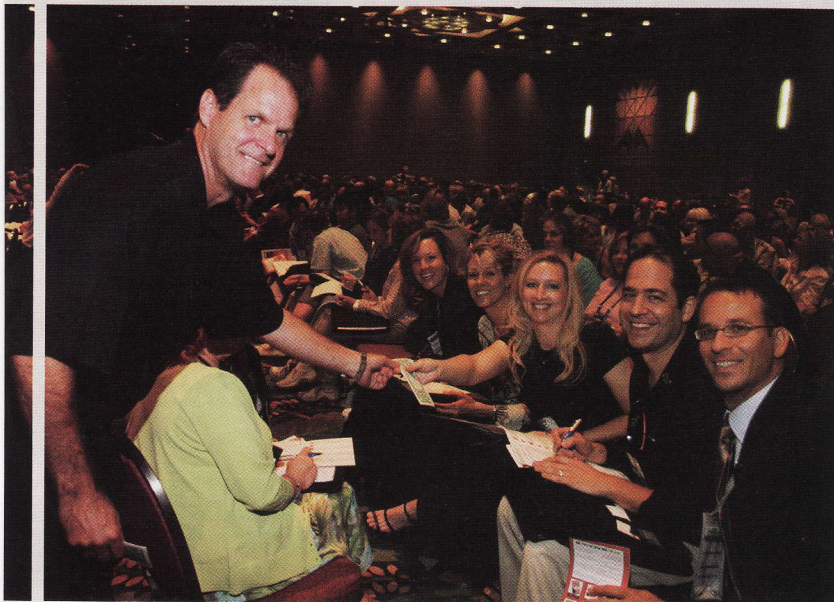


## Music To Our Ears

Sound advice for troubling times

WORDS PAUL SALFEN



**VISIONARY** | For almost 25 years, Tony Jeary has worked with top executives at the most successful companies in the world—including the heads of Walmart, Ford, American Airlines, New York Life, Shell and Texaco—and has made a fortune helping other people make a fortune, specifically helping them focus on their goals. As a coach to the world's top CEOs, Jeary is not only an in-demand speaker, but he's the author of more than three dozen books and is currently promoting his new one, called "Strategic Acceleration," which breaks down his methodology in three parts: clarity, focus and execution. Jeary sat down with *ENVY* to reveal his most effective strategies.

**ENVY: The biggest concern right now for a lot of people is the economy. In your opinion, what can companies do better during these trying times?**

Tony Jeary: You have to get really clear on what you want to accomplish in your organization in this economy. Life is fast. Not only in an uncertain economy, but with technology today, there are a lot of distractions and not enough room for error, so you really get left behind more than ever. The biggest issue is that when people don't have clarity at the top, they don't cascade it down to where there's a clear view of the people that are operating the organization, whether it's 20 people, 200 people or 20,000 people.

**Do you have a good local success story to share?**

Yes, I work with Tommy Gonzales, the city manager for the city of Irving. He came into my world last year. We showed him the strategic acceleration methodology, and he said, "Wow. Please bring that into our organization; we are all about operational excellence." So he signs me up on a multi-year deal to help his people get clearer and better and help them really communicate. It's incredible to see my methodology taken to a city and help it run better than a corporation. These guys are committed to being the best. I'm fortunate to get unique situations like this every day, and welcome more.

**What do you do personally to make yourself more efficient?**

Most of the time, I'm up at 4:30 or 5 a.m., and one of the things we do is we make lists, so we're really clear on that day of what we need to execute. As tactical as it seems, it ties to the company's goals and our clients' objectives. It's extremely valuable to do it.

**You've found yourself scaling back in some sense, though, correct?**

I set up an office in China in the '90s and I had an office in Detroit, in LA and in Dallas, and I was noticing that I was traveling more than 20 days a month making millions of dollars

and helping lots of people, but I wasn't as congruent with my family traveling so much, so I said, 'Could I change my business model to have more alignment, less travel?' Because if I'm going to preach out to the world that you should really have what you want personally in life as well as professionally, then I needed to live it myself.

**For more information on engaging Tony Jeary and to purchase his new book, "Strategic Acceleration," check out [tonyjeary.com](http://tonyjeary.com).**

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