

Vol. 4, No. 34 - July/August 07

Greetings from “Your Strategic Thinking Business Coach” in Lancaster, Pennsylvania. As you probably noticed we combined this newsletter into a July/August issue since we have been spending time planning additional website updating. We believe this is a good opportunity to look back and to look ahead at what has worked and what has not worked so well and adjust our website accordingly to reenergize, rejuvenate and recommit to making our website more effective, efficient and more user-friendly. We are looking forward to unveiling some new features to you this fall.



Click To Articles on Our Web Below.

In This Issue:
[How to Identify and Break The Self-Destructive Habit of Complacency In Your Business](#)

[Ten Top Tips To Achieve Work and Personal Life Balance - From Your Strategic Thinking Business Coach](#)

[An 8-Step Strategic Marketing Approach For New Business From Former Clients](#)

Please be sure to check out “ Your Strategic Thinking Business Coach’s Challenge and Your Strategic Thinking Business Coach’s Recommended Resource” in this newsletter. These are definitely related to one another this month and represent a very critical and strategic part of your business. I really do want to know what you think and am ready to assist.

Please contact Glenn via [email](#) about your business or organization and its challenges and opportunities. Glenn has a great ability to listen and hear. And more importantly, Glenn has a commitment to understand what he has heard! He gains an understanding of what your business and/or personal vision, challenges, opportunities, and goals are and then assists, guides and coaches you in the development of strategically thought out and planned solutions to realizing those visions and goals and the related challenges, issues and opportunities We would appreciate the opportunity to assist you through guidance and facilitation in our professional integrated approach of business coaching, business consulting and strategic thinking and planning.

We have some exceptional and insightful articles for you in this newsletter issue regarding: an 8-step strategic marketing approach; tips on achieving balance in your work and personal life; and how to identify and break a self-destructive habit of being complacent in your business. For additional great information for you and your business, please visit our web site by clicking on the right.

In the next Issue - Look For:

And now on with this issue of our newsletter.

Strategic Thinking For Business Owners For Successful Retirement, According To Your Strategic Thinking Business Coach

“In October of 2005, my financial advisor highly recommended that I talk with Glenn about a potential buyout of the company I was working for. The buyout involved investing a lot of money. Glenn became my business coach and guided me through the due diligence process. Throughout this process, Glenn advised me on the data needed to analyse and determine the company’s worth. We also discussed the pros and cons of the career move, and more importantly he encouraged me to look at my options. In the end, the option of starting my own company proved to be the best choice.

How To Deal With Stress & Its Potential Damage To Your Business,

As a new business owner, Glenn has been my strategic thinking business coach, guiding me through the planning and startup of Advanced Signs and Graphics. Together we outlined all of the steps I needed to take to start a successful business. Glenn continues to coach me through a very exciting first year!"

Nancy Seibert, Owner/President
Advanced Signs and Graphics

According To Your
Strategic Thinking
Business Coach

How To Know You
Are Ready For
Business
Coaching,
According To Your
Strategic Thinking
Business Coach

Glenn's Golden Grains To Grasp

Recommended Reading:

"60 Minute Strategic Plan"

By: John E. Johnson and Anne Marie Smith

ISBN -0-9786452-1-9

Available online at www.amazon.com

The "60 Minute Strategic Plan" authored by John E. Johnson and Anne Marie Smith could be your guide to spending 60 of the most strategic minutes you ever spent in the life of your business. This book presents one of the most innovative planning and problem solving systems I have seen in my professional career of over 35 years. The genius of the system is its simplicity and its characteristic of being user-friendly. The book presents a "universal system" that can be applicable to any business and any issue. This book is an easy read and is a "must read" for CEOs and management teams. If you want a strategic advantage in developing rapid responses to the rapid changes in the world of business, then this is a book for you. John Johnson And Anne Marie Smith have taken a process that is too often viewed as intimidating and made it into a non-intimidating, straight-forward, and easy to understand process that can pay huge dividends for you and your business. Their process certainly passes the KIS (Keep It Simple) test. They deserve a STANDING OVATION for this book.

Words to the Wise for Work:

"In the middle of difficulty lies opportunity."

– Albert Einstein

Your Strategic Thinking Business Coach's Challenge to Commit:

I challenge each of you to commit to look at the status of your retirement planning and to commit to take the necessary actions needed to work on your retirement planning. If you are a business owner, have you developed your exit strategy and/or succession plan? Have you developed a personal and family financial plan? If you have not developed these plans, I would like you to tell me why you have not done so?

Please [send me your responses](#) to my challenge to commit.

NEW! STARTING THIS ISSUE.

Your Strategic Thinking Business Coach's Recommended Resource

"In keeping with my Challenge for this month, I wanted to pass along a recommended resource for your financial planning and retirement planning efforts. I have found and have actually experienced an awesome strategic financial planning tool. I recommend that you visit http://www.livingbalancesheet.net/flash/v2/clients_webhi.htm to learn more about The Living Balance Sheet. Please [contact me](#) for a personal referral to professionals that work with this great tool.

If you would like to have some of your thoughts, comments or web

and more...

sites included in the next issue, let us know by [clicking here](#) and entering your items in the comments section.

Business Coaching

How to Identify and Break The Self-Destructive Habit of Complacency In Your Business

By J. Glenn Ebersole, Jr., Founder & Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

One of my favorite Will Rogers quotes is: “Even if you are on the right track, you will get run over if you just sit there.” And this is so applicable to what I am seeing in too many businesses today. In fact, it has been a major topic of conversation in the coaching of one of my major clients that is very concerned with complacency in their company. Complacency can be absolutely poisonous to businesses chances for success.

Complacency is confirming that you and your business are in a rut and you have decided to stay there. Well, just as Will Rogers warns us about sitting on the right track and getting run over, if your business stays in a rut it too will remain stuck and will get run over too.

Now, let’s look at what happens to us when we are not complacent, but are really in a challenging situation. Think about how your senses are heightened and how you experience a rush of adrenalin that gives you an energy boost. And wouldn’t you agree that it is amazing how efficient and successful we can become when we recognize and act in response to the challenge? So why do we wait for those dire circumstances to kick us out of complacency?

Wherever complacency exists in a business, there will be great resistance to change. We know that certain changes in the human body will trigger the body’s immune system. Well, the same thing happens within businesses and organizations. Only in this case, it is people who resist and try to fight off the change. Resistance can be good if it defends the health of your business, but resistance can do serious damage or may even prove fatal if the resistance is against desperately needed changes in your business.

How can we identify and respond to the deadly and destructive habit of complacency? Complacency is the sense of security and comfort that derives from the belief that the success you have had in the past will continue indefinitely. Complacency loves blindness, inertia and the status quo. This powerfully destructive habit creates a formidable barrier to the successful growth of you and your business. If you or others in your business suffer from this habit, then Your Strategic Thinking Business Coach urges you to try one or more of the following preventions and cures immediately!

1. A clear-eyed, disciplined approach to strategic planning will go a long way in preventing complacency. Develop a clearly defined and focused vision for your business, as well as a mission statement, a list of core values or guiding principles and goals and objectives for your business. Share this with the entire company to motivate everyone to focus on achieving the vision and mission for the company.
2. Complacency is exhibited by continuing to employ under performing individuals because it appears costly to replace them. The business owner and management look at the time to interview new hires, training, the uncertainty of a new individual in the company, and many other costs associated with a new employee. But more important than these costs is the truth that, if an individual in your organization is dragging down the company or significantly impeding its growth, it is never too soon to plan

and facilitate an exit for that individual and therefore thwart complacency in your business.

3. Complacency in your business marketing efforts can also result in serious damage or even have fatal results for your business. Commit to making continual business marketing improvement for your company. Develop a strategic Integrated Marketing Communications (IMC) Plan and use that document to help drive the strategic marketing efforts of your business. This is a powerful and proven tool to keep your marketing efforts focused and on track.
4. Recruit and retain a business coach, a mentor and possibly a peer advisory group. These people will provide encouragement, guidance and motivation for you and your business to grow and to be successful and will help you and your business avoid the destructive habit of complacency.
5. Commit to holding yourself and others accountable. Develop a system of accountability by using performance standards related to the achievement of established goals and objectives. This commitment to being held accountable will prevent complacency.
6. Develop a strategic client relationship management system, which includes a plan for keeping in touch with your clients and customers, your prospects, and your stakeholders. A commitment to listen and respond to your clients and customers will not enable you and others in the company to become complacent.
7. Develop a set of goals and objectives and send a clear message that a "business as usual" or a "maintaining the status quo" attitude will not be supported and will have financial and other consequences. Develop a recognition and reward system also.
8. Good customer service is the lifeblood of any business. Good customer service will help generate customer loyalty and repeat business. With each satisfied customer your business is likely to win many more customers through recommendations. And remember, if you are not taking care of your customers, your competition will. A Customer Satisfaction survey will not only help you identify problem areas, but will also demonstrate to your customers that you care and are proactive in looking for ways to improve the service that you provide to them. Complacency will not occur if you commit to developing and implementing a customer satisfaction survey program and to taking necessary actions to respond to any deficiencies in your customer service.
9. Don't let success lull you into complacency. Continuously search for new ideas. Commit to an attitude of continuous improvement and complacency will not exist nor will it be able to survive.
10. Commit to being a lifelong learner. Obtain more education and seek out new knowledge through reading, taking a teleclass, attending a workshop or seminar or taking a college course. Seeking more education also provides opportunities to be introduced to new people and ideas, which often sparks creativity and prevents complacency.

Your strategic thinking business coach encourages you to fully realize the benefits of business coaching to strategically prevent complacency in your business and your personal life. If you would like to learn more about how a strategic thinking business coach can facilitate and guide you in that endeavor, please contact Glenn Ebersole today through his website at www.businesscoach4u.com or by email Glenn.

Business Help

Ten Top Tips To Achieve Work and Personal Life Balance - From Your Strategic Thinking Business Coach

By J. Glenn Ebersole, Jr., Founder & Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

In today's fast paced, hectic, challenging and sometimes crazy world, it is so easy to be consumed by our work and to neglect -or worse – forget our personal life. As a strategic thinking business coach, this topic is standard fare for my work with clients. Many times, the balance of work and personal life becomes a high priority coachable goal. Your Strategic Thinking Business Coach offers ten top tips, from a personal and a business coaching perspective on how to achieve balance in your work and personal life.

Tip #1: Create a personal vision statement that includes a balance of your work and your personal life.

Tip #2: Commit to and discipline yourself to separate the time of work and play.

If you want to achieve the full benefit of the non-work time, then you must fully concentrate on that effort.

Tip #3: Develop a separate set of goals for your work and your personal life.

Tip #4: Build into each day's schedule a block or blocks of "Do Not Disturb Time" so you can fully concentrate on priority tasks to be completed.

Tip #5: Develop a list of what is most important to you in your work and personal life and review the list often.

Tip #6: Strive to discipline yourself to focus and place full attention on the task or activity at hand, instead of always multitasking. I learned that studies have shown that people are only 40% as productive when they do more than one thing at once than if they focus on one thing at a time.

Tip #7: Recruit and select a coach to assist you in your striving to achieve the work and personal life balance.

Tip #8: Set aside a period of time each day that is "Your Personal Time" to be used by you to "do nothing," read, meditate, take a walk or anything you decide to do that will help you achieve a state of calmness and feeling relaxed, stress free and peaceful.

Tip #9: Use vacations to reenergize and reinvigorate yourself.

Tip #10: Commit to monitoring and improving your personal health.

Your strategic thinking business coach encourages you to fully realize the benefits of business coaching to strategically achieve a balance between your work and personal life. If you would like to learn more about how a strategic thinking business coach can facilitate and guide you in that endeavor, please contact Glenn Ebersole today through his website at www.businesscoach4u.com or email Glenn.

Business Building

An 8-Step Strategic Marketing Approach For

New Business From Former Clients

By J. Glenn Ebersole, Jr., Founder & Chief Executive of J. G. Ebersole Associates and The Renaissance Group™

How much of your marketing effort is dedicated to marketing and obtaining new clients or customers? Are you devoting your entire marketing effort to find new clients? Or are you using some strategic thinking and developing a strategy to get back in touch with former clients to gain new business from them? It has always intrigued me in my business coaching and business consulting practices that so many businesses give very little effort to or totally ignore past clients and customers that are no longer active.

Not keeping in touch with former clients and customers is very short-term thinking and definitely is not strategic thinking. Actually, former clients and customers can be the best source of new business for you. Remember, it costs anywhere from 2 to 40 times as much to acquire a new client or customer than to keep an existing client or customer. With this in mind, Your Strategic Thinking Business Coach offers the following 8 strategic steps to gain new business from your former clients and customers by building an effective contact program.

Strategic Step #1: Develop a list of all your former clients and customers, as well as centers of influence and other referral sources. This may mean sorting through old business cards, address lists in word processing files or old address books, etc. You should also put on that list the names and contact information of friends, colleagues, suppliers, professional associates, etc. The most important thing is to compile the list and then you can look at the list later to determine if any contacts should be deleted.

Strategic Step #2: Determine the message you want to deliver to the contacts on your list. You do not need a specific reason to contact them. It is legitimate to contact them to see how they are doing and to “just touch base” with them. When developing your message, you must incorporate what action you want the recipient of your message to take after receiving it.

Strategic Step #3: Determine the methods of contact to deliver your message. This will probably include: telephone calls, an email, or a letter. The key here is to be as personal as possible when you make the contacts. You will probably break your list into categories of method of contact.

Strategic Step #4: Determine the number of contacts you want to make and within what specified time period. Prioritization of your contact list is a strategic thinking move. You only have so much time, so use it wisely and strategically. This may also cause you to do a “time-released” contact due to the needed follow-up after the contacts.

Strategic Step #5: Determine your “follow-up” plan. This will be dependent upon what action you have asked your contact to take after receiving your message. You must commit to making sure you do the follow-up contacts in a timely manner.

Strategic Step #6: Develop and implement a tracking program so you can evaluate the effectiveness of your client/customer contact program.

Strategic Step #7: Commit to continuous improvement in your client/customer contact program. Review your efforts on a regular basis and adjust your program as needed.

Strategic Step #8: Seek outside advice and assistance from a business coach or marketing consultant to gain additional insights and to be sure you hold yourself accountable in this effort.

Your strategic thinking business coach encourages you to fully realize the benefits of business coaching to strategically market and grow a profitable business. If you would like to learn more about how a strategic thinking business coach can facilitate and guide you in that endeavor, please contact Glenn Ebersole today through his website at www.businesscoach4u.com or email Glenn.

*Until Next Time, keep striving to
reach your goals and vision!*
Glenn Ebersole
"Your Strategic Thinking Business Coach"

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