

JANUARY BUSINESS & NETWORKING EVENT

Becoming a Key Person of Influence

Get a great start to a successful new year by joining other members at the January business and networking event on Wednesday, January 15th at 6:30 pm at 5300 W. Cypress St, Tampa, FL 33607. This month's topic, Becoming a Key Person of Influence is presented by Dr. Topher Morrison.

In every industry there are 'Key People of Influence': Their names come up in **conversation** ... for all the right reasons, They **attract** opportunities ... the right sort, They **earn** more money ... and it isn't a struggle. Key People enjoy a special status in their chosen field because they are well-connected, well-known, well-regarded and highly-valued. They get invited to be a part of the best teams and projects and they can often write their own terms. Many people wait around thinking it takes years to become a Key Person in their field; however, relying on time in the industry alone is too much of a risky strategy. Getting into the inner circle of your industry involves a different approach. This presentation covers a very specific "5-Step Sequence" to fast-tracking your way into the inner circle of your industry and becoming a Key Person of Influence...fast. The reality is that the greatest entrepreneurs on earth spend most of their time positioning themselves as the most important person in their industry. Think of Branson, Soros, Buffett, and Jobs; they all do their best to be known as the Key Person in their industries.



Unimportant people don't need systems because they don't win the business, they don't attract the team and they don't hear about the big-break opportunities. Your main job as an entrepreneur is to become a Key Person of Influence and maintain it. Join us and learn more.

Topher Morrison is the Managing Director of Key Person of Influence - USA, a growth accelerator firm that has worked with over 1,000 companies, globally, to help them dominate their market share. He is featured in the award-winning documentaries "The Compass" and "Riches," and his first book Stop Chasing Perfection & Settle for Excellence has been hailed as The self-help book for people who are sick of self-help books.

His extensive speaking schedule, spanning over the past 25 years, has taken him throughout the US, UK, Australia, and Singapore and has earned him a global reputation as an expert in mass-communications and influence. Topher has spoken for top execs with American Express, Microsoft & Google, just to name a few. This is a free event. Dinner will be served.

HAPPY NEW YEAR!
FROM THE
INDO-US CHAMBER OF COMMERCE

IN FOND MEMORY, NAMRATA AMIN



On December 15th 2013, the Indo-US Chamber of Commerce lost a beloved committee member, a great friend and inspiration, Namrata Amin. She was an active member of the executive committee since 2008. Her dedication and positive energy has inspired others and made all the projects she was involved in a great success. Namrata was actively involved in various community organizations, where she was committed to making a difference through her continued service to the community. Her contribution to this chamber, the community will not only leave a lasting impression but a quiet and sincere energy that will continue to resonate. We will miss you Namrata, but you will not be forgotten.

Started or starting a new Business?



Are you planning to start a new business or have you started one recently? Small businesses are still the engine of the U.S. economy, and entrepreneurs still constitute the vast majority of employers. Entrepreneurs often come up with great ideas but may not have a handle on all aspects of a business. This is where attending a networking event and actively interacting with other like-minded people gives you the extra advantage. Indo-US chamber events and the relationships built there provides access to entrepreneurs, seasoned and successful business people, and an open forum for you to discuss your ideas, expand on them and to collaborate. Chamber provides you with opportunities to network with people in different fields and with different areas of expertise that one you should take advantage of. Sharing best practices and successful strategies are just part of the conversation at an event. The events are free and so is the membership. We urge you to come out and be a part of it. Together, the future is ours.

YOUR MIND IS WHAT REALLY MATTERS



By Harvey Mackay

Golfing great Arnold Palmer said: "My father always said to me, 'Remember, whatever game you play, 90 percent of success is from the shoulders up.'"

Palmer has never flaunted his success as a golfer or businessman. When I visited him a couple years ago in

Latrobe, Pa., I learned that although he has won hundreds of trophies and awards, the only trophy in his office is a battered little cup that he got for his first professional win at the Canadian Open in 1955. There is also a framed plaque on the wall, which explains why he has been successful on and off the golf course. It reads:

*If you think you are beaten, you are.
If you think you dare not, you don't.
If you'd like to win but think you can't,
It's almost certain you won't.
Life's battles don't always go
To the stronger or faster man,
But sooner or later, the man who wins
Is the man who thinks he can.*

I later discovered that this was part of a longer poem written by C.W. Longenecker. It's all about mind over matter – mental toughness.

We often hear the term mental toughness from athletes, coaches and sports commentators, but it translates to all aspects of life, especially business. Mental toughness is persevering through difficult circumstances. It is conditioning your mind to think confidently and being able to overcome frustration.

Athletes must be in tip-top physical shape, but if they don't prepare themselves just as much mentally, they will never become champions.

Serena Williams, like other top tennis players, uses her mental strength to succeed. She uses power thoughts during her matches and reviews them on changeovers, which helps her focus and get her game back on track if necessary. Her power thoughts include: "My good thoughts are powerful." "My only negative thoughts are weak." "Hang on to the thought of what you want. Make it absolutely clear." "You are #1." "You are the best." "You will win."

Dr. Jim Loehr of the Human Performance Institute defined mental toughness in his book "The New

Toughness Training for Sports" as "The ability to consistently perform towards the upper range of your talent and skill regardless of competitive circumstances." He went on to add, "Mental toughness is all about improving your mind so that it's always on your side; not sometimes helping you nor working against you as we all know it's quite capable of doing."

Mental toughness is like a muscle. It needs to be exercised to grow and develop. You must get out of your comfort zone by taking on new tasks. As your comfort zone expands, seek out other duties to test your determination. You will soon discover that there is almost nothing you can't do if you put your mind to it. Truly, it's mind over matter.

Dr. David Yukelson from Penn State University lists the key characteristics associated with mentally tough elite athletes as:

- **Self-Belief** – Having an unshakable belief in one's ability to achieve competition goals.
- **Motivation** – Having an insatiable desire and internalized motivation to succeed.
- **Focus** – Remain fully focused on the task at hand in the face of distractions.
- **Composure/handling pressure** – Ability to regain psychological control and to thrive on pressure.

But in my opinion, those characteristics translate seamlessly for business people in every discipline. If your mind isn't prepared to take on the challenges



that constantly arise in business, you are doomed to fail. It's that simple.

Three cowboys had been riding the range in New Mexico since dawn. Busy with the herd of cattle they were tending, there had been no time to stop and eat. As the day wore on, two of the cowboys started talking about how hungry they were and about the huge meal they were going to eat after the day's work was done. All they talked about was food. Finally, they asked the third cowboy if he was hungry. He just shrugged his shoulders and said, "No."

At sundown, the three cowboys rode into town and ordered the biggest steak dinners at the local restaurant. The three of them ate every last morsel. One of the trio reminded the third cowboy that less than an hour earlier he had told them he was not hungry.

"Not wise to be hungry then," he replied. "No food."

Mackay's Moral: Life is ten percent how you make it and ninety percent how you take it.

Save the Date for the
INDO US CHAMBER OF COMMERCE'S
12 ANNUAL GOLF TOURNAMENT
on Friday March 7, 2014.

Stay tuned for details.

ON THE MOVE ...

Each month, the Indo-US Chamber highlights members making strides in their professional lives. To be featured in this section, please attend our monthly networking meetings or email submissions directly to onthemove@indo-us.org.



Upcoming Indo-US Chamber Event: Business & Networking Event: Becoming a Key Person of Influence

Date: Wednesday, January 15, 2014

Time: 6:30 PM – 8:30 PM

Location: Homeowner's Choice Building Ballroom, 5300 W. Cypress St, Tampa FL 33607

This is a FREE event. Dinner will be served. No RSVP required.

INDO-US CHAMBER MISSION

"To provide an active forum in which Asian American professionals and business owners, through an exchange of ideas, with a unified voice, can communicate, interact, and secure a position within the business industry and become a source of inspiration by promoting professionalism and excellence through education and community involvement."

INDO-US CHAMBER OF COMMERCE EXECUTIVE COMMITTEE

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"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma – which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary." - Steve Jobs

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