

Jim's Profit Accelerator 60: Why Not Lead Like Serena?

Serena Williams may be the greatest athlete in history. That's right. Not just the greatest female tennis player—but an athlete of surpassing discipline and performance. How she does it offers secrets for all of us to succeed. Here are three:

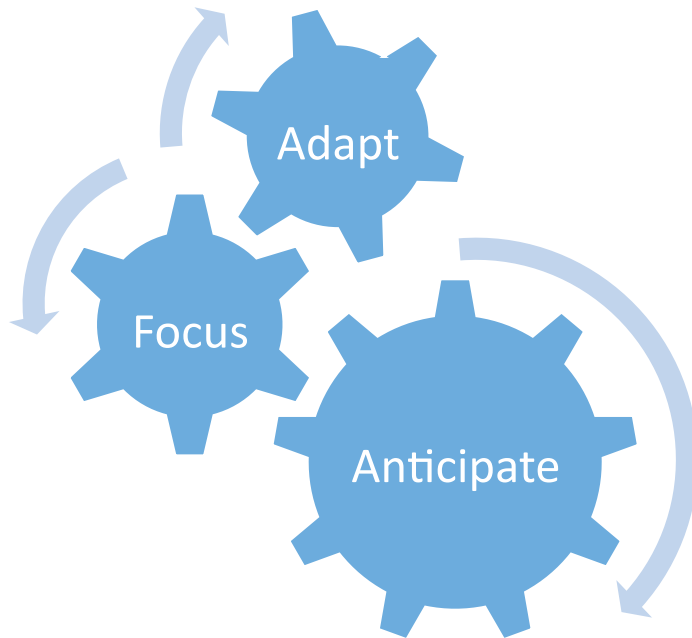
Secret 1: She anticipates and acts. Beyond merely thinking about how her opponent will return each shot, she tries it immediately on the court, to see how it works. Her game relies on knowing how her opponent will return her shot, and moving to a winning position before the next shot is hit.

SPEED BUMP: Who is anticipating what your customer will want?

Secret 2: She focuses relentlessly. When blood clots damaged her lungs and breathing capacity, she hired a new coach. Her lung capacity was so compromised that she couldn't physically compete any more. The coach took her racket away and put her into a swimming pool with an empty gallon jug. In the deep end of the pool, she filled the jug and slowly poured it out, holding it above her head with both hands (treading water). When the jug emptied, she swam to the side. After 30 seconds her coach sent her back to the deep end to repeat. Picture it: She was treading water for 30 seconds with her hands above her head, repeatedly. Of course she ran out of breath. The coach: "I had to teach her that she could function out of breath."*

SPEED BUMP: Leadership is guiding the focus of your people.

Secret 3: She adapts. When she was 22, she was so fast she chased down most shots with her speed: "I was getting everything." Ten years later, she wins by applying her experience in the moment: determination, tactics, anticipation, and a virtually perfect serve. "I usually use a lot of strategies, angles and try to move the ball around."*



ACCELERANT: What action will you pull from your team this week?

For more information on how you can accelerate revenues and profits in your business, please call or email me.

*(Quotations from *Wall Street Journal*, "How Serena Williams Produced Her Second Act," 8/26/15, p. D1.)

For more information, visit www.grewco.com.

Jim Grew is an expert in CEO-level strategy and executive leadership whose clients refer to him as the Business Defogger and Accelerator. Jim helps leaders swiftly discover the hidden opportunities within their businesses and exploit them for dramatic results. Nearly three decades of success as a COO and CEO coupled with his experience running nine thriving businesses provide the foundation for his consulting work as president of the Grew Company. He presents regularly to industry groups, mentors business leaders, and shares insights on his blog, BizBursts.com: <http://bizbursts.com/>. He holds BA and MBA degrees from Stanford University.

©Jim Grew 2015. All Rights Reserved. *Do Business Faster™*