



Personal Safety Nets® e-Newsletter



Applying PSN to Business

Oct/Nov 2011, Issue 44

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A Complete Reader's Guide

Personal Safety Nets® In the "Real" World!

Ed. Note: "Sarah" wrote to ask how Personal Safety Nets® concepts would help her navigate the time between starting a business and seeing revenue from it.

Time and again, we ask participating audiences for a show of hands if they've **ever** faced an unexpected change or a challenge. Every time, every single hand rises. Of course everyone has had such an experience! Then, when time allows we ask for some details about these situations, and what or who helped people cope. Each time, participants demonstrate that **we're not in this world alone, and that we can be better together. We show that if we believe in a certain set of values and work from Personal Safety Nets® assumptions, we'll have begun well.**



Employing thoughtful planning that focuses upon all aspects of our lives will better prepare us for whatever may come. Our resourcefulness and resiliency will grow.

The Calling



We asked you to call or email your boss, your HR department, your friends, your family, your place of worship - even your community organization & blockwatch captain (ANY GROUP OF 10 OR MORE) - to **tell them Personal Safety Nets® wants to put 5,000 copies of our book into prepared hands to remind people of how teamwork can help! From now until June 2012, most seminars are FREE, and we include a free book for every participant.**

We're happy to say many heard OUR "ASK" but **we're still waiting to hear from YOU!**

Here's who has joined us lately:



***NAVOS**
(A non-profit that focuses upon better



Then, every once in a while someone stays after a seminar, or sends a letter asking how Personal Safety Nets® applies to a specific situation. **With this in mind, we are beginning a series of newsletters focusing upon applying personal safety nets in the "real" world.**

As we've mentioned many times, a PSN is made up of resources - people, plans and all sorts of other resources that are available and serve, together, as support for all parts of you and aspects of your life.

So let's use the PSN concepts to help Sarah, who wants to start a new business. The first step is for her to look at her self, with this goal, as being in the middle of a safety net. Next we have to ask, who or what will provide support? While the sides of her personal safety nets are strengthened by resources covering financial, spiritual, family/friends, the stuff of life, intellectual, health and career issues, **Sarah will pay special attention to what resources of support will be directed specifically to: financial, social, business planning, marketing, and business development.**



We might suggest that she start by identifying the resources that are available to her: Which people she has met who might serve as a sort of board of directors or sounding board as she ponders options? Which people, institutions, or organizations can fill the various roles that she'll need? Which can suggest others? Her third task is to gather resources: pulling together information and knowledge to create a plan. **Her financial base will be**

ways to serve the mental health community) had us conduct a 3-part seminar with clients, case managers, and peer helpers. *Comments included: "I wish everyone had this training!"*

***CAMP FIRE**

(Dedicated to connecting children and families to one another and the natural world) hosted our seminar for their entire administrative staff. *Comments included: "It's helpful to learn to be intentional about things we take for granted - that's the real value of this training."*

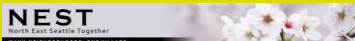


stronger if she know as much as possible about her competition: everything from how they work, to how much everything will cost.

Social or spiritual support might be valuable when seeking or adding stakeholders or board members - when facing seemingly insurmountable obstacles, staying focused or when networking. Creating a mission, vision and statement of values will provide more support. **Using existing resources and people to build interest among others will help spread the word as well as build some anticipation for the end product.**



Seeking professional and technical assistance from others (and not getting discouraged when someone declines to assist - it's NOT personal) will bolster this aspect of Sarah's net. Seeking to extend her outreach to people with broad connections who have created pitches or presentations will help things move more smoothly. **Most people are flattered by a request for their expertise or assistance, especially when it's clear that it's OK to say "no" or "not now."**



***NEST** (North East Seattle Together - committed to aging gracefully in the homes we love) offered our seminar as part of a fundraising evening - helping pass along important information while allowing people to get to know one another. *Comments included: "Your presence, respect, clarity helped build community on the spot."*

Sarah will be wise, too, to think of ways to take care of herself and her health while in this stress-related time of beginnings. **Keeping her eye on her goal of sustainability, sustaining new business shouldn't mean that she ignores her needs for sleep, exercise, and balance in her life as a whole.**



*** SEATTLE UNIVERSITY**

(School of Theology and Ministry) invited us to give our presentation to ministers from 12 denominations on campus for extended Pastoral Leadership opportunities. Our seminar coincided with a wonderful luncheon. *Comments included: "Every congregation should address this."*



We heard from Sarah as she thought about her journey: "Far deeper than the mechanics of people and process in developing a PSN is the safety net one must develop in their soul, heart and mind during trying, and what appears on the surface, impossible hurdles." **We wish her luck and hope to hear more from her - AND YOU!**

News & In the News

New - WALLET CARDS - 2.0

They've arrived!

The PSN Wallet Card 2.0 -new and improved - is now available for free from our office. Simply **send us a self-addressed, stamped envelope** and tell us *how many* of the new cards to send to you. (One first-class stamp will get you up to 7 cards). Yes, we said they are FREE and the very best way to gather needed information and prepare yourself for any immediate emergency, and all challenges that may come your way.



***FAUNTLEROY EMERGENCY PREP SEMINAR**



Provided a chance for us to help community leaders understand a personal safety net and how

it dovetails into neighborhood and community preparedness. *Comments included: "You really got them, and me, thinking about our next steps toward strengthening our PSN's."*



So call us to set up a seminar for you and help us reach our goal before June. Be part of the PSN network.

Happy Days!

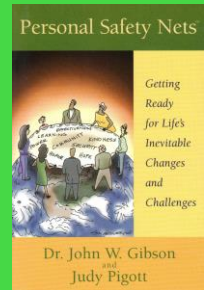


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A Complete Reader's Guide!

If you've never read *Personal Safety Nets*® it's never too late. Order the book from us today, or if you prefer, with a quick click you can take a peak at the Cliff Notes' version of all of the book's chapters. Enjoy!



"In the Beginning"
(Chapter 1 - January 2011)

"I Need You & You Need Me"
(Chapter 2 - February 2011)

"Your Internal Muscles"
(Chapter 3 - March 2011)

"Putting a Team Together"
(Chapter 4 - April 2011)

"Keeping Your Team Going"
(Chapter 5 - June 2011)

"Know What to Expect"
(Chapter 6 - July 2011)

"Watch for Stumbling Blocks"
(Chapter 7 - August 2011)

"Endings & Beginnings"
(Chapter 8 - September 2011)

*Enjoy the entire book - in print or audio -
(\$10 - for a limited time) -*

*** Come to a seminar, and you get the book for free!**