrepreneurial dream worth dreaming! On a recent trip to India, Saudi Arabia and Thailand, I met more than 400 members who used EO-hosted events to strengthen their networks. I was amazed at how many people leveraged their travel opportunities for the benefit of themselves or their businesses.

# NETWORKING AT 37,000 FEET



Amazing things can happen when you network while traveling. Cultural barriers can be breached, new partnerships developed and expansion prospects formed— everything that makes running a business so uniquely rewarding. On many levels, traveling lets you strengthen your business acumen and expand your personal and professional horizons. When you add a heavy dose of networking into the mix, it creates the opportunity of a lifetime, and one that we embrace as an organization.

In late 2009, in collaboration with British Airways, EO offered more than 100 members a unique traveling experience. With the intention of fostering business growth and analyzing the global impact of networking, British Airways flew select members to London, England, to engage in special learning events. Afterward, attendees were given the opportunity to travel elsewhere and conduct business that would potentially result in deeper partnerships, contracts and revenue for US cities. Some of the member destinations included Argentina, Kenya, China, Australia, Japan and India.

From a value standpoint, this partnership exceeded US\$500,000 in incentives and produced world-wide publicity for the organization. What's more, the success of this program strengthened EO's position to forge a long-lasting relationship with British Airways. This collaboration was a monumental step forward in our external brand awareness initiatives, and it gave us the feedback we needed to pursue similar opportunities for all members around the world. Knowing how often you travel for business, we're determined to

provide you with the tools you need to save on time, money and stress, all while enriching your membership experience.

Speaking of travel tools, we offer plenty in the form of member stories in this issue of *Octane*. We've connected with several members who travel regularly, all of whom share their unique lessons learned. You'll read about a member who learned how to communicate with his team while hiking Mount Everest; an entrepreneur who created an incentive travel program to motivate his employees; and a member who leverages technology to save money and create lasting memories. Each story teaches us the importance of getting away once in awhile, and reminds us that while we may be in disparate regions of the world, we're forever connected by the goal of growth through learning.

Whether you're traveling overseas or close to home, I encourage you to make the most of it. In my experience, success occurs when you travel with an open mind and a willingness to exit your comfort zone. May you find plenty of success beyond borders!

Regards,

**BOB STRADE**  
EO EXECUTIVE DIRECTOR

Want to read some of our members' EO/British Airways adventures? To learn how members connected with EO chapters and peers around the world, visit [www.eonetwork.org/eoadventures](http://www.eonetwork.org/eoadventures).

## EO UPDATES

### 2010 EO SAUDI ARABIA COLLEGE

On 18-22 January in Jeddah City, EO held the 2010 EO Saudi Arabia College, a first-of-its-kind event that connected 135 attendees with some of the brightest entrepreneurs and fastest-growing companies in Saudi Arabia. Attendees were treated to an inside look at the local economy, listened to renowned business experts and participated in an exclusive visit to Saudi Arabia's oil fields, courtesy of Saudi ARAMCO. A big thank you goes out to EO Saudi Arabia and the College committee!

### EOINJECTED OFFERS MORE MEMBER VALUE

EO recently launched a program designed to help tenured members and large business owners find new value. EOinjected is a Forum and event program that connects members on a regional level with other members with similar needs. If you've been an EO member for seven or more years, you qualify for the EOinjected: Insignia program. If your business earns US\$15 million or more, you qualify for the EOinjected: Quantum Leap program. To learn more, visit <http://resources.eonetwork.org/benefits/forum/pages/EOinjected.aspx>.

### IMPROVING OUR WEB PRESENCE

Thanks to our external awareness efforts like Web site upgrades and live EO event feeds, we've managed to significantly increase our Web presence, which goes a long way in helping position EO as the global thought leader on entrepreneurialism. When compared to last year's numbers, we've received 50,000 more Web visitors and 100,000 more page views from 1 July to 1 December 2009! More visitors to our Web sites mean more external interest in the organization, which can lead to new members and more partnership opportunities.

### OCTANE AND EOTV WIN AWARDS

We are excited to announce that *Octane* was awarded a 2009 MarCom "Gold" award by the Association of Marketing and Communication Professionals, marking the fourth award the magazine has received in three years. Following suit, EOTv made waves by winning a silver "Davey Award"! The Davey Awards is sanctioned and judged by the International Academy of the Visual Arts, a group of top-tier professionals from acclaimed media, advertising and marketing firms.



Once again, I am traveling, and once again, I am reluctant to leave. Too many things are going on in my company: aggressive growth plans, hiring four additional sales people, implementing new technology ... why did I think it was a good time to go on a lengthy business trip?

I will be gone for two weeks, and I know the company needs my leadership more than ever. Just as I felt like a bad mom when I left my kids to visit with clients, I now feel like a terrible leader for abandoning my team, wondering if this trip will bring the desired return on my investment and time. Emotions aside, I know traveling is a necessary part of my role as an entrepreneur. Getting away helps me recharge my batteries, and more importantly, it provides me with ample opportunities to strengthen both my team and my performance as a business leader.

When I travel for business, it's a chance for my team to step up to the plate and show me what they're capable of. Furthermore, it forces me to streamline my communication channels, an important step in ensuring everything runs smoothly without me. On average, I travel about seven or eight months out of the year. Before I depart for each trip, I follow certain rules that help set my team up for success in my absence. Here are some of the steps I take before and after I embark on business travel:

- » **Maintain continuity.** I set reporting structures and processes in my absence. Daily huddles, regardless of my location, are a must to ensure effective communication with my team.
- » **Stay transparent.** I share the company's annual plan and targets with the entire staff, and I make it a point to update them if anything changes while I'm on the road.
- » **Stick to goals.** Quarterly goals are themed so everyone knows where we are going and can work toward it in my absence. I don't micromanage from afar. Instead, I try to coach and create incentives so everyone owns their outcomes for the team.
- » **Leverage technology.** All of our numbers are reported daily and are visible on our online portal. This allows me to have an up-to-the-minute overview of how my business is doing at any time—a helpful tool when I'm negotiating with clients.
- » **Stay focused.** I never check my e-mails more than once a day. I don't want to get sucked into the everyday chaos of business life while I'm looking at the big picture or meeting with clients.
- » **Give freedom.** I try to be clear in communicating my desired outcomes for all projects, and then let my employees get creative with them. My job is the "what," not the "how."
- » **Trust staff.** I rely on my COO to be my proxy while I'm away. She takes care of operations, coaches the team and only contacts me when she's stuck or needs my opinion.

In the end, I have found that discipline breeds freedom when it comes to setting up my team before—and while—I'm on the road. It takes a lot of work to prepare everyone properly, but it's worth it. Staying in constant communication with my employees not only helps the company, but it allows my team to be independent in their endeavors. When it comes down to it, my employees are the real reason why I get to travel for business and do what I love. Giving them a chance to shine while I'm on the go is one of the most valuable lessons I've learned. ☺

Michèle (pictured) is the CEO of Alpha Translations Canada, Inc., a global translation agency that has been providing expert translation, language and cultural consulting services to international companies worldwide for more than 15 years. E-mail Michèle at [mhecken@alphatranslations.ca](mailto:mhecken@alphatranslations.ca).



## The Absent Entrepreneur



BILL BEGAL EO DC

# TIPS FOR WORRY-FREE TRAVEL

As the owner of a disaster restoration business, I've seen the kind of impact crises can have on entrepreneurs. These crises often make us wonder: Am I really prepared for an emergency? When something unforeseen occurs—a flood, fire or storm, for example—every moment makes a difference, especially when you're away from business on travel. Here are some emergency preparation tips based on the experience of past clients:

- » **Establish a chain of command.** Ensure there is a firm chain of command in place when you're traveling. For starters, "deputize" someone and make certain he or she is available to make critical decisions, document all happenings and engage a restoration vendor to begin the work of mitigating damages should an emergency occur. Having a reliable decision-maker in a time of unexpected chaos can save you time, money and headaches.
- » **Always back up important data.** Where are your digital media, licenses and backup data kept? If they're kept on site, even in a fire-proof safe, they may not be safe. The fire-proof safe may keep items inside safe from fire, but it might not protect them from heat. Consider purchasing a media cooler. If your vital documents are in a media cooler within a fire-proof safe, you will be doubly protected. Also, make sure that you're not the only person who knows how to access the safe. When you're out of town, you'll want someone reliable to gain entry to your important information.
- » **Keep your electronics properly charged.** If there is a prolonged power outage due to an emergency, how will you charge the electric gadgets on which you rely? This can apply to your staff when you're on the road. Consider a power strip that has a cigarette plug, so that you can charge a laptop, camera or cell phone in your car without running down the battery. Another option is a solar panel charger. I have one propped in my window; it gets sun every morning and will be charged in case I need it.
- » **Communicate with your storage provider.** How fast can your storage provider find your last backup data, retrieve it, copy it and get it to you while you're traveling? How fast will

you get the information you need to conduct the tasks that keep you in business? Before every trip, I make it a point to contact my provider to ensure we're on the same page. I also make sure that my office deputy knows how to contact and engage this company so critical time is not wasted.

- » **Get to know your local restoration vendor.** See if they offer an arrangement to guarantee a response in case you need their services while you're away from your business. If an area-wide emergency occurs, all restoration vendors will likely be busy, which will make it difficult to find a capable vendor with the right staff and equipment. Typically, there is no cost or penalty for not using the vendor, so there's really no downside. By opening lines of communication with your restoration vendor ahead of time, you can alleviate some of the pain emergencies produce.
- » **Travel with this newfound knowledge.** I suggest placing all of the above information in a notebook. Keep a hard copy for yourself at home, as well as at the homes of your key employees. Many emergencies happen after business hours. If weather is bad, employees may not be able to get to the office to retrieve the notebook. Additionally, consider scanning this information and sending it to an e-mail account other than your company one (e.g., Hotmail). If something catastrophic happens, your server, remote access and company e-mail may not work. By sending it to your alternative account, you will have access to it from any computer in the world.

It is my experience that the road to recovery is a little less bumpy when you take a few moments to consider what you need for your business to excel in the face of crises. By planning now, reviewing and updating regularly, you can travel comfortably knowing that if an emergency does occur, systems are in place to get the recovery and mitigation processes started. ☺

Bill (pictured) is the founder and president of Begal Enterprises, Inc., a fire, water and disaster restoration company that responds to the hospitality, retail, manufacturing, industrial, healthcare and real estate industries throughout the US. E-mail Bill at [bbegal@begal.net](mailto:bbegal@begal.net).

As any entrepreneur can attest, one of the biggest challenges of running a business is finding innovative ways to motivate employees. In my experience, offering incentive travel opportunities works perfectly. Not only does this approach to staff management satisfy people's inherent desire to see the world, but it also gives them something tangible to work toward.

I run a business that sets up luxurious travel tours for local and international businesses. While we have been organizing incentive programs for clients for more than a decade, we only recently began instituting the concept in our own company. Having seen the positive impact it has had for our clients—increased business, office morale and employee retention, to name a few—we hoped to mimic the results. Before we launched the program though, we had to establish certain procedures.

**1. Identify the objective.** The first step in the development of this initiative was to identify the objective behind running an employee rewards program— increased sales, team building, higher profitability, etc. Having considered all of our business goals, we identified customer retention as the key area of focus. To jumpstart the program, we created three key tiers that encouraged employees to work hard for the benefit of themselves, and ultimately, the clients. These tiers are based on the overall cost of travel and work performance; the harder and more efficiently an employee works, the higher up they go.

**2. Find the necessary funding.** The second step in our incentive program was to allocate an appropriate budget for funding. Since we're in the tourism industry, it wasn't hard to lean on our associates to make the travel tours more attractive (and get the best deals). The fact that we get numerous free nights at hotels and cruise lines made it easier for us, and it allowed for truly once-in-a-lifetime experiences for those employees who achieved high measures of success. I quickly discovered that the more lucrative the travel opportunity, the more my employees were willing to work. And when they succeed, the business succeeds.

**3. Track employee performance.** The final step in the program was the development of a tracking format; one that would allow us to measure the success of key employees and track their behaviors across the board. Say everyone wanted to take a trip to Singapore, one of our top-qualifying tours. Employees would go above and beyond to take the appropriate steps toward winning this trip. As such, we needed an appropriate way of recording their efforts. I worked with my team to design a transparent tracking system that kept employees abreast of their performance and distance from the goal. Not only did this increase their motivation, it helped me maintain a proper alignment of business goals.

Throughout the implementation of this program, I learned several important lessons. Chief among them, I discovered that the travel incentive cycle has to be well planned and executed in order for it to work effectively. A badly managed trip with negative experiences will leave you with dissatisfied employees— the exact opposite of what you set out to achieve. Conversely, a well-organized trip will leave employees highly motivated and excited to qualify for the next big event. I also found that staff will have a greater emotional bond to the business if they're afforded memorable travel experiences, which goes a long way in ensuring they'll stay with the company.

All in all, my company's travel incentive program has been a huge success. Not only has it improved team bonding and established a progressive work environment, but it set new benchmarks for productivity. And while I aimed to achieve increased customer retention and profitability, one of the greatest spin-off benefits has been employee retention and motivation. By offering these incentives, I not only inspire my team to achieve greatness, but I also give them the type of travel experiences they've always dreamed of. That's the kind of results that money can't buy. ☺



Shравan is the managing director of Travel Tours Pvt. Ltd., a travel services company with clients around the world. Travel Tour's vision is to make a borderless world where travel is both easy and affordable. E-mail Shравan at [shravan.gupta@traveltours.in](mailto:shravan.gupta@traveltours.in).

# THE POWER OF INCENTIVE TRAVEL

## WANT TO GROW YOUR BUSINESS? GO AWAY!

CHRISTOPHER RUGH EO SEATTLE

When I was an employee, I hated it when my boss was in the office. He always managed to muck things up and do more harm than good by running around, being self-important and annoying. As soon as we could get him out of the office, systems started moving smoothly again. We managed to get a lot more done, and in the process, made more money.

Here's a universal truth: Employees generally want to do a good job. The best way to ensure they excel is to get out of the way and let them perform. I don't know if my businesses would have survived if I hadn't come up with what I call the "Go Theory," a management approach that emphasizes the importance of getting away. The Go Theory is not about where you go or what you do while you're away; it's about what you *don't* do when you're traveling. For example:

- » Don't send your employees a lot of little reminders by e-mail.
- » Don't keep checking your smart phone.
- » Don't miss the spectacular view, interesting presentation or quality time with friends because you're stressing out about what might be happening at the office.

The point of this approach is to enjoy your time away from work. Why? Because you have great people taking care of your business in your absence! If that last sentence just sent a chill up your spine, and you immediately thought, "But no one can possibly take care of my business except me!," then read on.

### 1. Hire the Right People

The first element of my theory—its absolute essence—is hiring great people to work in your business. Here are a few things I do to ensure I surround myself with the right people, so that when I do leave, I can rest assured knowing the business won't blow up:

- » *Hire slow.* Invest the time and money required to make the best choices. I don't rely on just myself to spot the right person—I make sure that at least two other people whose opinions I respect interview the candidates.
- » *Hire smart.* I always hire people who are smarter than me.

» *Look for a history of excellence.* Pick people with a track record for doing their tasks and accomplishing their goals. You don't want to deal with excuses.

### 2. Create a Progressive Work Environment

The second element of my theory involves what you do with these great employees once you hire them. By following these steps, I'm able to create a work environment that's amenable to the entire staff:

- » Give people a great place to work and offer them real benefits.
- » Trust the employees to handle problems and give them room to succeed or fail.
- » Get in the habit of throwing issues back to employees; otherwise, you'll be chained to your business 24/7.
- » Make your business a vibrant and healthy system—you'll find that employees work better when you're gone.

### 3. Leave Your Employees Alone

The third element of the Go Theory is both the easiest and hardest: Give employees clear directions or goals, and then leave them alone to do their jobs. A quick check in while you're on the road to make sure they're on track is OK, but then go away!

The idea behind this management theory is to work *on* your business instead of *in* your business. This forces you and your staff to create good systems that can run without you. After implementing the Go Theory in my company, I've managed to create a "real life" for me and a stronger, healthier bottom line for the company. I have found that in my absence, my business thrives. Projects move forward, problems get solved and new ideas emerge ... all because I learned to get out of the way and work from a beachside cafe two hours a day. ☺

Christopher (pictured) launched Custom Toll Free in 1997, a company that handles shared usage, development and management of existing toll-free numbers, and assists with 800 number acquisitions. Custom Toll Free is a leading vanity telephone number search firm in the US. You can reach Christopher at [chris@rugly.com](mailto:chris@rugly.com).

# STRETCH YOUR TRAVEL DOLLARS:

## MAXIMIZING YOUR TRAVEL BUDGET

ROSS BEATTY EO PORTLAND

My company has a division that sells travel services, so when it comes to business travel I often play the role of consultant and consumer. Like every entrepreneur, I want to get the most out of the money we spend on travel purchases. Here are a few financial strategies I use internally and recommend to our corporate travel customers:

### 1. Develop a travel management policy.

As entrepreneurs, we want to empower our people, and we expect them to do the right thing when it comes to company expenditures. That said, they don't always put the company first when booking flights. If employees have a choice of the US\$300 seat on Delta or the US\$600 seat on American Airlines (where they are likely to get upgraded to first class due to elite status), they often pick the latter, presuming the company can afford the difference for this benefit.

In my company, employees don't get to make these types of decisions without pre-approval. Having a travel management policy allows us to define our expectations and identify deviations prior to travel. Our travel policy includes parameters for the least-cost, "reasonable" air itinerary; allowable booking portals; hotel rate and car rental ceilings; allowable travel and entertainment expenses; and management pre-approval requirements.

### 2. Funnel all purchases through an enforcement portal.

I know there are hundreds of channels my employees can adopt when it comes to booking travel arrangements. The more latitude I give them, the less control I have. By booking all travel through one source, I am able to make sure the travel policy is enforced to contain cost; generate reports to monitor our expenditures; identify travel patterns and opportunities to negotiate with airlines and hotels in specific markets; and improve service while reducing administrative time.

### 3. Airline tickets and employee time cost more than service fees.

In today's environment, almost every travel supplier derives their income by charging a service fee of some kind. I've seen many entrepreneurs book their travel by having their administrative assistants go online to find a ticket. It may appear that this will prevent the company from paying higher fees, and therefore lower its costs, but in the long run it only

serves to reduce the service available to the person traveling. Stopping employee abuse, saving time, accessing expertise and consistently paying lower fares saves a lot more money than the fees we pay.

### 4. Use reward cards whenever possible.

When used strategically, credit cards are a great way to leverage cash flow and gain rewards. We use credit cards with airline mileage rewards and/or other rewards programs to pay for almost everything our suppliers will allow. I'm talking about day-to-day purchases in addition to travel. If we have a US\$50,000 hotel bill for a group, for example, we put it on the card and take the points. By employing this process, we've been able to accumulate large amounts of points and use them for employee travel, customer gifts and personal vacations. Since we pay the card off every statement, our only cost is the annual fee of US\$60-\$75.

### 5. Let employees keep their loyalty points.

Business travel isn't always fun. I would rather be home with my family than alone in a hotel room. As the business leader, I am entitled to the benefits of any loyalty programs that I earn on the road, and having these perks makes it more affordable for me to take my family on vacation when the time comes. However, I think these perks should belong to the employee, not the company. That said, the employee should not be allowed to abuse company policies to increase the rewards they receive.

Travel can be a significant expense that busy entrepreneurs don't take the time and effort to manage. In my business, having a policy in place—and an entity to enforce it—allows us to control our costs and leverage the money we spend to the benefit of the company and our employees. ☺



Ross is the president of Beatty Group International, a business that provides logistical support for corporate incentive travel programs and business training conferences, and operates a full-service travel agency for individuals and special interest groups. E-mail Ross at [ross.beatty@beattygroup.com](mailto:ross.beatty@beattygroup.com).

## SETTING A SPENDING STANDARD

DAVID HUMMERSTON EO MELBOURNE

As the director of a corporate travel and event management company, I help my clients learn how to save money while traveling. Here are some top travel tips I share with clients to help them achieve their strategic travel and financial goals:

### 1. Understand your travel requirements.

If you or your employees travel a lot, consider hiring a travel management company. They can compile detailed analysis on your travel patterns and average spending, as well as benchmark your performance against a similar-sized business and industry. Once a relationship has been established, determine the key factors for your traveling employees. Are you looking for flexibility, or do you prefer to work toward lower-cost options? Can you reduce the volume and frequency of your travel trips? A reputable travel management company can help you answer these questions.

### 2. Make sure the management company matches your culture.

A travel management company that aligns with your culture and values will better understand your travel requirements and travelers' needs. The right company will provide comprehensive reporting, experienced travel consultants and partnership support in working with you to determine cost-saving opportunities.

### 3. Annually review your travel policy and compliance.

Regularly review and update your travel policy. If you do not have one, your travel management company can assist in creating and implementing a travel policy for your business. Ensure the policy is communicated and supported within the business. By reviewing and enforcing travel compliance, you can drive savings within your company.

### 4. Reduce your accommodation spending.

Look to reduce your accommodation standards by one category; e.g., book a four-star hotel instead of a five-star one. Also, watch your accommodation leakage. Seek feedback from your team for possible savings, since they typically stay at these properties and can provide invaluable information on standard, service and value-added benefits. Finally, review your hotel locations and work toward reducing additional expenses—like taxi fares—by selecting properties close to the office or meeting.

### 5. Off-set and report your carbon emission.

Are you currently reporting and off-setting your travel emissions by paying a tax-deductible donation? Add your carbon footprint information to your travel itinerary; this may encourage your team to consider the environmental impact their traveling is having on the planet. ☺



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## INEXPENSIVE TRAVEL PLANNING

WILL PERRY EO HOUSTON

As an entrepreneur, I have traveled to more than 30 countries around the world. Throughout my journeys, I've learned how to make travel as inexpensive and painless as possible. Here are some tips that help me keep money in my pocket:

### 1. I purchase flights when they're the cheapest.

When I know I need to travel to a particular country, I book a flight as far in advance as possible. By booking trips at least two weeks in advance, I can save upward of 50-75 percent. Airlines tend to charge their highest prices within two weeks of a travel date. If I find a cheap airline ticket without knowing my exact travel schedule, I book the flight anyway. It's worth the risk, even if I have to cancel or reschedule the flight at the last minute. Sure, I'm charged anywhere from US\$100-200 for cancelling or re-booking a flight, but the amount I save by booking early far outweighs the cancellation fees.

### 2. I book my hotel rooms at the last minute.

When booking hotel accommodations, I always book the day before the trip through Web sites like Hotwire.com or Priceline.com. I have found that hotels with low occupancy will drop their rates considerably at the last minute through these discount travel sites. As a result, I wind up saving more than 50 percent off the hotel's original asking price. A lot of my peers get caught up with racking up hotel points. In my experience, the money I save by booking through these types of Web sites exceeds the amount I could ever receive in points.

### 3. I pack light and park economically.

By packing light and relying on my carry-on bags, I completely eliminate the chances of the airline losing my luggage. I typically travel with two bags—my suitcase and my briefcase. Both of these bags are on rollers, which makes it easy to zip in and out of airports and hotels. From a parking standpoint, I always park in a value lot near the airport. It's about half the price of parking at the airport and generally only takes five or 10 minutes longer than parking at the terminal. ☺



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# TOOLS FOR TECH-SAVVY TRAVELERS

MARK SHIPLEY EO ALBANY

In 2009, the average traveler completed nine different Web search sessions and visited more than 20 Web sites before they booked a flight. I don't know about you, but my time is far more valuable than spending hours trolling the Internet for information. Thankfully, there are some useful applications and Web sites out there that can make do-it-yourself travel planning easier. Here are the top five programs I use to ensure my travel is as productive as possible:

- 1. Tripware Outlook:** This is a travel planning plug-in for your Microsoft Outlook calendar that promises to reduce the online booking process down to three minutes. Simply open an Outlook calendar appointment, enter a subject, location and time and then click the "Book Trip" icon. Tripware automatically places your itinerary into your Outlook calendar, syncs with your smart phone and sends you real-time travel alerts. You can change flights and hotel reservations by dragging and dropping the trip in your calendar, or cancel your reservations altogether by deleting the meeting. You can also save your travel preferences, habits, preferred vendors, membership numbers, credit cards and expense reports by simply clicking the widget. Find this plug-in at [www.tripware.com](http://www.tripware.com).
- 2. Triplt with FlightTrack:** These are my two favorite travel technologies. They're incredibly simple programs that provide great functionality. To start, just set up an account on Triplt and e-mail your confirmations and itineraries to [plans@tripit.com](mailto:plans@tripit.com). Your travel information is stored and updated on their servers, and can be shared with other travelers on LinkedIn or Facebook. FlightTrack Pro for the iPhone monitors your trip and sends you near-immediate information about flight delays, gate changes and even plane speed, altitude and Flightview maps. I've received flight connection cancellation alerts right after landing and was able to re-book before arriving at the gate. Find Triplt at [www.tripit.com](http://www.tripit.com) and FlightTrack at [www.mobiata.com/iphone-apps/flighttrack-live-flight-status-tracker](http://www.mobiata.com/iphone-apps/flighttrack-live-flight-status-tracker).
- 3. Goby:** When I travel for business, my needs are pretty straightforward: Find the best route, room and price. When I travel for pleasure, I'm looking for an experience. Goby is a new kind of online search engine that helps travelers explore where to go—from big vacations to Forum retreats—by starting

with the bigger question: What kind of experience do you want to have? You can begin with "beach vacation with my family" or "ghost towns in Utah, USA." Instead of starting with flight and hotel choices, Goby delivers destination information and allows you to narrow your search based on what you like and don't like. As you narrow your search, Goby delivers deals that match your search choices. Find this program at [www.goby.com](http://www.goby.com).

- 4. Gliider:** Gliider is a Mozilla Firefox plug-in that helps you gather travel information from any Web site and share that information with up to four people. You can collect whatever content you find that helps you envision and plan your trip, including Web sites, pictures, video, reviews, links and more. You can then share this information with the trip's decision makers and collectively weigh the pros and cons of each variable. Even better, you can gather travel advice from your social network, get travel deals specific to your trip plan and create a complete PDF of your travel documents. Find this plug-in at [www.gliider.com](http://www.gliider.com).
- 5. EveryTrail:** One of the coolest new technologies out there is an iPhone GPS application and its companion Web site called "EveryTrail." Savvy travelers can use this program to create a trip, take pictures along the way and save the pictured itinerary. If you're planning to travel somewhere specific, you can search the EveryTrail community for helpful content, as well as see maps of trips others have taken and the photos they took throughout their journey. You can also share your saved trips on Facebook, Twitter, Flickr and Blogger. Find this program at [www.everytrail.com](http://www.everytrail.com).

These are just a few of the programs I use to organize, research and plan for my trips. Thanks to these savvy applications, I've been able to save on time, money and stress, which makes my trips far more enjoyable and productive. ☺



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# THE FOUR TRUTHS OF INTERNATIONAL COMMUNICATION

SHELBY SCARBROUGH EO DC

The world-class business executive—every entrepreneur wants to hold that title. It's a prestigious label that highlights one's ability to understand and acknowledge cross-cultural nuances like a pro. Is there a magic recipe for mastering international cultures? Yes. However, the magic is not in the tactical kisses, bows, handshakes or business card exchanges. The answer lies in four simple truths: Courtesy, Dignity, Respect and Trust.

- 1. Courtesy:** Think greetings, manners and fairly superficial interactions. When it comes to first impressions, showing a lack of courtesy can stymie further relationship development. In my experience, minor faux pas can be overcome as long as the discourteous behavior is perceived as an honest mistake with no deliberate intent to insult. That said, performing a "simple act of courtesy" may not be so easy from a cross-cultural standpoint. For example, in many parts of Asia, a hearty belch and the noisy slurping of soup compliments the host. In other countries, it's considered a hallmark of bad manners.

It's important to note that what works in one country doesn't always work in another. For example, when I was working for the US Department of State, I was offended because men in a foreign delegation refused to shake hands with me. At the time, I thought this was incredibly rude! I later learned that these men were simply trying to be courteous. As it turned out, their culture dictated that a woman must offer her hand first if she wished to shake. It can be confusing trying to remember all of the cultural courtesy rules, but it just takes some intentional studying.

- 2. Dignity:** As leaders of business, we never want to give away our dignity through careless or embarrassing behavior. More importantly, we should never strip someone of their dignity. In Asia—particularly Japan—this is known as "saving face." Once, when I was working for former US President Ronald Reagan, I was in heavy negotiation for him to participate in a Tokyo summit. During this time, I noticed that our counterparts were quick to say "yes" or nod in agreement, which I thought was unusual. I later found out they were simply being polite. They wanted to avoid embarrassing us or themselves by saying "no" outright. As part of the president's advance team, we had to adjust to our host's negotiation style to reach our objectives and avoid conflict. This experience taught me that adapting to cultural nuances is a critical part of embracing new cultures.

- 3. Respect:** Chronic patterns of discourteous buffoonery will eventually be interpreted as a lack of respect—a far more serious offense. I once briefed a company whose incoming delegation members were Muslim. As such, I knew they did not consume pork or alcohol. When it was time to go to lunch, the company's chief sales person relegated the duty of choosing the lunch menu to a subordinate without supervision. As a result, we wound up walking into a buffet that included ham, salami and other pork products. This was completely disrespectful to the client. Did the relationship between the company and its delegation fizzle because of the bologna? Perhaps, though it didn't help that the sales person consistently exhibited a self-centered focus. He was more worried about making a sale than building a relationship by paying attention to the guests' needs. His discourtesy turned into disrespect, and the relationship never recovered.

- 4. Trust:** To succeed in international business, there must be a level of trust. In my experience, I've found that most cultures verify before trusting someone. Take the outwardly warm and friendly cultures of Latin America—they have a "wait and see" approach. They spend time with potential customers through social activities to find out what makes someone tick—by developing trust, not exploiting it. In order to do business across borders, you must be trusted. In order to be trusted, you must invest the time to know one another. Regardless of your location or destination, trust is the foundation on which long-lasting relationships are built.

There are many things to consider when embracing new cultures, but I have found that these four truths are universal in their application and critical in their institution. By being courteous, staying cognizant of others' dignity, maintaining respect and building trust, any entrepreneur can become a savvy international businessperson. ☺



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# CREATING A SELF-SUSTAINING BUSINESS

DOUGLAS HARRISON EO SAN ANTONIO



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There was a time at the start of my business when I was afraid to be away from the office for more than half a day. I was petrified that if something went wrong, I wouldn't be there to fix it. At the time, we had about a dozen employees, none of whom I trusted to handle critical business issues in my absence. As a result, I was handcuffed to every major (and minor) decision that occurred, which made it impossible for me to unplug from work. I remember thinking, "This doesn't feel like the American dream; it feels like a nightmare!"

Everything changed after I attended the EO/MIT Entrepreneurial Masters Program (EMP). I decided to alter my approach to staff management and start giving my team the authority and responsibility to make tough decisions without me. To help key employees learn to make great decisions in my absence, I forced them to make tough, painful decisions on a trial basis. I started by delegating someone to be CEO each time I left the office for more than one day. I gave this person full authority to act on my behalf. It was a scary proposition, but it was the only way I could teach everyone to rely on each other, rather than me. Additionally, I tried to make it clear to the acting CEO that this is their chance to do something truly spectacular; to prove themselves, rather than babysit the team until my return.

One particular event highlighted the success of this new approach. I took almost all of our employees out of town for six days to celebrate our 15<sup>th</sup> anniversary in business. A small handful of employees stayed behind to answer the phones and handle any urgent customer service issues that popped up. We were debating whether or not this approach could work with none of my senior team and only a handful of random employees left behind. Enter Jeff, a new vice president in our operations department. While Jeff is a great guy, I never imagined letting him run the entire company for almost a week. Remembering what I learned in EO, and had practiced on a smaller scale, I decided to take a chance.

Before I left town, I relayed my expectations to Jeff and gave him full, legal authority to be acting CEO for the days I was gone. He had several weeks to prepare, and he made the most of his time. Every day I was gone, Jeff pushed the office morale to an all-time high. He bought lunch for all of the employees that stayed behind, moved into my office and even had the other remaining employees join him there for regular meetings. When I returned, the small group of employees led by Jeff had not only managed all customer service calls, but they produced more than 50 percent of our normal revenue! This was a huge accomplishment for us, since we assumed zero revenue for those days.

In hindsight, taking a step back from the day-to-day operations of my business and putting my trust in my employees were two of the best decisions I've ever made. Not only was I able to go on a three-week, worry-free vacation later on, but I discovered an extremely talented person that had been with us all along. This experience taught me that being afraid to trust my staff is one of the quickest ways to become stagnate. By giving my staff an opportunity to excel in my absence, I managed to create a self-sustaining business that accomplishes great things even when I'm on vacation. ☺

## TIPS FROM AN EO EVENT ROOKIE

WAYNE GERARD EO BRISBANE

I recently attended my first EO event—the 2009 EO ANZAC Summit, held in Melbourne, Australia. What an amazing experience! Not only were the learning sessions filled with valuable insights—many of which I've applied to my business—but the social activities allowed for memorable interactions with global members. All in all, I walked away from this event with a much deeper appreciation for EO and the real value it provides. If you have yet to attend an EO event, here are some tips for getting the most out of the experience:

- 1. Plan well in advance.** By planning my schedule ahead of time, it stopped me from getting distracted with work issues while I was on site.
- 2. Pace yourself.** There's going to be a lot to learn—trust me. There will also be plenty of opportunities to celebrate. If you pace yourself, you'll get more out of the experience.
- 3. Attend the learning events.** This is a must. You can't imagine the kind of relatable value you'll receive from renowned business experts and speakers.
- 4. Always ask questions.** You're surrounded by hundreds of EO peers—imagine the amount of knowledge circulating!
- 5. Make an effort to meet others.** This is an amazing opportunity to network with like-minded entrepreneurs. The more people you meet, the more opportunities for growth and future business.
- 6. Attend the after party.** Think you've partied in cool places? Wait until you experience a chapter-sponsored after party. It's another chance to mingle, minus the pressure.
- 7. Get involved.** Don't just sit there. By getting involved, I was able to make new friends, establish potential business leads and learn from other members' entrepreneurial journeys.
- 8. Dress for the occasion.** One of my Forum buddies went all out, which inspired me to do the same. It made the experience even more enjoyable, and it helped when talking about business.
- 9. Take plenty of photos.** This is a no-brainer. Photographs serve as permanent reminders of what you can expect at future EO events.
- 10. Stay in touch.** Since ANZAC, I've stayed in touch with many of the people I met. Now, whenever I'm in their city, we can catch up, network and strengthen our relationships. ☺



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# LESSONS FROM EO EVENT-GOERS

## CONFESSIONS OF A UNIVERSITY JUNKIE

BILL TRIMBLE EO VANCOUVER

Some people call me a "University Junkie," on account of all the EO Universities I've attended over the years. For two decades, I have had the pleasure of experiencing more than 33 Universities and countless other EO events. Throughout them all, I've gained priceless memories and invaluable lessons learned when it comes to EO travel:

- 1. Book early when possible.** If the event is on another continent, traveling to and from becomes a priority. I book my flights as soon as possible to utilize points or value fares for business class.
- 2. Make the most of your flight time.** I make it a point to fly direct when possible. I use the time I have on the flight to review my University materials, highlighting must-see speakers and sessions I'd like to attend.
- 3. Take advantage of your stay.** If an event is located in a country or region I have yet to visit, I typically plan an extended stay. I've found the trip is more rewarding at the front end of the University than afterward. If I'm attending an event, and I don't plan on staying longer, I will never show up the day it starts. I like to arrive two days ahead of time. When you show up the day of the event, everything becomes a rush, especially if you're traveling through numerous time zones or experiencing flight delays.
- 4. Stick with the EO-hosted hotel.** I would never stay anywhere other than the hotel that EO chose to host the event. It's where the action is, and it makes it easier to handle schedule readjustments. Also, it's my experience that EO chooses the best facilities for its members, so you know you're getting a great rate.
- 5. Never skip the lunches.** If you're going to take a break during the day (which I always do), make sure it's not during the lunches—it's a great time to network! I always make it a point to sit with new people so I can learn from as many entrepreneurs as possible. ☺



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# HIGH-ALTITUDE ENTREPRENEURSHIP

AARON HOUGHTON EO RALEIGH DURHAM

I've always liked a good challenge. I get great enjoyment from the two software companies I run because every day brings new and exciting opportunities for growth. Sometimes, though, I need a slight change in scenery.

In 2006, I read a great book called *No Shortcuts to the Top*, by Ed Viesturs, an American mountaineer. It inspired me to set a goal: Visit Mount Everest to see the world's highest mountain in person. After some extensive planning, I invited three friends to accompany me on a 17-day trek to Mount Everest. We settled on a Nepali trekking company, negotiated a price and blocked off May 2009 on our calendars.

My wife, family and friends, two executive teams and 200 full-time employees would stay behind while I spent a month in and out of communication in Southeast Asia. There was a lot to plan for, on both a personal and profession front. During my preparation, I realized that while I would face a lot of challenges in the mountains, staying in touch with my businesses would be the biggest one. I immediately decided to establish and maintain an open line of communication, no matter where I was on my journey.

I started by communicating the trip timeline with my business partners. Since they would be running the companies in my absence, I informed them of my goal and the steps I would take to achieve it. With the expectation set that I would likely be out of touch for a month, I spent the rest of my time researching ways that I could send an occasional update on my progress. Here are some lessons I learned about how to communicate effectively while getting far, far away:

**1. Research your route in advance.** A quick Google search for travelers' journals or blogs will tell you a lot about your destination. When I'm looking up information about my trips, I scan Web sites for mentions of local Internet cafes, cellular phone support and international phone cards. I also put more faith in the entries of recent travelers, rather than the details provided by local businesses or government organizations. I find the latter often claim a region is more technologically advanced than it actually is.

**2. Consider using Internet in the cities.** If your travels take you along common tourist routes, you will find plenty of cafes where Internet service can be purchased at a reasonable rate. In Kathmandu, for example, Internet access was available for about 25 cents per half hour during the daylight hours (while the city had electrical power). When I'm traveling, I make it a point to bring some extra cash in case I need to access the Internet.

**3. Take advantage of rural Internet access.** Even without local access networks or terrestrial wireless bandwidth providers, the most remote parts of the world have Internet access. The big unknowns are the costs involved and whether the service is functioning when you need it. In the villages near Everest Base Camp, the Internet could be used for a few hours each day, depending on the weather; however, the rate was roughly US\$5 per minute.

**4. Invest in a satellite phone.** Satellite phones have the widest network of service worldwide and don't rely on local power grids or local currency for you to place calls or send text messages. While the downsides include the weight (they can range from two to four pounds depending on the model and number of batteries), the value of the unit (consider buying travel insurance worth US\$1,500-\$2,500 to cover theft or damages) and the need for a perfectly clear sky in order to make a connection, satellite phones are generally reliable for long-distance communication.

**5. Text messaging is magical.** During my trip, I found the length restrictions inherent to mobile text messages to be quite refreshing. It reduced the expectation that I would send home a full report of my activities and let me focus on communicating just enough information to put everyone at ease. Additionally, a text message can be sent in a matter of seconds and is uninhibited by the noise of the mountains, whereas a phone call would be more difficult. ☺



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# HOW A VACATION SAVED MY FAMILY

NEIL GREER EO SAN DIEGO

As entrepreneurs, we're taught early on to separate our work and home life. Recently, I bucked that trend. When things in my personal life were misaligned, I looked to my professional life to carry me through. The result: I created harmony at home and became a better entrepreneur in the process.

I've been married to my wife, Lisa, for 15 years, and we have three young children. When I'm not playing the role of husband and father, I'm running a software business. For the longest time, things at home and work were balanced. Recently, however, I discovered that my family and I were not achieving the same level of teamwork that I was achieving in business. In fact, the opposite was occurring. Disagreements over day-to-day issues were becoming commonplace, and it was obvious we were not on the same page.

Fundamentally, the conflicts we were having were at odds with our core values. Somewhere along the line, we lost sight of what we were trying to accomplish as a family. I remember thinking: "If I was achieving desired results at work but not at home, where am I failing?" I took a step back from the situation and noticed the following issues: fatigue, not working together as a team and an overall lack of systems for communicating and getting things done.

Lisa and I soon realized that our home operations practices had become outdated since our children were born. As a result, we were experiencing new problems. As we discussed solutions, it dawned on me: Why not take what worked in the office and apply it at home? After all, I already had multiple systems in place to prevent or resolve these exact same issues at work. If I could apply that methodology to my home life, everything would be back to normal!

I decided to work on the issue of fatigue as a starting point. I announced to my family that we were going on a 12-day vacation to Maui, Hawaii, USA. I planned to resolve the other family issues throughout the trip by using the following systems I enforce at work:

- » Host a 10-minute team huddle twice a week
- » Simplify all communication and create a "to do" management platform
- » Initiate e-mail and mobile communication
- » Distribute tasks irrespective of titles (meaning I can be tasked, as well)

I knew bringing work practices home was a risk, but I felt confident in our plan. As an entrepreneur, I'm a big fan of putting teams in situations where success or failure must occur by design. Using this management approach, I created an outline of the tactical steps my family would need to follow to pull off the vacation:

1. Create an online "base camp" for the family
2. Create a project called "Maui Vacation"
3. Create to-do lists broken down by each category (e.g., logistics, activities)
4. Assign tasks within the to-do list to each person; i.e., at work, each employee is allowed to assign tasks to another team member. I was surprised by how this procedure made my family feel like they were operating in a flat hierarchy
5. Check off tasks as "done" when completed (via mobile phone or computer)
6. Meet on the topic of Maui Vacation two times a week for 10 minutes, and once a week for an hour
7. Upload all travel-related documents into the online base camp so we can access them on the road

Once these processes were applied to our vacation, we began to work toward a common goal. We started communicating, cooperating and getting things accomplished. Arguments became a thing of the past, all because we learned to work as a team. Since the vacation, Lisa and I have been using this newfound approach for just about every family project. We're even finding ways to say "no" to activities because we now have an improved sense of visibility on how full our family-project bucket is at any given time. As a result, we're no longer fatigued.

As an entrepreneur, it feels great knowing that the tools I have in place help achieve business success. As a husband and father, it feels even better knowing that when I apply the same tools to my family, I get long-lasting results. By taking work practices and bringing them home, I was able to strengthen my family and put us back on the path toward unity. ☺



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IMAGE PROVIDED BY IMAGE SOURCE

# TIPS FROM EO TRAVELERS

## LOW-COST GLOBAL COMMUNICATION

MICHELE MCKENNA EO NEW JERSEY

One of the biggest challenges I face when traveling overseas is communicating with my staff and clients on high-quality phone lines. While my mobile phone is very efficient, a cell bill can be upward of US\$1,000 each trip. To avoid this, I adopt alternative methods of communication that offer a much lower cost.

1. I have an account with [www.pingo.com](http://www.pingo.com) that provides toll-free access codes in 36 countries and offers international rates as low as two cents a minute. With this service, calls can be made directly from my hotel room.
2. For frequently visited countries, I purchase local subscriber identity module (SIM) cards, so that I can accept incoming calls at no charge and make local calls at minimal costs.
3. Rather than throw away an old cell phone, I repurpose it. While on travel, I bring along an old, "unlocked" cell phone, so I can convert it into a local telephone.

4. I connect our "magic jack" ([www.magicjack.com](http://www.magicjack.com)), an Internet-based telephone service, to a regular desk phone and laptop. This lets me have a fully equipped office wherever I am able to access the Internet.
5. I leverage my EO benefits. When a hotel room "office" doesn't cut it, I take advantage of our discounted access to Regus offices. I've used several of these facilities in various cities; they come in very handy when I have long conference calls and client meetings. ☺



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## KEEPING THE LOVE ALIVE

NICK LEIGHTON EO ORANGE COUNTY

As I write this, I am on the other side of the world, thousands of miles away from my wife and children. It's tough, but I've learned some lessons on what not to do when communicating from afar. Thanks to these steps, I'm able to maintain a strong and loving relationship with my family while on the road.

1. **Don't forget to trust at all times.** I met my wife at the 2004 EO Los Angeles University. At the time, I lived in Dubai. As you can imagine, trust was central to our relationship. If you don't trust the person you're with, don't try and travel for business. There have been two occasions when my trust wavered, and I spent two days worrying, scheming, inventing contingency plans and generally being miserable. Needless to say it was pointless, tiring and totally unfounded.
2. **Don't just take it as it goes.** I'm the kind of entrepreneur who will take important business meetings on a fly, but when it comes to planning communications with my wife, it's akin to a military operation. Thanks to synchronized watches—repeated twice daily—I know exactly when I'll be speaking to my wife,

where both of us will be at that time and by which means we will communicate (e.g., PC, mobile, VoIP). When it comes to communicating while traveling, reliability is everything. I can't afford to wing it.

3. **Don't add pressure to conversations.** Remember the days when a call costs a lot? Back then, it was frugal to be efficient with your time on the phone. It's not like that anymore. How long do you have a meaningful conversation with your partner in a normal day, while you're both in the same house? When I travel, I don't put pressure on our conversations. We regularly have Skype running for an hour or more while the kids play. It's not active conversation, but it's like being a part of regular family life. ☺



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## QUOTES FROM THE ROAD

### STAYING HEALTHY ON THE GO

ADAM KAUFMAN EO CLEVELAND



"Traveling for business has required me to elevate how conscious I've become when it comes to staying healthy. When I travel, I always keep my prescription medications in my carry-on luggage and in their original pill bottles. I also pack copies of the prescriptions should I need to reference them. Also, before each flight I check with the embassy in the country I'm visiting to confirm that my medications will be allowed in; some medications require a letter from a physician acknowledging the prescription."

### MY THREE TRAVEL RULES

ERIC TJETJEP EO INDONESIA



"Whenever I purchase plane tickets, I always stick to three basic rules. First, I read the rules and conditions carefully, especially the penalty clauses. Is the ticket refundable or changeable? If it is, what's the fee? If it's not, then I prepare for a fixed-flight itinerary. Second, I make it a point to check alternative flight schedules. By doing this beforehand, I'm able to change my itinerary if needed. Finally, I always buy travel insurance. Since I can't predict what may happen during a trip, I can rest assured knowing any fees or accidents are covered."

### LEVERAGING MY EO BENEFITS

MATT HANEY EO MINNESOTA



"In early 2008, my company expanded to Chile. When I encountered challenges, I leveraged my EO member benefits. As a result, Regus helped me locate immediate office space, Member Exchange provided me with global best practices, Universities helped me forge a cultural awareness and 10 years of Forum fashioned my acumen to look beyond borders for opportunities. Thanks to EO, I overcame the obstacles of business travel and expansion."

### FINDING BALANCE ON BUSINESS TRIPS

ANAND PAKKURTI EO CHENNAI



"One of the best lessons I've learned from traveling is the importance of balance. For me, traveling isn't just about sitting in a resort and getting spa treatments. It's about experiencing new cultures, people and geographies. When I travel, I make it a point to immerse myself in the natural history of a region. It reminds me that though I play a role in the landscape of business, I'm simply a small part of a bigger, more beautiful environment."

## THE TRAVELING FORUM

MO FATHELBAB EO SPEAKER

Being in a Forum since 1991 has brought countless gifts to my life, one of which is the amount of travel I've experienced. Many EO members travel a great deal, which brings some interesting opportunities and challenges to their Forums—mine included. Here are a few things I've seen Forums do to take advantage of their traveling:

1. **Introduce New Cultures:** A US-based Forum, which has a member from Dubai, recently held one of their retreats in Dubai. It was a great way for each member to see a new country and discover the fascinating culture of one of their members.
2. **Share the Commute:** My EO DC Forum has a member who lives in Florida, USA. Every time we have a meeting, he flies to Washington, DC, USA; when we have retreats, we fly to Florida. This makes for a fair commute for everyone.
3. **Leverage Technology:** Another Forum I coach had a member who was going to be in India for an extended period of time. To keep him included in Forum activities, the Forum employed modern technology and had him participate via videoconference.
4. **Make Forum Documents Digital:** Many Forums have started sharing files online to increase accessibility while on the go. Several use online services like Google Docs or Dropbox.com. Not only do these programs offer greater security, but they allow for global collaboration.
5. **Dabble in Social Media:** One of the Forums I work with wanted to stay in touch while members were on the road. To do this, they created a private Facebook account. This afforded them an opportunity to communicate effectively, whether it was through a smart phone or a laptop.

In my experience, Forum and travel can mix very well. All it takes is a little creativity and a lot of commitment. ☺



Mo is president of Forum Resources Network, LLC, a business that has provided Forum and management retreat facilitators to clients since 1997. Mo is a former Executive Director of EO, and can be reached at [maf@forumnet.net](mailto:maf@forumnet.net).



**JON BERGHOFF** EO SPEAKER

Motivational experts will tell you that if you want to achieve a goal, you should take it one step at a time. When it came to my most recent goal, I took 332 miles worth of them.

On 15 September 2009, I began a journey that forced me to rise above my self-imposed barriers. I decided to run from Washington, D.C., to Cleveland, Ohio, USA, a daunting trip that would take eight and a half days to complete (with periodic breaks). When I finally arrived at my destination, I spoke to EO Cleveland about the experience. I shared what I learned throughout my journey, and more importantly, how thankful I was to still have my feet!

Throughout this event, several members asked me why I'd want to run so far in the first place. I told them that as a peak-performance coach and renegade entrepreneur, I've learned to love living life on the edge. When safely used, I've found that the "edge" offers gifts for everyone; gifts that teach us to turn pain into profits, problems into breakthroughs and work into play. When I decided my work should involve a 332-mile run, I knew the journey would become my teacher. I wanted to learn from the experience and challenge myself on an entirely new level. Here are a few of the lessons I learned:

**Leverage your integrity.** We all know the power that comes with gaining clarity toward our goals. And yet, what is often missing is the conversion of a private dream into a public declaration. Prior to my run, I told more than 6,000 people I was going to attempt close to 400 miles. Public commitment closes the door on backing down, giving up or delaying of a dream. Without this commitment, I easily could have rationalized stopping numerous times or not even starting at all.

**Reconnect with your purpose.** My physical journey stopped at around 72 miles on day two. At that point, the journey became more mental, emotional and spiritual. I reflected that night on why I was making this journey. I remembered the ultimate goal was to give everything I had, to leave nothing on the running trail. The distance was secondary. As an entrepreneur, I've learned to fight the trap of getting so caught up in struggle that I forget what I'm struggling for. Instead, I create compelling reasons behind my desired personal or professional outcomes, and I make it a priority to review those reasons with frequency. In essence, they become my fuel.

**Embrace mistakes— but only once.** Attempting to do what most people would consider impossible, my support team and I agreed ahead of time that we were going to make mistakes along the way—we had to. Without embracing mistakes ahead of time, it would have been far too easy for me to lose my head and for my team to be afraid of making proactive decisions along the way. Throughout the journey, we committed to learning from every mistake, and in turn, made changes to avoid the same mistake twice. In business, I've found that this is a staple of any culture that wants to create sustainable growth.

**Redefine pain and pleasure.** The entrepreneur is the loneliest person on the planet. We take risks, deal with uncertainty and carry the burden of decisions that can profoundly affect others. The greatest tool we have is our ability to shift our focus away from challenges and toward opportunities. We know consciously that every challenge can deliver an opportunity, but finding the gift within every problem is a must in order to create business breakthroughs. When I face a business problem, I schedule a five-minute phone call with someone in my Forum, and I tell them all the benefits that could come out of this problem. It's shocking what you can discover when you force yourself to look for the gifts!

**You are the master of your "microeconomy."** For me, the run was meant to be a metaphor. Regardless of the macroeconomy, entrepreneurs have the choice to shape their "microeconomy." They can set goals, overcome challenges and solve problems at their choosing. They need permission from nobody to be bold, courageous or successful. Since this long journey, I've encouraged my peers to consider what their "400-mile goals" are. I ask them, "What would you do if you couldn't fail? What dream of yours makes others laugh at you?" I then tell them to take the first step and tell someone ... or 6,000. That's how dreams are realized—one step at a time. ☺



Jon (pictured, center) is the president of Global Empowerment Coaching, a training company that helps entrepreneurs build a world-class sales culture through leadership, sales and peak-performance coaching and keynote messages. Watch videos from Jon's run at [www.400milerun.com](http://www.400milerun.com) or e-mail him at [jonb@gecrevel.com](mailto:jonb@gecrevel.com).

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MAY



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# QUOTED & NOTED



## EO Oman Members Meet with Former President of India

In late 2009, Dr. A. P. J. Abdul Kalam, the former president of India, traveled to the Sultanate of Oman to discuss ways to enhance bilateral, friendly relations between India and Oman. During an interactive session, titled "Business Opportunities in India," Dr. Kalam met with representatives from EO Oman, including Khaula Al Harthy, Qais al-Khonji, Haitham Al-Lawati, Nikjil Dauria, Ishan Dharamsey, Shikhar Dharamsey, Sujay Hamlai, Hassan Juma, Niti Karsandas, Nailesh Khimji, Vishal Kothary, Nikhil Sampat and Salah Sultan.

## Beijing Members Interviewed on Radio

A reporter from China Radio International recently visited EO Beijing to interview members Sean Huang, Dominic Johnson-Hill and Paul Lepa. The EO members touched on various business topics, including Forum and the invaluable benefits each has received through EO membership.

## University Board of Trustees Elects Member



EO Western New York member and Clarkson University alumna Amy E. Castronova was recently elected to her school's

board of trustees. She will serve on the marketing and student affairs committees. Amy is the president and CEO of Novatek Communications, Inc.

## New Zealand Firm Recognized for Client Service



EO New Zealand member Simon Rowell's firm, James & Wells Intellectual Property, was named the 2009 New Zealand

Law Awards winner of the Intellectual Property Law Award. The firm was recognized for excellence in client service and possessing specialist expertise in advising across a broad range of intellectual property law and practice issues.

## Arizona Member Talks Shopping



Amanda Vega, an EO Arizona member and CEO of Amanda Vega Consulting, recently shared her holiday shopping list with *O, the Oprah Magazine*. With more than 150 people to account for, Amanda discussed her creative holiday shopping strategies.

## Hong Kong Member Wins Excellence Award



Tony Yeung, an EO Hong Kong member and executive director of the Peterson Group, was awarded the 2009 Piaget Award for

Excellence in Entrepreneurship. Attending the awards ceremony were EO Hong Kong members Paschal Law, Sabrina Sih Ming Chao and Derek Yeung, among others.

## Dallas Member Recognized for Innovation



EO Dallas member Rogers Healy, the broker and owner of Rogers Healy and Associates Residential Real Estate, was

recently listed in REALTOR magazine as among the top "30 under 30" realtors in the class of 2009. The prestigious list selected those realtors who are driven by youthful optimism, embrace innovation and adapt quickly to the fast-changing real estate environment.

Share your news with your EO peers by sending a detailed e-mail to [octane@eonetnetwork.org](mailto:octane@eonetnetwork.org). Please include a 300-dpi headshot with your submission.

## THANK YOU TO OUR PARTNERS

EO's partners make it possible for us to provide you with outstanding learning events, new benefits and other opportunities that make your membership experience valuable. Through these important relationships, we can continue to create programs that support growing and successful entrepreneurs as we pursue our vision to build the world's most influential community of entrepreneurs.



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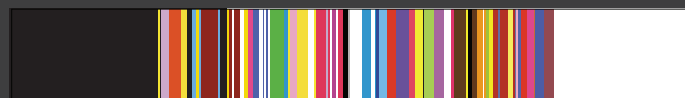


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#### OUR MISSION

To engage leading entrepreneurs  
to learn and grow.



**EO CAPE TOWN UNIVERSITY**

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#### Fast Facts

**Dates:** 10-14 November 2010

(Wednesday afternoon through Sunday morning)

**Destination:** Cape Town, South Africa

**Registration Fees:** Visit

<http://events.eonetwork.org> for more information.

Registration opens 17 March at 2 p.m. GMT.

Space is limited, so register today!

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