

Universal Mind Power – The Key To Success Personally & In Business

Welcome to The (W)Right Coaching CC's June 2011 newsletter.

#### WHATS INCLUDED IN THIS NEWSLETTER?

[Article – “Universal Mind Power”, by Steve Krummeck](#)

[Article of Interest – “Putting Leaders on the Couch”, by Manfred F. R. Kets de Vries](#)

[Quote of the Month](#)

[Life & Career Tips](#)

[What we can do for you – Summarised in one line](#)

[Business Coaching / Consulting](#)

[Happiness \(Positive Psychology\) & Wellness – Why this is a must for YOU](#)

[Coaching Conversations workshop for managers and leaders](#)

[Coaching Specials \(Executive / Leadership, Business, Life, Positive Psychology & Wellness Coaching, and Mentoring\)](#)

[Book, “The Game of Life & Success – Steps to Self Mastery & Happiness”](#)

[Code of Ethics, associated values, behaviours, and Total Ethics management](#)

[Programme;](#)

[Testimonials;](#)

[Services Offered.](#)

#### ARTICLE, “UNIVERSAL MIND POWER”, FROM THE BOOK, THE GAME OF LIFE & SUCCESS – STEPS TO SELF MASTERY & HAPPINESS, BY STEVE KRUMMECK

In my book, “The Game of Life & Success – Steps to Self Mastery & Happiness”, I explore sixteen ‘steps’ that shift the reader (individually or collectively as a business / organisation) to a degree of self mastery. In this article of the series, I explore ‘step’ fourteen in “The Game of Life & Success, namely “Universal Mind Power”.

“As the soil, however rich it may be cannot be productive without cultivation, so the **mind** without culture can never produce good fruit.” – Seneca

It's well documented and researched that mankind does not use his / her brain / mind and or Universal Mind power effectively in their own lives, in their relationships, and or in businesses / organisations (hence forth referred to as business / businesses) in which they find themselves. Furthermore documented scientific research shows that the human mind / psyche / being are connected to everything.

**Everything in connected.** In my humble opinion the following is the most important part of The Game of Life and Success and probably the most profound and controversial statements I'll make in my book The Game of Life and Success – Steps to Self Mastery & Happiness.

Click [here](#) to read the full article.

[Back to the top.](#)

## **ARTICLES OF INTEREST – “PUTTING LEADERS ON THE COUCH” Manfred F.R. Kets de Vries (Harvard Business Review)**

Great leaders are capable, visionary, and inspiring. That doesn't mean they are inspiring.

Click [here](#) for the full article.

[Back to the top.](#)

## **QUOTE OF THE MONTH**

“The more we talk about what we don't want, or how bad it is, and read about that all the time, and then say how terrible it is, we are creating more of that” – Jack Cranfield

[Back to the top.](#)

## **LIFE & CAREER TIPS**

A life or career tip, sometimes in the form of a single sentence, often acts as the catalyst in propelling your life, relationships, career, or even your business, to a level never imagined before. For life altering tips, click [here](#)

[Back to the top.](#)

## **WHAT WE CAN DO FOR YOU**

We enable and assist you move away from fear based negative thinking (+-60000 negative thoughts a day) to empowering, positive thoughts and therefore positive, empowering realities.

[Back to the top.](#)

### **What else can we do for you – Business Coaching / Consulting**

With over twenty six years of hands on experience in the corporate and business sectors, alliances with top class Organisational Development Practitioners, we are well placed to offer businesses and organisations strategy and business plan formulation and or evaluation, Re-engineering / Organisational Development, Talent Management Programmes and Leadership & Development evaluation and implementation interventions, Implementation of Coaching Programmes', Coaching Conversations workshops, Assessments, and our unique Future Leaders Now intervention.

All of the foregoing interventions are customised to suite our clients needs thereby ensuring maximum value add to the business / organisation.

Extensive consultations between key and identified stakeholders within our clients environment ensure a holistic, strategic approach is adopted and implemented.

Contact Steve Krummeck (contact details at the base of this page) directly in order to engage our Business Coaching service offering.

### **What else can we do for you – Wellness and Happiness are one and the same**

Are you and or your staff happy? Would you like to know if you are happy? Happiness / Positive Psychology is linked directly to a persons' overall mental and physical wellbeing. Happy people and staff are more compassionate, more creative, more energetic, more financially successful, more emotionally and physically healthy, and more effective and productive in the work place. We have two United Kingdom assessments that assess whether you and or your team are happy and or feeling good or bad, as well as the only Happiness Now workshop of its kind in South Africa.

The workshop has shown scientifically to radically improve workshop attendees happiness levels. Through customised offerings, which may include my book, "The Game of Life & Success – Steps to Self Mastery & Happiness, Positive Psychology one-on-one / group coaching, and the Happiness Now workshop, we move our clients exponentially towards a state of happiness, a state of mental, physical, and spiritual (if appropriate for our client/s) wellness/wellbeing. For details of the workshop, go to <http://www.twrcc.co.za/workshops-happiness-now.html> **Contact Steve directly to book this personal and business turn around workshop.**

[Back to the top.](#)

### **What else will we do for you?**

Go to our website at <http://www.twrcc.co.za/services-offered.html> for a **full listing of our service offering.**

[Back to top.](#)

## **COACHING CONVERSATIONS WORKSHOP FOR SUPERVISORS, MANAGER'S, AND EXECUTIVES / LEADERS'**

This two day workshop will train you, up-skill you, develop you, empower you, and give you the tools, know how, and expertise, to hold, manage, and lead quality professional Coaching Conversations with your staff and or teams. Coaching is recognised world wide as one of the most effective 'means' to maximise individuals and teams development, self realisation, interconnectivity, interdependence, behaviour enhancement, improved cognitive functioning, AND most importantly, innate power and full potential. The Coaching Conversations workshop assists you move in the direction of achieving the outcomes of a professional Executive / Leadership and Business Coach at a FRACTION of the cost of one-on-one and or team coaching.

**Testimonials on the workshop** are available at the following website

<http://www.twrcc.co.za/coach-training-workshop.html>

The **main themes included in the two day workshop** are available from Steve Krummeck directly. For a detailed brochure that contains the following (**inclusive of testimonials from a respected nationally based financial institution**), contact Steve Krummeck directly on the telephone numbers and or e-mail address at the base of this page.

- Why you should choose this workshop;
- Workshop overview;
- Workshop outcomes;
- A detailed outline of the workshop programme;
- Who should attend the workshop;
- Details on the facilitator; and
- Price.

[Back to the top.](#)

## **COACHING SPECIALS – EXECUTIVE / LEADERSHIP, BUSINESS, LIFE, POSITIVE PSYCHOLOGY & WELLNESS COACHING, MENTORING, AND BUSINESS CONSULTING**

The service offering includes forty / or thirty / or twenty hours of broad based one-on-one and or group Executive / Leadership / Business / Life / Wellness Coaching, and or mentoring, and or business consulting (per calendar month). Based on past and present offerings of this nature, we GUARANTEE a return on investment! The value, and therefore return on your investment in respect of this offer, is unmatched in the industry!

The service offering can be used as you deem necessary within your business / organisation and the hours can be used by you / your business / organisation for individuals and or groups at any level of your business / organisation.

Three offers are available, as follows.

- **Forty hours of Executive, Leadership, Business, Life, and Wellness Coaching, Mentoring, and or Business Consulting at R51400** a calendar month (R1285 an hour);

- **Thirty hours as above at R38550;** and
- **Twenty hours as above at R25700.**

Terms & conditions apply.

Contact Steve Krummeck on e-mail address [stevewk@twrcc.co.za](mailto:stevewk@twrcc.co.za) or telephone 011 7041395, or cell 0829000679, to book an appointment to find out more and to book your sessions (one of the three categories per company / organisation).

[Back to the top.](#)

### **BOOK, “THE GAME OF LIFE & SUCCESS – STEPS TO SELF MASTERY & HAPPINESS”**

**(Now available on Amazon.com), WRITTEN BY STEVE KRUMMECK**

Arguably one of the most life, relationship, career, and business / organisation shifting books on the market. Remember, businesses / organisations are shifted positively through the right people in their organisation, who have mastered themselves, thereby accessing their true potential and power. This book does just that. To **order the book, read the blurb, the foreword** by Dr Marshall Goldsmith, PhD, **reviews** by Dr Jayme Albin, MA. PhD, and Anize van Zyl (counselling psychologist), and the **chapter titles, go to the following internet site**

<http://www.twrcc.co.za/the-game-of-life-&-success.html>

To **view reviews on the book by magazines, go to** <http://www.twrcc.co.za/press-coverage.html>

[Back to the top.](#)

### **CODE OF ETHICS, ASSOCIATED VALUES, BEHAVIOURS, AND TOTAL ETHICS MANAGEMENT PROGRAMMES**

As you may be aware the King Report on Corporate Governance for South Africa 2009 (King III) requires that a company should demonstrate its commitment to organisational integrity by qualifying its standards in a code of ethics. A Total Ethics Management Programme (TEMP) will ensure that your business / organisation (hence forth referred to as business) meets JSE listing requirements, conforms to international best practice (such as the Federal Sentencing Guidelines for Organisations (FSGO)) (1991) and the UK Cadbury Code), as well as effectively to diminish any possibility of Senior Executive being exposed to litigation. As required by Section 29.1.1 of the Treasury Regulations prescribed under the Public Finance Management Act (PFMA), 1999 (Act No. 1 of 1999), your business is required to prepare and implement a Fraud Prevention Plan (FPP) in order to effectively manage the fraud risk to which the business is exposed.

Ethics is not just one of the best-practice elements of a FPP, but the foundation upon which each of the other elements sits. The success or failure of a FPP, and the business for that matter, depends primarily on the culture of the organization. A sustainable Total Ethics Management Programme ensures that ethics has top priority within the business. The Code of Ethics and TEMP should reflect total commitment from the Board, the business Group Executive and the Chief Executive of the Group. The integration of a **Values statement** and associated underpinning **behaviours, rules and regulations** are collectively known as a **Code of Ethics**.

It is expected that each operating division should demonstrate its commitment to its code of ethics by -

- creating systems and procedures to introduce, monitor and enforce its ethical code;
- assigning high level individuals to oversee compliance with the ethical code;
- assessing the integrity of new appointees in selection and promotion procedures;
- exercising due care in delegating discretionary authority;
- communication with and training of all employees regarding enterprise values, standards and compliance procedures;
- providing, monitoring and auditing safe systems for reporting of unethical or risky behaviour;
- consistently enforcing appropriate discipline; and
- respond to offences and prevent recurrence.

Annual Reports should include a statement of the extent to which the directors believe the ethical standards and above criteria of the code of ethics are being met.

**To meet with the requirements as set out above, The (W)Right Coaching CC recommends your business Code of Ethics be formally revised (if one is already in place) and a formal Total Ethics Management Program be implemented within your business.** As a consequence of your business recognising the need for the foregoing, The (W)Right Coaching CC would formulate a Code of Ethics Project Charter and present it to the executive team within your business. This Project Charter sets out the Ethics Project Teams' expectations for the revising of the businesses Code of Ethics as well as the implementation of a TEMP including (amongst other issues) ongoing management and reporting of an Ethics program within the business.

One of the objectives of the proposed project is to ensure clear and accurate messages are distributed in order to inform and educate all stakeholders, internal and external, regarding the businesses Code of Ethics and TEMP, and the impact on their lives.

The ethical performance of an organisation is the end result of the ethical performance of **every individual** who works for it. Every employee owes the business a duty of honesty, diligence and integrity in terms of his or her common-law contract of service.

The Code of Ethics ('Code') as recommended by the King III Report covers the entire spectrum of ethics as applied to an enterprise. Your business should accept this Code and should operate in terms of the King III recommendations. Your businesses Code of Ethics will aim to guide and support the business in identifying, considering, understanding and appropriately responding to business ethics situations in the workplace.

Your business needs to ensure that all its employees are made aware of the implications of the Code, how it will affect them and what is expected of them. An

Ethics Project Team would be tasked to develop and implement a dedicated campaign to revise and re-implement the Code, raise awareness amongst employees and introduce a Total Ethics Management Programme that will, amongst other issues, measure and report on compliance to the Code.

Should the executive team within your business be open to seriously considering revisiting it's Code of Ethics / implementing a Code of Ethics and implementing a Total Ethics Management Programme, I hereby offer my services as a Certified Ethics Officer to compile the associated business Total Ethics Management Project Charter, for consideration within your business. Should a Total Ethics Management Programme Project be approved, The (W)Right Coaching CC would assume the project manager and subject matter expert roles (amongst others) in regard to this project within your business.

Feel free to contact me at your convenience should you have any questions in this regards and or wish to explore the foregoing further.

[Back to the top.](#)

### TESTIMONIALS

Click [here](#) to access some of our clients' testimonials. These are **compelling** reasons to use our services.

[Back to the top.](#)

### SERVICES OFFERED

We offer the following services: -

- Executive / Leadership, Business, Life, and Wellness **Coaching**;
- **Coaching Conversations workshop** for Executives / Leaders, Managers, and Supervisors;
- **Future Leaders Now** ®;
- **Mentorship**, including **mentorship workshops**;
- **Talks** (Happiness, Self Mastery, and much more);
- **Workshops** (Happiness, Self Mastery, and customised workshops);
- **Books, "The Game of Life & Success – Steps to Self Mastery & Happiness"**,
- Broad based **business consulting / organisational development**.

For details of the foregoing services, go to the following internet site

<http://www.twrcc.co.za/services-offered.html>

[Back to the top.](#)

### SPREAD THE WORD

If you feel anyone you know would benefit from our effort to make a positive difference in people's lives and businesses/organisations, please forward this e-mail onto them.

### SPAM E-MAIL

This e-mail is not spam. It was sent to you in good faith as one of our existing clients, associates, and/or business contacts. We respect your privacy and have compiled

our databases from surveys, events, and referrals. We do not share or hand out any of our database information.

### **UNSUBSCRIBE / SUBSCRIBE**

To unsubscribe from our mailing list, please click on the following link and place "UNSUBSCRIBE" in the subject line - [unsubscribe@twrcc.co.za](mailto:unsubscribe@twrcc.co.za)

The (W)Right Coaching CC complies with the Electronic Communications & Transactions Act of 2002, Section 45 (1) - any person who sends unsolicited commercial communications to consumers, must provide the consumers with the option to cancel his or her subscription to that mailing list. To opt-out from receiving future e-messages, send an email to [unsubscribe@twrcc.co.za](mailto:unsubscribe@twrcc.co.za) with unsubscribe in the subject line.

If this e-mail was forwarded by a friend or associate, please join our mailing list by sending us a blank email by clicking [here to subscribe](#) Your details will **NEVER** be shared, and you can unsubscribe at any time.

**All the best, take care, and my best wishes to you in the coming weeks.**

Regards

*Steve Wright Krummeck*

7 Michelle Place, Olivedale, 2158. P O Box 971, Olivedale, 2158

Tel: 011 704-1395, Cell: 0829000679, Fax 0880117041395

E-mail: [stevewk@twrcc.co.za](mailto:stevewk@twrcc.co.za)

Internet Site: [www.twrcc.co.za](http://www.twrcc.co.za)

**© Copyright, All rights Reserved, The (W)Right Coaching CC**

"The contents of this electronic message and any attachments relating to the official business of The (W)Right Coaching CC are proprietary to The (W)Right Coaching CC. They are confidential, legally privileged and protected by law. Views and opinions are those of the sender and do not represent The (W)Right Coaching CC views and opinions nor constitute any commitment by or obligation on The (W)Right Coaching CC unless otherwise stated or agreed to in writing by The (W)Right Coaching CC.

The person addressed in this electronic message is the sole authorised recipient. If you have received this message in error, you are to delete it immediately and notify the sender that it has unintentionally reached you. You may not use or disclose the contents of this message to any other person.

The (W)Right Coaching CC cannot assure that the integrity of this communication has been maintained, nor that it is free of errors, viruses, interception, tampering or interference. The (W)Right Coaching CC therefore does not accept liability or legal responsibility for the contents of this electronic message, its non-delivery or incorrect delivery for whatever reason, its effect on electronic devices or its transmission in an unencrypted medium."