

THE SECRET OF COTA® PAO®

A Revolutionary New Approach to Leading a Successful Life

A GET CONTROL! WHITE PAPER BY MIKE SONG, CO-AUTHOR OF THE HAMSTER REVOLUTION



SUMMARY:

Can I share one major secret of my success with you? I had a breakthrough that allowed me to organize, understand, and change my life in an exciting new way. The system I will show you helped me become a best-selling business author, sought-after speaker, and CEO of a multi-million dollar training company in less than 4 years.

I've reached millions via interviews for CNN, Good Morning America, NPR, USA Today, and the Wall Street Journal. I've traveled the world (US, Europe, Africa, S. America, etc.) helping organizations like the GE, Walmart, McDonalds, Capital One, FBI and Homeland Security improve their productivity and use of technology.

IMPORTANT PLEASE READ:

**THE COTA[®] PAO[®] SYSTEM WAS
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STATES PATENT AND TRADEMARK
OFFICE IN APRIL OF 2010.**

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FROM GETCONTROL.NET AND CEO, MIKE SONG –
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AWARD-WINNING GETCONTROL! OF INFO PROGRAM.

THE PATENTED COTA PAO SYSTEM/PROCESS/CATEGORIES
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IF YOU ARE INTERESTED IN SHARING THIS INFORMATION WITH
TEAMS OR LARGE GROUPS, PLEASE SEE THE “GET CONTROL!
SEMINARS[®]: A SIMPLE TRAINING PLAN” SECTION AT THE END
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HOW A REVOLUTIONARY STORAGE SYSTEM CAME TO LIFE

In the past, I had been chronically disorganized, frequently losing critical email and documents. Basically, I was messy and it held me back. Each year I would make a New Year's resolution to get organized and each year I failed. Within three months, I was back where I started – with a bunch of messy files and a lot of stress.

I had reviewed several filing systems used by colleagues and friends over the years. I first noticed that most sales people – including me – had a file for their clients and another for their products, like this:

1. Clients
2. Products

This pattern struck me as intriguing. I wondered if there was a complete set of 4-6 folders that would encompass all of the information any professional person might encounter in their lifetime. Could there be a useful and universal system for organizing every person on the planet?

I visualized a simple set of master folders guided by 2-3 basic rules that anyone could easily adopt. As this vision began to take shape, I carefully studied the problems with all current systems used by friends and colleagues.

- No one had rules or guidelines for storage folders. They created them on the fly without much strategy.
- Experts didn't seem to have the answer. Many time management books recommended creating a complex jungle of folders that were hard to manage.
- Professionals received computers with no instructions on how to store email or documents.
- There's no way to limit the total number of master folders one might have so the number of folders grew and grew – resulting in chaos, lost documents, and much frustration.
- In many cases a single email or document could be stored in a number of different folders. For example, a widget proposal for RST Company (a client) could be stored under Proposals, Widgets, or RST Company. I coined the term "Overlap" to describe this distressing situation. In this situation an email can become impossible to find a few weeks after it is stored (not to mention the extra space needed to store it in multiple locations).

I decided that my dream system would consist of 6-7 static master folders that wouldn't morph into to 35+ confusing folders over time.

UNIVERSAL IS GOOD

I searched for more universal folder categories over the next few months. I developed two more business folders that seemed to complete and balance the Clients, and Products categories: Team and Administrative Stuff – Admin. for short.

Team: At every job I had ever had I had been placed on at least one **Team**. Team information consisted of team rosters, team business plans, team meetings notes, etc.

Admin: I also had a lot of information that wasn't part of my core job responsibility such as information related to my company car, computer, or individual benefits statement. I began to call this information **Admin**.

I decided to switch the name **Products** to **Output** because **Output** was a broader term that could be applied to tangible products, abstract services or value added processes.

Adding the **Teams** and **Admin**. folders was a huge success. I now had 4 useful and universal business categories: Clients, Output, Teams, and Admin which formed a catchy acronym: **COTA**¹ which was a fusion of Cohesive and Data. Filing and finding information suddenly became 100 times easier for me.

Feedback from friends revealed that the COTA® system was going to be a hit. As I tested it – I was amazed at how well it worked. I forged a relationship with a trusted former colleague – Tim Burress and soon we were collaborating to refine and perfect our system. Tim is a brilliant trainer and instructional designer. Without Tim's feedback and ideas – it is quite likely that COTA would never have been born.

EVERY TEAM HAS CLIENTS

But what about non-sales people? Perhaps a different system was needed for people who did not work with external clients? After hearing from some friends in Human Resources that they were responsible for *internal client service* – and that they liked the COTA system because it helped them focus on internal clients...It occurred to me that many internal teams considered the groups they service to be **internal clients**....and so the COTA categories could actually work for almost any business team.

Here are some examples of how internal **Teams** Deliver **Output** to Internal **Clients**:

- Information Technology Teams provides laptops (Output) to other business units (Clients)
- HR provides company benefits to other business units

¹ In the interest of time I am condensing events. In truth, it took eighteen months to go from the initial system which was AAP (Accounts, Admin. Products) to COTA (Clients, Output, Teams, Admin.)

- Training provides training and documentation to other business units
- Legal provides legal guidelines and services to other business units

The other business units are the clients of all of these internal teams.

ON A MISSION

Over the next two years, Tim and I worked diligently to refine this exciting new system of organization – and we succeeded beyond our wildest dreams. After successfully testing our business folders I also sought to create folders that would help everybody store their personal information.

At first I tried to create another four bucket system but over time, I realized that my personal life consisted of just three folder categories: People, Activities, and Organizational information.

1. **People:** The People folder consisted of information, correspondence, photos, and other touching information relating to the people in my life.
2. **Activities:** The Activities folder contained information on all of the activities that one pursues in life. This would include sports, music, spiritual, vacation, games, etc.
3. **Org. and Admin:** This consists of all of the activities that one must do such as paying taxes, mortgages, a will, etc.

I showed the complete system of 7 master folders to several family members and friends who adopted it with tremendous results. I, myself, had never been more organized and I was amazed to see that after another six months of usage, rather than falling back into disorder as usual, I was more organized (and happier!) than ever.

Tim and I began to design a training program to help others get control of their info. Without Tim's advice, support, and ideas, the whole project would never have developed into such a huge success. The collaborative chemistry was fantastic and still is to this day.

GLOBAL SUCCESS!

Together Tim and I built a training program called Get Control! Seminars® that allowed us to share COTA and many other productivity concepts with the world. We encountered instant success and quickly landed large clients including Capital One, GE, and Novartis. Our client list can be seen here: <http://www.getcontrol.net/clients.htm>. We built our company up and began selling millions of dollars worth of training to Global 1000 companies. The training helped people get more done by getting them organized and helping them reduce information, email, and meeting overload.



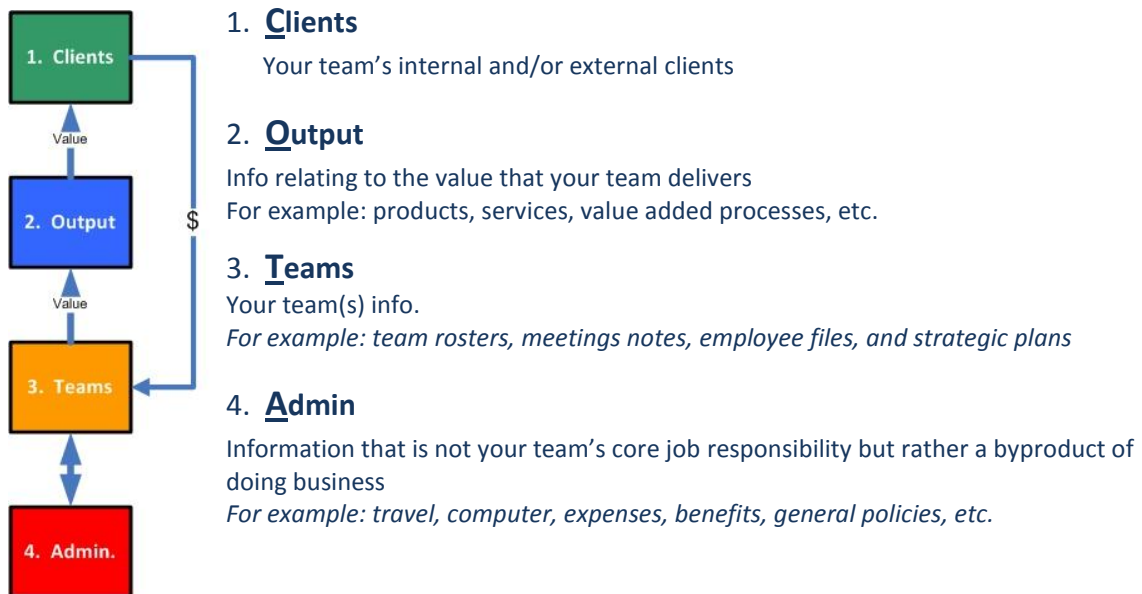
We then teamed up with the fantastic Vicki Halsey, VP of Applied Learning at The Ken Blanchard Companies, and wrote a best-selling book, *The Hamster Revolution: How to Manage Your Email Before It Manages You* (Berrett-Koehler, 2007 with 100,000+ copies sold in 11 languages). The idea was that people needed help in reducing email overload and organizing all of their information. We had the solutions because we had COTA and PAO! The book sent a shockwave through the professional world, and Tim and I were soon providing interviews to CNN, Good Morning America, NPR Morning Edition, CNBC, The Wall Street Journal, and USA Today . . . to name a few. We followed all of this success with a 2nd book just 2 years later: *The Hamster Revolution for Meetings*. Our sequel quickly became the number one productivity book on Amazon.com.

SPREADING THE WORD

The main reason for writing this paper is to share something odd that contributed mightily to our success. The organizational system we designed slowly became our way of thinking *about life itself*. Since the folder categories had been carefully chosen as universal areas of information that needed to be stored, they made the perfect model for understanding our environment and plotting a course for success.

SO WHAT IS THE COTA PAO SYSTEM?

The COTA PAO system involves creating 4 master folders for your professional information and 3 master folders for your personal life. I recommend visiting www.getcontrol.net and taking a *Get Control of Info* class and reading *The Hamster Revolution* to get a better idea of exactly how to store info with COTA. Here is a brief description of what each COTA Master Folder means:



The personal information folders should be set up within a 5th folder named PAO that contains the 3 personal sub-folders as follows:



It is important to number these folders and keep to the basic rules that you can discover in the training.

The magic of the COTA-PAO system is that it eliminates the Overlap between folders, creating one logical place for all your information. The power of the system is that beyond keeping you organized – it allows you to evaluate and manage your priorities and goals more effectively.

As I mentioned, the COTA PAO system slowly began to change my priorities and behavior. Oddly, this handy system became a kind of GPS for success. Not only did my productivity jump through the roof, I discovered that I had also become a much better strategist.

At this time we noticed a strange thing. Tim and I began using the *vernacular* of COTA to explain why we advocated a particular business strategy. Having a common language for storing information was somehow helping us to work together with our ever-expanding team.

At home, my actions began to align better with my priorities. I actually used the COTA PAO system to diagnose and treat a variety of problems in my life. Today, not a day goes by that I don't check in with myself for a COTA PAO status update.

Examples:

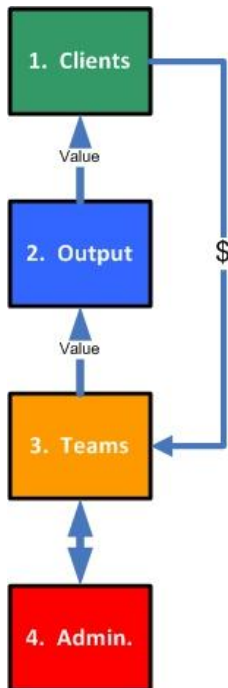
How can we better align our **Output** with **Client** needs?

Is there an unrecognized **Client** missing from our **Client** folder? If we added such a client – what kind of information would be useful to store in their folder?

Is **Admin.** weighing the **Team** down?

It was around this time that I realized the true power of COTA PAO. Information, when broken into 7 key master categories, becomes a simple, universal flowchart that can be used to easily describe and correct challenging life situations. In a sense, COTA PAO is the *idealized* version of your life. And therefore COTA PAO can be used to represent or model almost every situation in life in which people fail or succeed.

CHANGING THE PERCEPTION OF “TEAM”



I learned a great deal from living with the model on the left. The first insight was that I’d spent the bulk of my career with a confused notion of **Team**. In a long-past sales management job I experienced a difficult series of events. A big part of my success strategy had been to treat my boss like a client. I worked hard to do everything she asked – even if I wasn’t sure it was the right strategy. Another goal was to be well liked by my teammates. I decided to treat them like clients too.

I worked hard to forge strong relationships with everyone on the team – to be popular. In truth, I wanted to be promoted and eventually I was. Once promoted, I dedicated myself to meeting the needs of my team and even came to think of my employees as my clients.

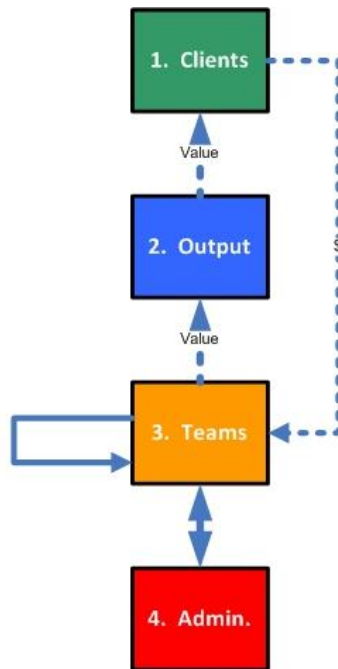
This is where the story takes a turn for the worse. Unfortunately, the nicer I treated everyone, the more they expected of me. In fact, some of them would become quite belligerent if they didn’t get what they felt entitled to receive.

I started to notice that our real clients were becoming distant and in some cases we failed at meeting their needs. I for one was running to make everyone happy. We lost sales.

My first COTA insight hit me like a ton of bricks. With limited time and resources, you can’t treat everyone like a client. A great leader or successful individual gets everyone they work with *to treat the real client like a client*. In order to do this you have to abandon the “Everyone is a client” mantra. Although it’s simpler to treat everyone like a client, you actually accomplish more by helping everyone see their actual role in the functioning of a team’s delivery of value to the client.

This doesn’t mean that one treats team members and vendors poorly. But rather it suggests that you direct them clearly to understand that real client satisfaction is the primary driver for your collaboration.

COTA CHARTS ARE BORN



Years later, as I sat in a restaurant thinking about that particular team’s lagging sales it occurred to me that it was hard to describe all the nuances of the problems I was facing. I wondered if a simple COTA *flow chart* could express the issues effortlessly. I grabbed a napkin and sketched the flowchart to the left. I shared it with Tim who instantly could see the value. The chart showed the team’s value and energy cycling back on *itself* in a negative feedback loop instead of flowing thru to the client: A negative feedback loop that turned the normally strong lines of value delivered from Team to Client into shaky dotted lines. At the same time, the value returned from the client also became dotted and weak.

This forever changed my approach to dealing with teams and achieving success. I no longer positioned myself with bosses or tried to score short term political points with them. Instead, I focused on the team’s clients – even if I was in a support role. The idea was to be part of the only thing that really defines success: *Working to perfect the alignment of a team’s output so that it maximizes client satisfaction/benefit.*

I never again would look at COTA as a static system for storing information. Suddenly, it was a flowing moving thing – it was alive. It was a tool for mapping virtually every business reality in simple terms that everyone can understand. I had stumbled onto a really fun way of symbolically displaying, analyzing, and fixing all the tricky, complex, and vexing business challenges that inevitably surface in the business world.

USING COTA AS A MODEL

I later began to sketch a variety of business problems that I had encountered with various teams, and the drawings made so much sense – I began to blend my drawings into every aspect of my business life with amazing results.

I used COTA to prioritize individual, team, and enterprise projects. I worked with product development teams to fine-tune and align corporate output with client needs. I prioritized meeting agendas by Client, Output, Team, and Admin issues. I developed methods of measuring client satisfaction by developing surveys based on the COTA categories. I set up our team shared drive using the same folders. I

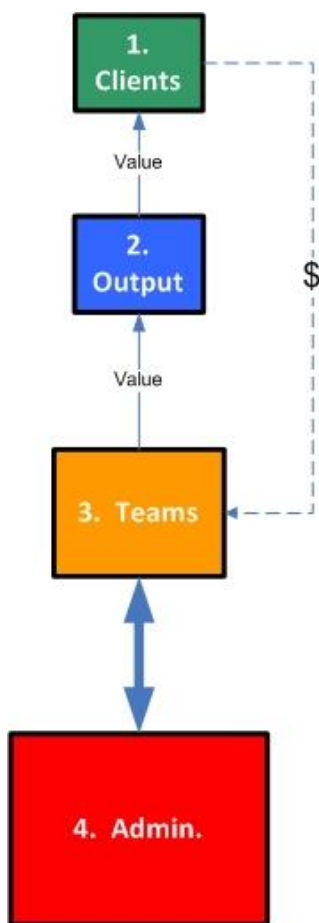
developed my own secret business plan structured in COTA (Past Global 1000 companies that had employed me attempted to use a complex business planning template that was confusing to just about everyone.) I even, color coded client meetings in green on my calendar – Output meetings in blue – etc.

This visualization was incredibly useful in launching my current company – getcontrol.net, Inc.

Suddenly, I was focused on projects that really mattered. I was incredibly organized thanks to COTA, and every time our team’s focus wavered I was able to construct a COTA chart that communicated the problem in a way that everyone could understand. Since we were using COTA to organize our documents the model was reinforced every day.

Here are a number of other sketches that I created to symbolize real world problems encountered on the job.

ADMINISTRATIVE BURDEN SHIFTS FOCUS AWAY FROM CLIENTS



At one point, our administrative burden began to grow. Vague complaints about “busy work” crystallized in my mind. This led us to draw a COTA diagram that showed the Admin box much larger than the other boxes, to represent how much time we were spending on Admin tasks.

When the red Admin box gets too big, we begin to lose clients. So at that point, aggressively attacking inefficient admin processes is worth the investment because it returns time, revenue, and peace of mind. Many organizations sweep these administration problems under the rug. But when you graphically see them attached to sales, it all becomes clear. Action must be taken.

Solution: I helped my team do something we never would have dreamed of doing. We took a full day to review every annoying admin process and sure enough, we uncovered some tips and tricks that allowed us to automate a number of time consuming tasks – resulting in a big boost in productivity.

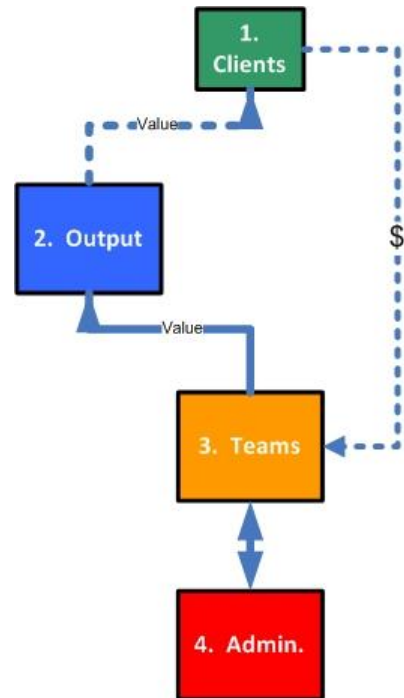
MISALIGNED OUTPUT SHRINKS CLIENT MARKET SHARE

As we launched a new product, we slowly realized that it didn't quite meet our client's needs. One day we drew the diagram on the right and began a discussion.

Seeing the dotted lines representing reduced sales and revenue flowing from the client gave us a way to poke at different solutions.

- **A client survey.** What don't clients like about this new product?
- **A review of competitor's Output.** Is there a feature we overlooked?
- **A discussion about our team's ability to sell the new product.** Are they incentivized and educated properly?
- **Administrative issues that were getting in the way.** Is information easy to find on a busy day?

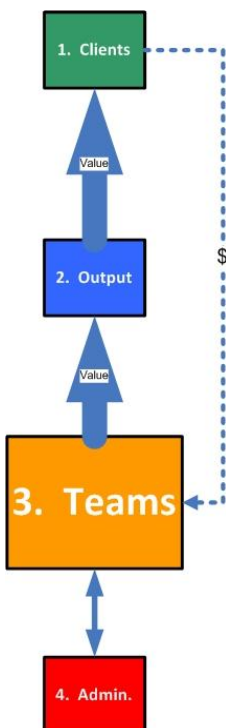
The structure of COTA and the universal visual it supplied gave us a way of thinking about business that shaved weeks off our response time. We were all on the same page looking at a model we all understood.



TEAM GROWS TOO BIG, RESULTING IN CLIENT DISTANCING ITSELF

Another problem that confronted our team was a particularly interesting one. As we increased the number of sales and support people, many of our clients backed away from us. When we asked them what was wrong they said that they liked our support teams. *We were puzzled.*

So, what was happening? Why was an increase in sales support resulting in a decrease in client satisfaction? As we probed the COTA model for answers we began to realize that we were pumping more information at our clients through more people than ever before. We sketched the chart that you see on the left. It revealed the solution to all of us once the sketch was done. I pointed at the bold lines symbolizing several new product launches, a new email campaign, and more people than ever "checking in" with each client.



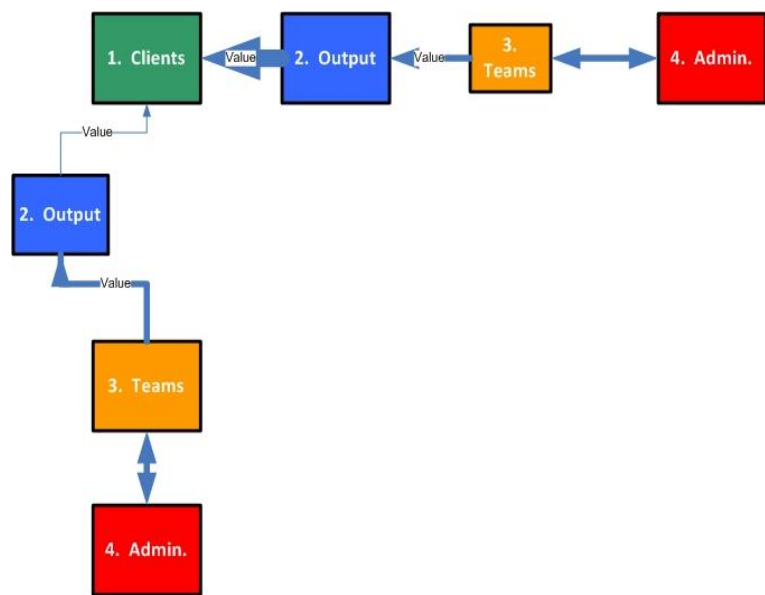
Working with us was like drinking from a fire hose. While our competitors were targeting their message to key, high growth products, we were pushing every client relationship to the limit and beyond.

Solution: We immediately began to space out all of our client communications and launches. The result was our client scores rebounded and sales began to rise. We never again launched two major products in a single quarter. We coached our people to be brief with clients and remind them that we understood how valuable their time was.

COMPETITION PROVIDES MORE ALIGNED SOLUTION WITH SMALLER TEAM

At one point we discovered that a new competitor was making inroads to our business. We quickly reacted with a research campaign and found out that they were selling more with a smaller team because they were leveraging virtual meetings compared to our traditional live meetings.

Although our product was better, the client felt it was misaligned because we pushed hard for live interaction (who can blame us!) but that increasingly wasn't what many clients desired. The big revelation for me was that the way you deliver your Output *is* your Output in the client's eyes.



Solution: Once we began our shift to virtual presentations we were able to sell to even more people more effectively than our competition. The COTA Model again worked well to diagnose and treat our patient – the **Team**.

The healthy COTA model places the team's actual clients on a kind of pedestal. They are first in the hierarchy and the team must be obsessed with two things: 1) Understanding the clients' needs, and 2) Developing Output (products or services) that meet those clients' needs.

ASSIGNMENT: PUT COTA TO WORK FOR YOU

Enough about me -- *let's talk about you*. Carefully consider the world in which you operate. First, think of your professional life and consider your teams.

STEP 1: Using the worksheet on the next page, draw a blueprint of the various COTA categories that are described by the graphic on the left. Think deeply about the flow of value from your team to your team's clients. Your COTA chart must reflect the real world situation for your team.

- Think of ways that you can graphically represent a problem or issue facing the delivery of Output to Clients. Can you make one box bigger or smaller, or make it funny shaped? Can the lines be bent or super thick to represent a challenge?
- Be creative. You are part of a small group of COTA pioneers spreading around the world. Have fun with this new way to view your world.
- Everything is not fine. Don't tell me that everything is running smoothly. From years of experience I can tell you that the COTA model can never be perfect. Things change and break down – new people come on board and dynamics change. There is no perfect COTA machine out there – which is why having a tool that quickly shows everyone the problem is so valuable. So start your sketching now.

STEP 2: Once you've graphically reflected the problems, spend some time brainstorming how these problems could be solved. For example:

- Can you create some kind of survey to ask your clients what they like and don't like about your service?
- Can a confusing form be redesigned to make it easier for clients to work with your team?
- Can a log be kept of a certain kind of error that really gums up the works for your team?
- Can you ask your team and clients what they find frustrating – and then address those issues?
- Can you privately develop and test a better way for a process run?

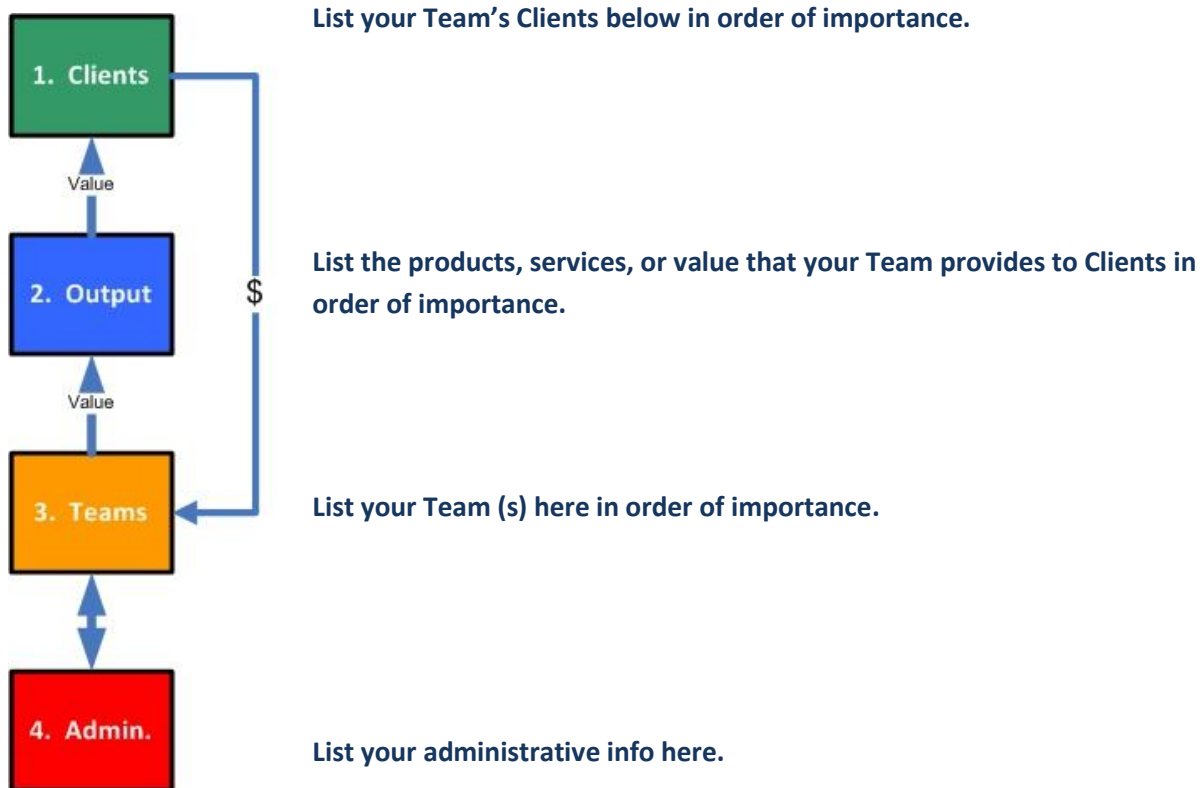
TIP: HOW TO ADDRESS THE ISSUES WITH LEADERS

Once you've sketched the problem and developed a solution that will solve the issue, make a nice "before and after" flow chart. Take a leader aside and explain what needs to be done. (Please remember, you can't train groups of people on COTA without our permission but you can use it individually with your boss to get more done.) Explain how you've been focusing on Client needs. Show how the current Output could be tweaked to better align with those needs. Demonstrate that the current system is just a little out of balance and that your idea could help improve client relationships, sales, or satisfaction.

Now, every leader won't immediately hug and kiss you, take you out for a banana sundae, and award you a big promotion. But I do believe that most leaders will see the value in what you are proposing. As a leader, the difference between someone who endures a problem in our COTA model and a person who diagnoses and treats that problem is huge. The key is to keep your ears open and make sure that your solution has real world validity.

COTA Worksheet

Complete your own COTA model now. What key areas are out of balance? How can you help your team to improve them? How can you enhance the flow of value to and back from clients?



PAO: A WAY TO EXAMINE YOUR PERSONAL LIFE



At the same time as I was having one business revelation after another, I was exploring my personal life through the PAO folders I had created. With the birth of my three children life was changing. I also saw how difficult it was for my parents and their friends to organize a lifetime of information in a productive way. I began to think of my photo archive of mostly family moments as part of my People folder. These were my most precious memories and I was reminded over and again that life's greatest joy was the people around me.

I created folders for the people that mattered most in my life and filled those folders with touching emails and other important symbols of the love we shared. For example, my father wrote me a touching email indicating how proud he was that I was so close to my kids and that my book had reached a major best-seller list. I cried when I read it. I saved that email under "5. PAO People/Family/Dad Song". Seeing a collection of such emails is one of my driving goals. I want to fill up my PAO system with evidence of life well lived. Hopefully, that evidence will be part of my legacy

when I'm gone.

I also looked carefully at my Activities folder. What was in there? What was missing? I prioritized the sub-folders based on my aspirations. I wanted to be less stressed and more focused on my family. I wanted to learn more about science – that was an activity that interested me. I also wanted to explore my own spirituality in greater depth. Most of all, I wanted to be a better Dad. As a Dad, I had quite a few deficiencies. My only sport is biking and I'm terrible at fixing things around the house. I knew that my son could benefit from learning about camping, power tools, hiking, etc. I wanted to do a better job at helping him. Staring at my PAO folders for awhile, the answer came to me. What I really need here is Cub Scout folder. A friend had recently mentioned that he was in the scouts with his son. I created the folder and numbered it "1. Cub Scouts" so that it would sort to the top of my activities list. We joined the Scouts and the rest is history. Today we are avid Scouters as you can see from the picture of Evan right here.



AN EXAMPLE OF HOW THE PAO SYSTEM HELPED ME ORGANIZE MY HOUSE

Here is an odd story. Our garage was filled with tons of stuff. From rakes to basketballs and everything in between. We could never quite get the balance right until we decided to break it down based on making half the garage for Activities and the other half for Organization and Admin. meant automotive, cleansers, lawn and garden care equipment and supplies.

For us, landscaping was more about Organization and Administration, but we understand that for other people it could be a sought-after Activity. PAO like COTA is totally flexible. Soon we had all of our sports stuff and bikes on one side of the garage and our rakes, tools, and lawn equipment on the other. This PAO *sort* really helps us every day to keep that garage neat!

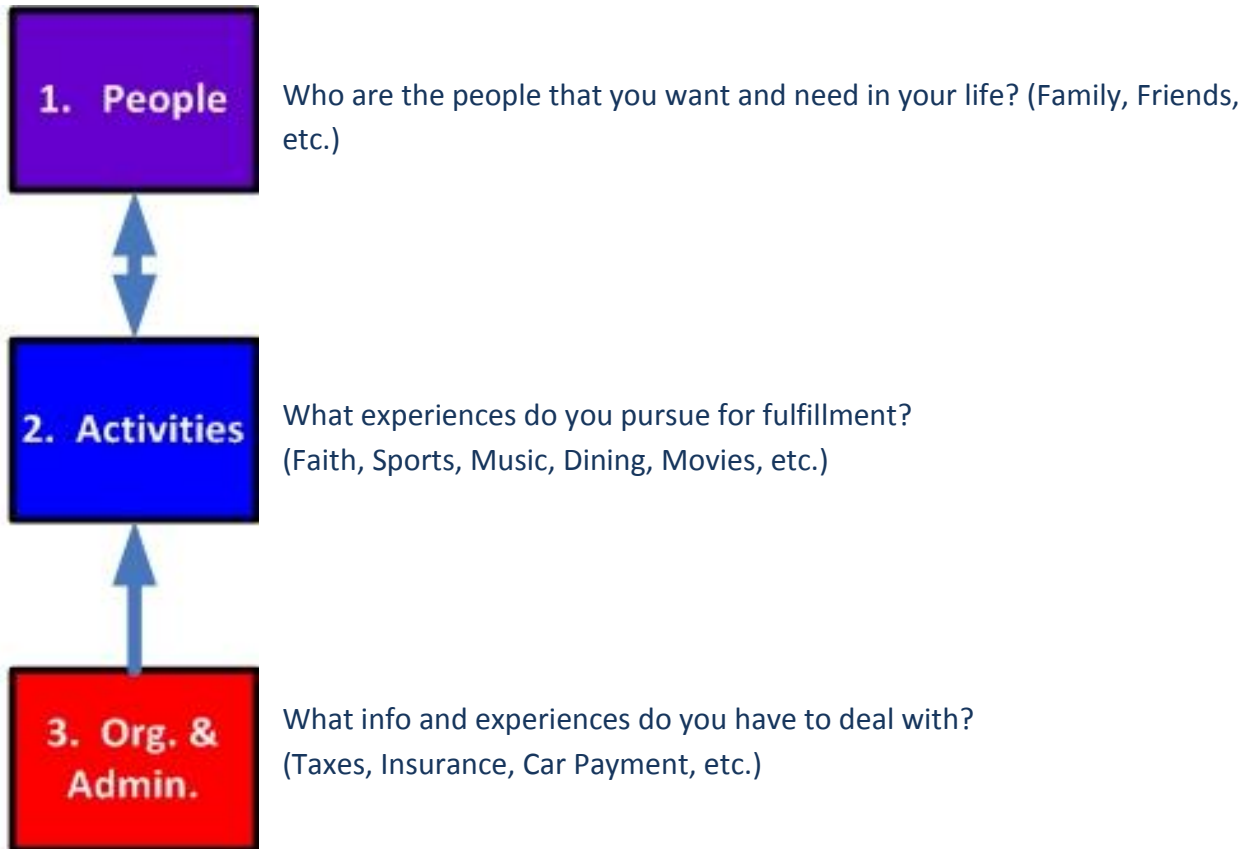
ASSIGNMENT: THE POWER OF PAO

Your next assignment is to sketch the PAO model of your life below. Under People, create spaces for the people who are in your life and who you'd like to have in your life. Empty folders speak very loudly in the COTA PAO model. Under Activities, think deeply about the Activities and experiences that you have now and want to have in the coming years. Do you want to travel more? Then put that travel folder front and center and number it 1. Travel. Numbers lift folders to the top of a digital folder string. Do you want to spend more time pursuing your spiritual well-being or meditating? Then make sure you put your faith at the top of the list. Do you want to find some activity that you can do with that relative who constantly argues about politics or money with you? Create an activity called "Harmony" and work hard on defining what that would be.

Are you a mess at home? Then work hard at the Organizing and Admin category. Create fields for Finances, Taxes, House Bills, etc.

YOUR PAO MODEL

Sketch out the PAO System that you aspire to create. What is out of balance? What are the trends?
What do you need to do to create a better personal life?



BALANCING COTA AND PAO

The final assignment that I have for you is to think carefully about the balance of COTA and PAO elements in your life. Does your COTA experience overpower your PAO experience? Do personal “PAO” arguments impinge on your COTA effectiveness? Has technology blurred the lines between COTA and PAO? How much energy do you want to put into each side of your life?

Flash forward to your final days on the planet. In the span of a lifetime, you will have only collected two kinds of information: Professional and Personal. COTA and PAO. What balance do you want to have in the end? What balance is realistic and feasible? What’s in those folders on your last day on the planet? Can you easily transfer them to your children or spouse? Are you leaving behind a chaotic mess or a testament to a life well lived?

FINAL THOUGHTS

There are many secrets to success. I have tried to share with you the single most powerful and unusual tool that I have been privileged to co-develop. Building and optimizing the COTA PAO model changed my life. It gave me a perpetual dashboard, a never-ending view of the forest vs. the trees. It's my secret and now, it's yours as well.

I understand that the COTA PAO categories are not new. What *is* new is that for once, the value that flows through our lives has been summarized in an easy-to-use, universal, seven folder models that almost anyone can adopt and use. It is designed for the era of collaboration around digital information into which we are barreling towards. An era in which information overload, massive interruptions, and misinformation will force us all to work and live differently.

One final bit of insight that helped me tremendously: COTA PAO shows us the interrelationship between all – and I mean -- of the things we encounter. In so doing, it makes us all infinitely more useful at work and home. In the end, I am convinced that I could never co-author a hit book and training series or have such a rewarding home life without the COTA PAO system.

HOMEWORK ASSIGNMENT

If you are feeling skeptical about COTA PAO try this exercise. Go to a restaurant and sit down. Look around you. Can you see COTA in motion? Every single thing in that restaurant can be related to COTA. The staff is the team. The table is the Output of a table company. The salt shaker, the bill, the structure itself, the land the restaurant is sitting on, the cloths your wearing, the ring on the finger of another customer – all of these things are Output. What different Team's aligned to produce this Output? Even the air is the combined Output of the air conditioning company and the EPA. The thoughts in your head, the view out the window...Every scrap of everything falls into a COTA PAO category. Oh yes, and you. You are the Client of the restaurant and the waiters and waitresses, owner and kitchen staff are the Team. Will you come back if the Output fails to satisfy you?

THE BROADER VISION OF COTA PAO

Imagine a world in which every person on the planet could use COTA PAO to organize, order, and plan their lives. Imagine fledgling companies in nascent democracies having a simple system to teach them how to thrill their clients. Imagine your company doubling client satisfaction. Imagine all the ideas that are lost – and tragedies that occur because the data is lost or misplaced. Imagine all of the criminals who could be caught if we could keep better track of our information. Imagine all of the cures that could be discovered through better tracking of the musings, ideas, and data that is poorly stored by brilliant scientists?

I can see that world as clear as day. Join me in a global quest to make that shining COTA PAO vision a reality.

If you are struggling with any element of this model, or would like some guidance on putting it to work in your life, please email your questions to me at ms@getcontrol.net. I strongly recommend that you attend the Get Control of Info webinar which can be found here: <http://www.getcontrol.net/eweb.htm>

If I can help you succeed in any way, I will.

GET CONTROL! SEMINARS®: A SIMPLE TRAINING PLAN

Over the past six years, our Get Control! Seminars® productivity training seminar has helped millions of professionals and thousands of organizations become more productive, competitive, and successful. Get Control! Seminars address all four productivity pain points while focusing on the core activities (email, meetings, information management) that consume most of the business day.

As pioneers in addressing OMDI (Overload, Miscommunication, Disorder, Isolation – the four productivity pain points of the information overload era), we are uniquely qualified to help organizations assess the impact of this productivity drain. Our consulting services can benchmark the impact of OMDI, produce a scorecard for your enterprise, and offer prescriptive advice on how to mitigate its effect. Our TCO/ROI model can demonstrate in hard dollars how much OMDI is costing your business and the benefits of implementing Get Control! Seminars.

WHY IT WORKS

Get Control! training outperforms competitor and home grown programs for the following reasons:

1. It's simple and effective: We've road tested and refined these programs with our clients, who are among the best and brightest organizations in the world. Visit our website www.getcontrol.net to review Capital One and Novartis case studies.
2. Less is more: Our approach to training is to provide short, informative programs that consume no more than half a day. We find that the less we say, the more our participants remember.
3. Clear standards: Each program introduces a small number of high-impact best practices that will become standards at your organization. Once goals and guidelines are clear, everyone can adjust their behavior and leaders can help people get more done.
4. Info-Coaching™: We have developed a powerful info-coaching model that shatters the inhibiting impact of knowledge worker isolation. Despite all of our productivity tools – knowledge workers rarely share their productivity insights. Info-Coaching is the act of sharing workflow best practices with colleagues. Info-Coaches strive to achieve Get Control! Seminars: The excellent and productive use of information and technology tools.
5. Results are measurable and long-lasting: Every program has clearly defined, measurable objectives that can be sustained for years to come.

Please take a moment to visit our website (www.getcontrol.net) to review our client list as well as our training and consulting services. You can lead your organization to prosperity and success by eliminating the four pain points that are blocking your success. Become an economic catalyst to bring real change to i-worker productivity.

Contact us today at info@improvegroup.net and get control!

