

# 'Eat that Frog' and have a nice day

By MICHELLE HAMMOND

DEVELOPMENT expert Mark Garbelotto offered some unusual advice to Pilbara small businesses recently – eat that frog.

Used as a metaphor for tackling the most challenging part of one's day, Eat that Frog training seminars are designed to enable people to double their productivity, performance and output.

Attendants are encouraged to view each day's most dreaded task as a live frog – one that should be eaten immediately rather than avoided.

According to Mr Garbelotto, the ability to "eat that frog" will enable people to capitalise their time and energy by prioritising their tasks.

"If the first thing you do each morning is eat a live frog, you'll have the satisfaction of knowing that it's probably the worst thing you'll do all day. Everything else will be easier from that point on," Mr Garbelotto said.

The concept came from internationally-acclaimed Canadian author Brian Tracey, whose theories cover business, psychology, sales management, economics, history, philosophy and metaphysics.

Mr Tracey has written 47 books, including Eat That Frog, and created 350 audio DVD learning programs, circulated throughout the world.

An advocate of Tracey's work, Mr Garbelotto is an accredited



Small Business Centre staff Chris Lucas and Denise Bevins with Brian Tracey trainer Mark Garbelotto.

licensed provider of the Brian Tracey International training programs in Australia, and was invited to address a Port Hedland audience by Small Business Centre manager Chris Lucas.

Ms Lucas said it was important for Pilbara people to receive this kind of training given the hectic, multitasking lifestyle many of

them lived.

"People in the Pilbara are all trying to do several things at once. Port Hedland in particular is a small business community and, because a lot of those businesses are quite time-poor, people have to fill many roles," Ms Lucas said.

Mr Garbelotto said the seminar focused on three things – "the

what, why and how of life."

"The 'what' refers to business, career, money and finance. The 'why' refers to family, health, fitness and relationships. The 'how' refers to personal and professional development. You need to examine the 'how' to maximise the 'what' and thus invest in the 'why,'" Mr Garbelotto said.

Attended by 20 Hedland businessmen and women, the one-day workshop was group based with an individual focus, with each participant required to answer a rigorous set of questions, implement goal-setting principles and formulate a life plan. Ms Lucas said nobody left without something to action straight away.