

Mastering the FISO Factor

Fit In Stand Out

The Key to Leadership Effectiveness in Business and Life

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by Blythe McGarvie

Don't Blame, Look for Causes

Brick walls are there for a reason. They let us prove how badly we want things. Randy Pausch spoke these words in his last lecture given at Carnegie-Mellon, where he taught for the last ten years. In his now famous “Last Lecture,” he conveyed in an hour the essence of his life and what he had learned in his 39 years. While the goal of every speaker may be to impart the totality of his or her message, most speakers are realistic—hoping that members of the audience will remember at least 3 or 4 key points of what was said. That’s not good enough for the most important message you have to give. Accordingly, Randy Pausch, with the help of a writer, decided to convey his thoughts in a more permanent manner by writing the Last Lecture. Writing not only can develop your thoughts but it allows you to develop your arguments in a manner that is persuasive and convincing.

LIF's Lessons

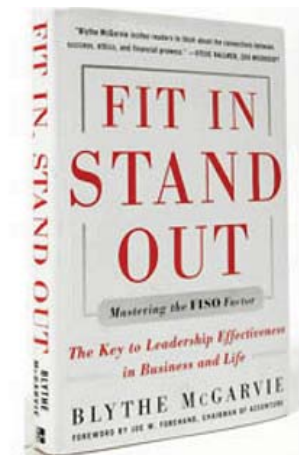
If you can dream it, you can do it.

—Walt Disney

The 17th-century philosopher and author Sir Francis Bacon believed that writing clarifies one’s own thinking. Since my adolescent years, I have been fascinated by leadership and individuals who had the courage to lead in difficult times. Yet, when I started to write my first book, I realized that I needed to coalesce somewhat general ideas by distilling the most important teachable skills that can truly improve leadership effectiveness. Because my ideas needed to be tested and supported by research, I interviewed many of the living examples that inspired me during my twenty-five year career. From this, I saw a pattern: some people knew how to integrate themselves into a team, and some were great at transforming teams and organizations. However, I noticed that successful leaders did *both*. My key message evolved into the *FISO Factor*, or how to “Fit In and Stand Out” to have success in both busi-



Group affiliates Sahyoun, Higgins, Yas, McGarvie, Thorne, and Martin expand their global reach with Roger Schmid (not pictured).



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ness and life. In fact, I had a few false starts until I could articulate the unique points I needed to convey to my readers. By writing, I continued to hone my message as I better understood the causes for success and failure.

Many of the questions I received from audiences and readers of my book led me to do more research about being a global citizen. Over the last several years, even a casual observer could perceive the world's inter-connectedness. My research and interviews led to me to complete a second (and hopefully, final) book called *Shaking the Globe: Courageous Decision-Making in a Changing World*, to be published by John Wiley & Sons in January 2009. Accordingly, we will be changing our regular newsletter to reflect the new emphasis and address the difficulties in our economy and uncertainty that many of you are sensing and trying to understand. LIF Group publishes the newsletters 8 to 10 times per year and will also address the global themes we confront.

I am optimistic this new newsletter will address important issues such as finding the right job, career development, and securing financial investments. I am also optimistic that you will emerge even stronger from such trials in your own life. Those who persevere will succeed. So that you don't get stopped by a brick wall, we will offer insights into how to scale it or create a door in it, so that you can reach goals that lie on the other side of a perceived or real barrier. ♦♦♦

LIF's Lessons

A person with a new idea is a crank
until the idea succeeds.

—Mark Twain

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Items of Note

LIF Group adds a new affiliate,
Roger Schmid.

Laura Martin of **Capital Knowledge** releases updated media company research reports on **CBS, Clear Channel Outdoor, Google,** and **Lamar Outdoor Advertising**.

Meg Weston, a LIF affiliate, co-authors **Blurring Lines**, discussing how the line between retail and home are blurring in the photo products market.



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