

Advertisement

Advertisement

[dailyrecord.com](#) [Weather](#) [Jobs](#) [Cars](#) [Real Estate](#) [Apartments](#) [Shopping](#) [Classifieds](#) [Dating](#) [Calendar](#)

Customer Service: [Subscribe Now](#) | [Pay Bill](#) | [Place an Ad](#) | [Contact Us](#)

Go

59°F  
Partly Sunny  
Forecast »

Past week: S | M | T | W | T | F | S

Advertisement

[Subscribe to our Daily Report newsletter](#) | [E-mail this page](#) | [Print this page](#)

**Order 7 Day Delivery  
Get a Free Gift  
Subscribe Now**

[Home](#) > [Business](#)

09/23/06 - Posted from the Daily Record newsroom

# Author: Take time for a personal life

## TAB founder offers 7 secrets for success in business and at home

**BY EDWARD BOVE  
SPECIAL TO THE DAILY RECORD**

| [Read Comments](#)

**DISCUSSTHIS** [Post Comment](#)

**FLORHAM PARK --** Many entrepreneurs get so caught up in running their businesses that they neglect to map out where they are headed on their life's journey and to make sure it is a satisfying trip.

That will change if veteran businessman and author Allen E. Fishman has anything to say about it. And he has plenty to say on the subject.

Addressing about 140 local businesspeople Thursday night, Fishman said he hopes to persuade entrepreneurs "to try to look at your life as a journey and do what's meaningful to you."

He described the highlights of his new book "7 Secrets of Great Entrepreneurial Masters: The GEM Power Formula for Lifelong Success." He refers to "great entrepreneurial masters" as GEMs.

The concepts outlined in the book provide a process for people to strategically run their business and personal lives, said Fishman, who is on a national promotional tour.

"I wanted to create something that would really change the lives of people" he said.

Fishman, who retired to Aspen, Colo., at the age of 45, talked about enabling people inside and outside the business world to identify their strengths and weaknesses, develop long-range plans for fulfillment, break through communication barriers and overcome roadblocks to their success.

Fishman said people's business and personal lives are intertwined and need to be examined as a whole.

He pointed to those who have made a fortune in business but are

Click Image to Zoom (Opens in New Window)



**ED BOVE / SPECIAL TO THE DAILY RECORD**  
Allen Fishman, founder of The Alternative Board, describes the highlights of his new book '7 Secrets of Great Entrepreneurial Masters: The GEM Power Formula for Lifelong Success' during a dinner meeting Thursday at the Park Avenue Club in Florham Park.

Advertisement

- News
- Local
- State
- Nation/World
- Opinion
- Schools
- Blogs
- Forums
- Technology
- Travel
- Columnists
- Business
- Sports
- MorrisLife
- MCTV
- Communities
- Offbeat
- Photos
- Videos
- Weather
- Obituaries
- Lottery Results
- RSS Feeds

- Entertainment [Dining](#)
- Guide
- Event Calendar
- Dating
- Movie listings
- TV listings

- Games [Sudoku](#)
- [Crossword](#)
- [Play4](#)

- Contact Us
- Customer Service
- Newsletters
- Subscribe
- Place an ad
- Advertise with us

**Other Top News:**

[Local News](#)

[State News](#)

[Business](#)

[Sports](#)

[MorrisLife](#)

[Entertainment](#)

miserable because their personal lives were neglected in the process.

He also encouraged people to work in areas they are passionate about. "If there isn't a match between what you do and who you are, there's stress in your life."

Fishman is the CEO of The Alternative Board, which he founded in 1990 to provide peer board and coaching advice for business owners. He said TAB is active in more than 150 cities in three countries.

TAB was one of the major sponsors of the dinner meeting at The Park Avenue Club along with Union Center National Bank, GBW Insurance and others.

"I first met Allen in 1999, and I was struck by the affection that he had for the entrepreneur," said Bob Zelnick of TAB, who served as the evening's emcee. "And a real love for the process and teaching what he's learned and getting people to help each other."

The "seven secrets" Fishman discussed included:

- Personal vision. Create a written statement of your long-range dreams.
- A look in the mirror. Look at your strengths and weaknesses and explore potential opportunities and threats.
- The personal plan. Chart the course that will lead you on the path to your personal and professional dreams.
- Results-driven communications. Various methods by which people can build trusting, two-way communication.
- Negotiating to make it happen. Guidelines and techniques to negotiate to attain your goals.
- Creativity. Too often, people get away from their creative side as they get older, Fishman said. Getting too caught up in day-to-day situations is one cause of this.
- Changing course. Fishman encouraged people to regularly review where they are and not be afraid to change.

"What I'm going to suggest to you is that you look at these things and say to yourself: 'As a totality, are you living the life now that is really bringing you what you want out of life?'" he said. "Or is your business accomplishing what you want it to accomplish? Is it meaningful to you? Start questioning these things."

Audience members, who received copies of Fishman's book courtesy of GBW Insurance, received the author's message warmly.

"The guidelines he established tonight are ones you don't take the time to personally plan in your life," said Bob Kolling of Sussex Rural Electric Cooperative, who is also a member of TAB. "I agree with his vision on how people should move forward."

Fisher, who holds a law degree from St. Louis University, was a business owner before he founded TAB.

He also wrote a nationally syndicated advice column, "Business Insights," and hosted a radio show, "Formula for Success." He has also been a guest

on a number of radio and television shows.

---

Ed Bove is a freelance writer.



This article does not have any comments associated with it

[Add Comment](#)

---

**Partners:** [Jobs: CareerBuilder.com](#) \* [Cars: Cars.com](#) \* [Apartments: Apartments.com](#) \* [Shopping: ShopLocal.com](#)

---

[Gannett Home](#) | [Gannett Foundation](#) | [Gannett Newspapers](#)



---

Copyright ©2006 dailyrecord.com All rights reserved.  
Use of this site indicates your agreement to the [Terms of Service](#)  
(Terms updated October 6, 2005) and our [Privacy Policy](#)