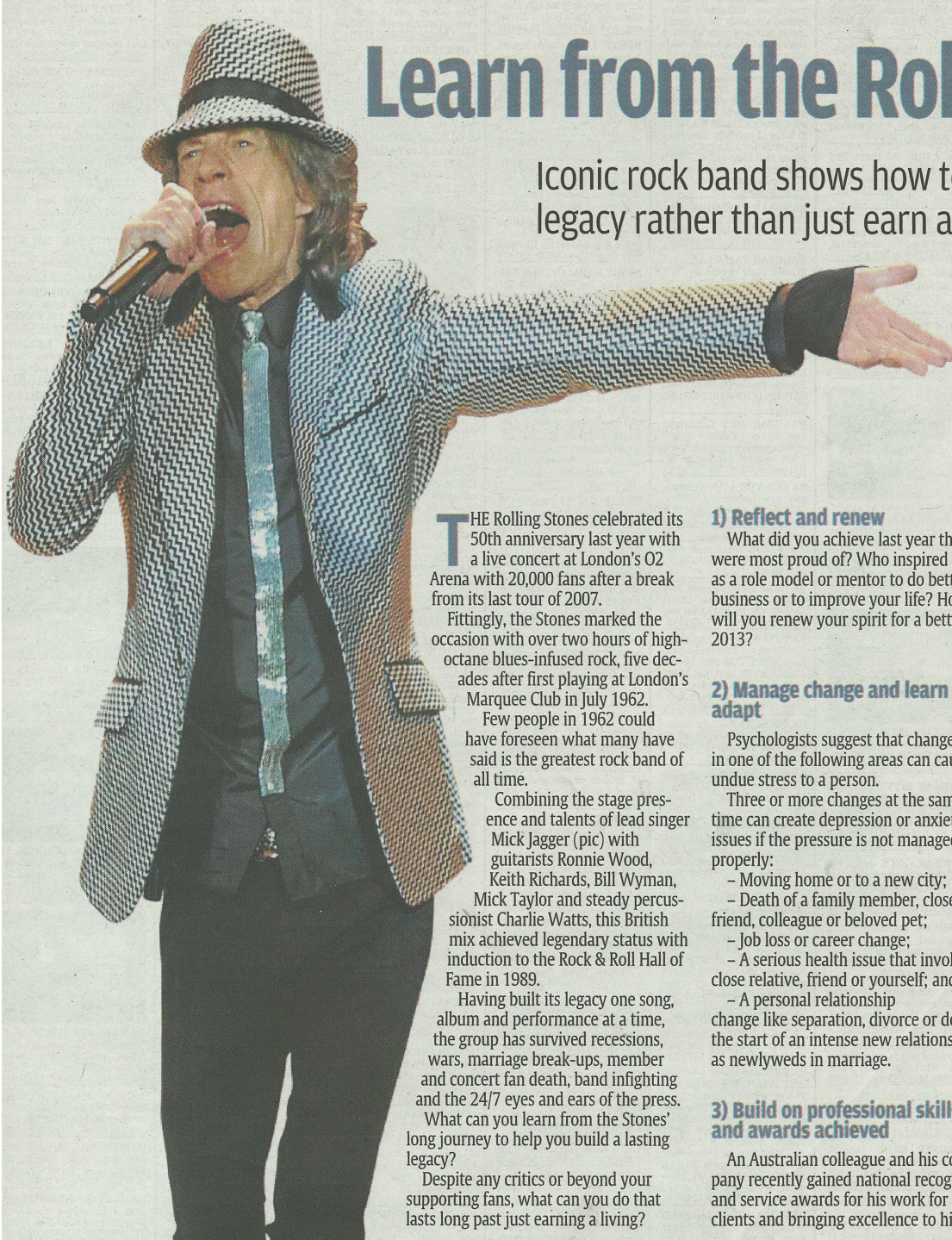


CORPORATED MANAGEMENT / HUMAN RESOURCES

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Learn from the Rolling Stones

Iconic rock band shows how to build a lasting legacy rather than just earn a living

THE Rolling Stones celebrated its 50th anniversary last year with a live concert at London's O2 Arena with 20,000 fans after a break from its last tour of 2007.

Fittingly, the Stones marked the occasion with over two hours of high-octane blues-infused rock, five decades after first playing at London's Marquee Club in July 1962.

Few people in 1962 could have foreseen what many have said is the greatest rock band of all time.

Combining the stage presence and talents of lead singer Mick Jagger (pic) with guitarists Ronnie Wood, Keith Richards, Bill Wyman, Mick Taylor and steady percussionist Charlie Watts, this British mix achieved legendary status with induction to the Rock & Roll Hall of Fame in 1989.

Having built its legacy one song, album and performance at a time, the group has survived recessions, wars, marriage break-ups, member and concert fan death, band infighting and the 24/7 eyes and ears of the press. What can you learn from the Stones' long journey to help you build a lasting legacy?

Despite any critics or beyond your supporting fans, what can you do that lasts long past just earning a living?

1) Reflect and renew

What did you achieve last year that you were most proud of? Who inspired you as a role model or mentor to do better in business or to improve your life? How will you renew your spirit for a better 2013?

2) Manage change and learn to adapt

Psychologists suggest that change in one of the following areas can cause undue stress to a person.

Three or more changes at the same time can create depression or anxiety issues if the pressure is not managed properly:

- Moving home or to a new city;
- Death of a family member, close friend, colleague or beloved pet;
- Job loss or career change;
- A serious health issue that involves a close relative, friend or yourself; and
- A personal relationship change like separation, divorce or death, the start of an intense new relationship or as newlyweds in marriage.

3) Build on professional skills and awards achieved

An Australian colleague and his company recently gained national recognition and service awards for his work for clients and bringing excellence to his

industry. This has brought in an abundance of new clients to the firm.

4) Limit requests for your time

The constant yet limited resource at our discretion is time. Factually, if we take 24 hours in a day and multiply that by 365 days and nights, we have 8,760 hours to invest.

One per cent of that is about 88 hours or two 40-hour work weeks for most people. Be wise in giving away or in using your most valuable asset because you can make more money but it is difficult to create more time.

5) Balance health, spouse, family, friends and work

Consider outsourcing more items on your "To Do" list to leverage the time you have and find more joy with people and commitments that truly matter.

6) Think about what you want to be proud of when 2013 ends

Start with the end in mind and work backwards. Having a clear picture of what you want to achieve will help you focus. - Singapore Straits Times / Asia News Network

■ Article by Rob Salisbury, a corporate trainer.