



Cairn

The way to your future

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clare evans

personal & business coach

www.clareevans.co.uk

Welcome to all the new subscribers since last month.

Exciting news this week, as not only is this the second full year of publishing my newsletter but I've also just had my second article published in [Better Business Focus](#).

Today is rubbish collection day in my street and today I actually have nothing to put out for collection. Doesn't happen that often and usually I only have a 'carrier' bags worth not a full black rubbish bin bag's worth. OK, I'm not a family of four, so I create a lot less rubbish anyway but I follow the Reduce Reuse Recycle philosophy.

Reduce - the packaging you buy in the first place. Buy produce loose. Don't buy processed food which relies on packaging. Buy packaging that CAN be recycled. Build a compost heap.

Reuse - carrier bags, cartons, jars, paper.

Recycle - glass, paper, plastic, cardboard, clothes etc. Recycle unwanted goods to charities, car-boots etc. Sign up with the Mailing Preference Service (in the UK) to reduce junk mail.

I don't eat a lot of pre-packaged food, that reduces the waste. I have kerbside collection so that deals with all my glass, paper, plastic and tin cans. There's a cardboard recycling point just down the road and I have two large compost bins in which I place all the kitchen vegetable waste.

Sign-up with your local recycling scheme if they offer one or use the recycling bins near you when you're on your way to the shops or into town. Don't make a special journey.

Think about what you buy and think about what you throw away. It's just sheer wastefulness in many cases. Take some action to reduce your own waste. You'll improve your wallet too!

What's in this issue?

- This month's topic – Learning to Say 'No'.
- What's happening – Workshops/Teleclasses.
- Recommended Reading
- Website Tip
- Monthly Quote

Learning to Say 'No'!

There's one simple word you can use to increase your effectiveness and make you more productive. Just say 'No'.

Eager to please and to be seen to be helpful, we often take on things we'd rather not do or really don't have time for. Learning to say 'No' can be useful when you're feeling overwhelmed or feel you're taking on too much. It's one of the things that many of my clients say is key to enabling them to use their time more effectively and it's one of the most frequent areas that we work on.

Saying 'No' can be hard to do, particularly if you've always said 'Yes' in the past and people are used to you doing everything. You feel that you 'should' or 'ought' to say 'Yes'. You don't want to let people down. You want to be helpful. You feel guilty if you don't.

Be clear and direct. When it comes to it, your time is yours and it's your choice as to how you spend it. Don't be misled by other people's expectations – whether that's family, friends, even your boss or work colleagues. It's important to set boundaries so that other people know where they stand. Be realistic about what you are able to achieve. You can't say yes to everything without crumbling under the weight of responsibility, time constraints or the sheer volume of work.

When you are in a situation where you are about to say 'Yes', ask yourself two questions:

What are you saying 'Yes' to?
What are you saying 'No' to?

By saying 'Yes' to doing a report by the end of the day, you are saying 'No' to finishing work on time.

By saying 'Yes' to taking on a piece of additional work or participating in a new project, you are saying 'No' to having time for yourself. You're saying 'No' to spending more time with your children/partner.

What stops you from saying 'No'? What do you get by saying 'Yes'? Is there someone else that can do it? Can you negotiate to suit your timeframe – particularly in a work environment? "I can't do that piece of work today but I could do it tomorrow or next week."

It might feel uncomfortable saying 'No' to start with because you'd not used to saying it. How about saying, 'I'll think about it' instead? This will give you a chance to decide if this is something you want to take on or something you want to do. Remember, it's your time, it's your choice how you spend it.

Try it this month. Make a game of it. How many times can you say 'No', before saying 'Yes'? Don't say 'Yes' until you've at least had a chance to think about what you're saying 'Yes' to and what it means to you. You can still say 'Yes'. I just want you to actually say 'No' first.

What things do you need to say 'No' to? Think about some different ways to say it.

'No, I'm too busy to do that right now'
'No, I don't have my diary with me. Can I get back to you later?'
'No, I'm not interested in this, thanks!'
'No, I can't do that but perhaps John might be able to help you with that.'

Don't make excuses, there's no need to. Be open, upfront and honest with people, they won't think any less of you for saying 'No' and you won't have to let people down if you say 'Yes' too quickly and then have to say 'No' at a later date.

If this is an important issue for you, you might want to practice it with a friend or colleague so you can get comfortable being able to say 'No'. The more you get used to it, the easier it will become and the more in control you'll be.

What's Happening – Workshops/Teleclasses etc.

Just to let you know what's coming up in the next month.

21st April – Integrity Day – 10am – 6pm GMT. A great way to get a lot done in a short space of time.

25th April – Boost Your Business – If you want to get your business moving but think you don't have time to market your business, then register for this six-week teleclass and discover how to do it easily, effectively and get results.

Full details and how to register are available on my [website](#).

Recommended Reading: The Tipping Point – Malcolm Gladwell

The way trends, behaviours, products and diseases spread rapidly and how a little thing can make a big difference.

<http://www.amazon.co.uk/exec/obidos/ASIN/0349113467/clareevans-21>

Website Tip – Internet Movie Database

Want to know who was in a particular film, when it was made, who produced it then here's a good place to start. You can also get trivia, quotes and goofs on all your favourite films.

This Month's quote:

A quote this week that relates to this month's topic. Feeling you have to say 'Yes' ...

"Lack of preparedness or emergency on your part does not necessarily dictate immediate (or any) action on my part"

You can catch up and re-read past newsletters on my site. If you were forwarded this you can register to receive your own copy each month by sending a blank email to claresnews@aweber.com. My business grows by referral so share this information with three friends or colleagues and forward this on to them today.

I started a blog at the beginning of the year, if you're interested in getting more regular updates and additional information and tips, you can find it here.

Clare



Clare Evans – Personal and Business Coach

Tel: +44 (0)1273 588297, Mobile: +44 07887 954512

Email: info@clareevans.co.uk

Website: <http://www.clareevans.co.uk>

Blog: [clareevans](#)

Partnership: [EvansHill Consultancy](#)

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