

Maximum Potential International

# MAX YOUR POTENTIAL

## E-News

### Stand Up America – Its all about US (United States)

### Monthly Tips

- Build a strategy
- Have a plan
- Develop a motivated team
- Have a sponsor
- Keep disciplined and look towards the future outcome
- KEEP UP THE MOMENTUM!

What is Outsourcing? Outsourcing refers to getting things done from off-shore rather than in house. The decision is mostly made to lower costs, and use more proficient use of world-wide labor, capital, technology and resources. It happens more among information technology and services that are usually the central part of managing a business... most common example calling Customer service... what has been your experience? Outsourcing to offshore developing countries give companies the benefits of lower labor costs with very few labor rights laws. Companies are also able to exploit the value of foreign currency. Is this how we want to view the US? The notion is that companies are able to increase product quality while lowering firm and consumer costs. We are allowing developing countries economies to boom (ex. China and India) while majorly crippling our own economy.

Are we borrowing from our future generation? **1 million** US jobs were outsourced just last year. US firms offshored **\$6.9 billion** in 2005, with a nearly 20% annual growth rate through 2008, when it will reach **\$17 billion**, according to IDC. Not only that, but our Security is at extreme risk; people in other countries have unlimited access to sensitive customer information. In April 2005, a theft of **\$350,000** from four customers from one of the largest US banks occurred when Indian call centre workers in Pune, India, acquired

the passwords to customer accounts and transferred the money to their own accounts opened under fictitious names. They did not find out about the problem until the American customers noticed discrepancies with their accounts and notified the bank. Think about it!

The solution: Have our in-house employees participate in programs that will build their professional as well as personal skills... which will drive costs down. We are taking away jobs from people that have been working for generations in the same industry. We want our employees to feel ownership thus becoming more productive and loyal to their



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**I DON'T HAVE A BAD ATTITUDE SIR. I ALREADY TOLD YOU THAT WE HAVE OUTSOURCED ALL NON-ESSENTIAL TASKS LIKE BEING EMPATHETIC AND COURTEOUS, SO WE CAN FOCUS ON WHAT'S REALLY IMPORTANT.**

companies. Stand Up America! Imagine what you are doing? What is the real cost?

Reference—July 23, 2007 Forbes Magazine\*

### The Rapid Engineered Mind Addictions! Get addicted to Success

“Addictions, are repetitive behaviors in the face of negative consequences, the desire to continue something you know is bad for you” says Joseph Frascella, director of the division of clinical neuroscience of NIDA. This happens when you activate regions in your brain that directly trigger your pleasure center, which can turn

anything deeply enjoyable into an addiction. We feel good when neurons in the reward pathway release a neurotransmitter called dopamine in the nucleus accumbens and other brain areas. Communicating by sending electrical signals down their axons.

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## Continued: Addictions

Signals travel to the next neuron across the synapse. Dopamine is released into the synapse, crosses to the next neuron and brings to receptors, providing a jolt of pleasure. Now knowing the process on how the body may become addicted to harmful things like alcohol and smoking... is it possible to trigger these same receptors and become addicted to good things, like success? Success no matter what it means to you... work, family, self growth, etc. It will provide

you with energy and a passion for life which in fact make it pleasurable. How do you help yourself achieve that: By reading and exercising your mind with knowledge, attending workshops and seminars that will help you make better decisions for yourself and your business with clearer vision and focus of what you want, surround yourself with a network of people who will help you achieve your dreams.

**SUCCESS :** Get addicted.



Are addictions affecting your life today? Are you addicted to the right things?

*“There are no secret to success. It is the result of preparation, hard works, learning from failure.”*

**-Colin Powell:** U.S. Army General and statesman

## To our Readers:

There is no magic wand, no instant success, and Ed McMahon will not be knocking on your door. Your odds of achieving what you’ve always desired in business skyrockets when you apply the principles about which General Colin Powell speaks. There are certain secrets to success and specific steps that you can take to maximize your chances to succeed in the business world. I invite you to maximize your own chance of success with the teachings of RIM– Rapid Implementation Methodology and REM—The Rapid Engineered Mind. An amazing practice that yields extraordinary results with virtually little effort but intense focus.

**-Mary Ann McIlraith:** CEO

## Upcoming Events and Resources:

**Who should attend:** Executives, Sponsors, Business Owners, Project Teams, Project Managers and individuals looking take the next step in business and every port of their lives...

**When:** September 17—21, 2007

**Where:** San Diego, CA  
Miami Beach, Florida

**Why make it a must:**

- You will bring back super charged strategies and tools

- You will be able to sponsor and run projects light years ahead of industry standards
- You will learn how to PRO-actively leverage your companies money and human capital more effectively
- You will build stronger leadership,
- You will build stronger project and program management skills.

For more info: [www.maximum-potential.com/events.html](http://www.maximum-potential.com/events.html)

## FREE ZONE

This is our first E-Newsletter and we are happy to be able to send our readers some interesting information as well as provide different avenues for growth within your business and life. If you have something of value to share with our constituency, write us or if your Firm would like to donate gifts that will add value to our readers,

send us a note; If passed by the editorial committee we will publish your name, company and we will manage the drawing and Announce the winner in our E-newsletter.

**Email or Write to us!** With your comments, and suggestions. We will send you a postcard to receive a subscription to CFO Magazine FREE! It’s all about you..... Tell us what you need... Our editorial committee gets paid solely to serve You our Family—Closest Colleagues, Clients, Partners and Friends.

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**CONTEST:** Special Gift provided to the winner  
What is the acronym of **HELP?**

Ex: Acronym of FEAR is False Expectations Appearing Real

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