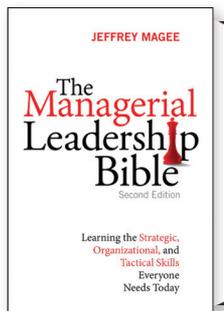


# MAGEE Reading Between The Lines

## The BETA Factor for Best In Class ... Connect the Dots

The best minds within the Association for Talent Development/ATD (formerly ASTD), common threads of standout TEDTalks, and the cutting edge reports from McKenzie, all share a common beta factor to sustained success today and what must be organic to be relevant in tomorrow's marketplace. Reading between the lines in business and with people you interact with daily, this is about what every CEO needs to know and what every employee needs to be able to own to excel in life.

If business had a connect-the-dots, you could easily see the picture as they develop, by connecting-the-dots for best-in-class organizations in the marketplace. You could also easily see when a picture is not developing correctly (what I refer to as derailment points within my new books: *The Managerial Leadership Bible* Revised Edition II from Pearson Education/FT the World's leading academic textbook publisher for this new book, please feel free to share with your social media connections ([www.barnesandnoble.com/w/the-managerial-leadership-bible-jeffrey-magee/1120679536?ean=9780134097541](http://www.barnesandnoble.com/w/the-managerial-leadership-bible-jeffrey-magee/1120679536?ean=9780134097541)). And the second book *Your Trajectory Code*.



Make the immediate IQ + EQ Gift for yourself and everyone you know. Watch the YouTube video **On The Red Carpet** [www.youtube.com/watch?v=9xVGtzkxzXU](http://www.youtube.com/watch?v=9xVGtzkxzXU), [www.barnesandnoble.com/w/your-trajectory-code-jeffreymagee/1120376074?ean=9781119043232&itm=1&usri=9781119043232](http://www.barnesandnoble.com/w/your-trajectory-code-jeffreymagee/1120376074?ean=9781119043232&itm=1&usri=9781119043232) or where the hidden dots may be.

To validate what someone says or does, consider the skeletal framework of organizational dynamics. It starts with Vision (ones' vision, beliefs, mental pictures, passion, etc.) drive the Culture and Mission Statement (a sort of public pronouncement and GPS), which must be aligned by the key stakeholders Strategic Direction. This either Enables, Empowers, Incentivizes, and Celebrates the Human Capital that drives innovation, core deliverables and subsequently the Profitability Yield factors.

It is imperative to eliminate cancers to an organization. Some of the cancer or warning signals to an impending death to an organization:

1. Deceit, Denial, Denigrate Actions
2. Pitting personalities against one another
3. **Post-It Note** vs. Resume sound biters
4. How people are and are not incentivized
5. Promises kept and not kept
6. Dress code and behavior influencers
7. How veterans and retirees are treated (window into present and future value lines and core integrity or the lack thereof)
8. e-Mails and who is or is not CC'd or BCC'd

9. Voice mails
10. Conference calls
11. Meetings
12. Grape Vine discussions
13. Culture and cultural decisions

In *The Managerial Leadership Bible* revised Edition we learn that people who can read between the lines and connect the dots are people with never ending BETA Factor® development aspirations. So to benchmark your performance traits, consider how you live and deploy each of the following four core performance traits of a star performer. I have developed a matrix for talent development, management and succession planning application with this new graduate management text book and the Player Capability Index model is radically challenging and changing long established SOPs to organizational dynamic for significantly greater ROI at every level within an organization. And research from more than 1,000 star performers profiled, revealed that each undertakes laborious time within the BETA Factor™:

1. **B - Brains**, implies that one is on a constant quest for intellectual gain, enhancement, challenge, growth, and the identification of new applications for old knowledge.

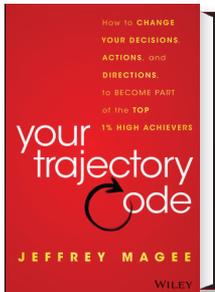


## Jeff Magee

Jeff Magee, PhD, PDM, CSP, CMC, the "Thought Leader's Leader." Jeff is the publisher of **Performance 360 Magazine**, Editor of *Performance Execution* and *Performance Driven Selling* blogs, a former nationally syndicated Radio Talk Show Host as well as a published author of several books including *Performance Execution*, *The Managerial Leadership Bible*, *The Sales Training Handbook*, and *Your Trajectory Code*.

He is also a columnist and highly sought motivational-leadership speaker. The recipient of the United States Junior Chamber's Ten Outstanding Young American's (TOYA) Award, and the United States National GUARD's Total Victory Team Medal for civilian contribution to the Armed Services. He can be reached at [DrJeffSpeaks@aol.com](mailto:DrJeffSpeaks@aol.com). [www.ProfessionalPerformanceMagazine.com](http://www.ProfessionalPerformanceMagazine.com)

Assess yourself in terms of how many self-development books or non-fiction professional related books you have read in the past 60-days? Or how many educational, skill, business classes, workshops, and seminars have you attended in the past 30-days? How about on-line learning opportunities, whether CDRom, eCourses, Webinars, etc. have you participated in within then past 60-days? How many content rich magazines, journals, blogs or eZines do you subscribe to and read on a regular basis? Does your organization offer tuition reimbursement and have you participated in that luxury? Are there certifications within the industry or position you occupy and if so do you hold them?



It is the performance star that recognizes that lack of quality input on a regular basis creates a stale and outdated operating intellectual capacity, which impedes success in today's fast past forward moving work place.

2. **E – Energy**, implies that one has a never-ending hunger to demonstrate the absolute greatest performance level every time. Individuals seem to only use sick-days when they are actually sick, never expect someone else to assume their responsibilities or workloads. There is a critical realization that your body is your machinery for moving forcefully and gracefully through ones' day. Taking care of that machinery demands, proper nutrition and exercise. These individuals seem to be a constant state of being high on life itself!
3. **T – Talent**, illustrates how one combines their brain power with their energy ability. Your talent may be those factors on loan from your Creator, but they must be fostered by brain power (education at both the formal and informal levels) and shared outwardly for the benefit of others through your energy output levels. Successful performers have learned what

their talent set is and what they are not gifted at as well through trail and success.

Truly professional performers only showcase and demonstrate to the world the best of their talent set, they know they only shine when they do not accept second best performance.

4. **A – Attitude**, how one talks to them self internally drives the behaviors that others will see outwardly. The mindset, thoughts, internal dialogue shaped by the stimulants one allows into their psychology, directly influences the decision made. Your attitude serves as your internal navigational beacon, that allows your brain power to work in your advantage (insight, foresight, flashes of aha) and allows you to seek out even greater individuals with even greater BETA Factors™ than you that you can learn from and be challenged by.

In an out-of-balance, blurred lined, unconnected dot society, litigiously paranoid, politically over-correct and zealous world we have evolved into, the true peak performer invests them self greatly into each of the above BETA Factor™ components, while others invest in the business of excuse making for their station in life!

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