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This issue marks the beginning of the third year of "Glenn's Guiding Lines - Thoughts From Your Strategic Thinking Coach" and we are pleased to say that we are very excited about the year ahead and its opportunities to continue to share our newsletter with you. We created the newsletter to deliver business strategy philosophies, tips, advice and thought-provoking articles to promote strategic thinking in business, especially in entrepreneurial-spirited organizations. We would be pleased to have you let us know how we can improve our newsletter to create more value for you. Please contact me at glenn@renaissanceman4u.com so we can listen and hear what you have to say and also talk about your business or organization and how we can work with you to ensure your vision is reached.



Click To Articles on Our Web Below.

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We have some exceptional and insightful articles for you in this newsletter issue regarding building or demolishing trust in your business; bringing the power of passion to your business; the value and benefits of strategic thinking; practical tips for business cards; competitive strategies for small businesses competing against big companies. For additional great information for you and your business, please visit our web site by clicking on the right.

And now on with this issue of our newsletter.

"We are pleased that our firm decided to embark on the journey through the strategic planning process. Since we were in unfamiliar surroundings, we relied heavily on the expertise of Glenn Ebersole of The Renaissance Group to lead us forward at a comfortable rate. Through Glenn's guidance, we have developed a strategic business plan that establishes a dynamic pathway to our company's goals."

Terrance W. Grove, President
Grove Miller Engineering, Inc.

Glenn's Golden Grains To Grasp

Recommended Reading:

"High-Velocity Culture Change A Handbook for Managers"
By Price Pritchett & Ron Pound
ISBN 0-944002-13-7
Available by calling (800) 992-5922 or
ordering online at www.pritchett.net

This book is another great resource for dealing with our rapidly changing

In the next Issue - Look For:

Characteristics of MVP (Most Valuable Performing) Leaders

Thirteen Strategic

world of work. It presents 22 great guidelines for successful cultural change in an organization. This handbook gives managers a very powerful and practical message that shows them how to change corporate culture in record time! I highly recommend that you read this book.

Favorite Websites:

Printvendors.com - Receive FREE quotes from multiple companies FAST for all your printing and mailing list needs!

Words to the Wise for Work:

"Integrity is not a conditional word. It doesn't blow in the wind or change with the weather. It is your inner image of yourself, and if you look in there and see a man who won't cheat, then you know he never will."

– John D. MacDonald

If you would like to have some of your thoughts, comments or web sites included in the next issue, let us know by [clicking here](#) and entering your items in the comments section.

& Cost Effective Ideas to Increase Your business Revenue and Profits

Your PR Doctor's Ten Top Reasons That Tell You It's Time to Hire a Publicist or Public Relations Firm

Get Everything you Want with these Negotiating Tips from a Successful Business

The Remarkable Power of Thank You!

and more...

Business Coaching

Are You Building or Demolishing Trust In Your Business?

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

Do you believe that trust is important in your business? Many of you probably answered yes and in fact many experts believe trust is perhaps the most important element of an efficient, cooperative, collaborative and unified work environment. I strongly believe that trust is not just important – it is critical - to creating a great work environment.

Almost every one of my client focus groups during the first stages of strategic planning will list trust and the lack thereof as a challenge, frustration and issue in their workplace. And so the management team wants to know how they can build trust in the workforce and how they can avoid losing it. The first part of the answer is that it all starts at the top of the organization, where the CEO, President and top management set the example.

So I ask you – are you building or demolishing trust in your business or organization? Here are five (5) questions to ask to verify if you are building trust in your business.

1. Do you clearly and strongly reinforce the value of honesty and integrity in your organization? Do you tell the truth and do you keep your word?
2. Do you clearly communicate the vision, mission and core values of the organization to all employees?
3. Do you have and live by a code of ethics within the company?
4. Do you do what is the "right thing" to do, instead of the "correct thing" to do regardless of it sometimes being "politically incorrect" and having personal consequences?
5. Do you value each employee and treat him or her as a member of your team, regardless of his or her position in the company?

If you answered YES to these questions, you are working to build and maintain trust in your company.

Here are five (5) questions to ask to verify if you are demolishing trust in your business.

1. Do you knowingly tell untruths or give people only part of the truth?

2. Do you play favorites or show bias among employees?
3. Do you seek or take credit personally when it should be shared credit among others?
4. Do you purposely withhold information or help fuel rumors by providing misinformation?
5. Do you have a closed-mind when others offer ideas and differing points of view?

If you answered YES to these questions, you are on the “fast track” to demolishing trust in your business.

So – are you a builder or a demolition person of trust in your company? Truly successful businesses have leaders that follow the principles to create trust. If you want to build trust in your business, and want to get some guidance on how to do that, please contact Glenn Ebersole through his website at www.renaissanceman4u.com or email Glenn at jgecoach@aol.com today.

Business Help

Bringing The Power of Passion Into Your Business

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

Do you recognize where your passions lie in your business? What are you truly passionate about in your business? Are there additional ways that you can bring passion into your business?

I believe that caring about your work and taking personal pride in whatever you do in your work are qualities that are essential to achieve. Working hard, doing one's best and being ready to accept new challenges are what probably 80% of people do. So what makes some people stand out, way above this 80%? What is it that differentiates Steve Jobs and Lee Iacocca from others? I say it is PASSION!

Passion is what makes some businesses grow rapidly while others grow slowly. Passion is also what makes some individuals move quickly up the corporate ladder while others remain in the same job and become unhappy. Passion is what differentiates the best from the rest.

Please stop for a moment and think about the things you do with passion in your business. You need to realize that clients and others will notice the sparkle in your eye and the energy in your voice whenever you talk about your particular passion. People do recognize passion. One vivid memory I have of this type of experience was while working with the actor Edward Albert, Jr. I was telling him about what I was doing in my business and he remarked, “ I can see your dreams dancing in my eyes as you speak to me.” Very powerful stuff I think. And I want to emphasize that you cannot fake passion, no matter how hard you try.

If you are wondering how to bring the power of passion into your business, here are a few tips to do so.

1. Get out and do public speaking about your business. Your audiences will recognize the energy and enthusiasm that you bring when you talk about your passion.
2. Write articles, marketing materials, or other creative items when you feel the energy of your passion.
3. Recruit and surround yourself with other passionate people. The total energy of passionate people feeding off each other is greater

- than the sum of the individual energies.
4. Exhibit your energy. Your energy will attract people to you when you are following your passion.
 5. Prepare yourself before meeting with a prospect or client or before an important presentation, talk, etc. to get focused on achieving your passion.
As an athlete, this meant "putting on my game face" before stepping onto the field.

If you would like to talk about how to bring the power of passion into your business and believe you could benefit from some guidance on how to do that, please contact Glenn Ebersole through his website at www.renaissanceman4u.com or email Glenn at jgecoach@aol.com today.

Business Building

The Value and Benefits of Strategic Thinking

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

Strategic thinking plays an enormous role in my professional work and is part of the branding of my multi-disciplinary consultancy. You will find the phrase, "A **Strategic Thinking** Consultancy" directly underneath the logo for The Renaissance Group™ You also see it in the title of this newsletter: "Glenn's Guiding Lines Thoughts From Your **Strategic Thinking** Coach." Having noted that, I want to emphasize the value and benefits of strategic thinking for you and your business.

It is a reality in business today that strategic thinking and the execution of strategic planning are some of the most difficult tasks for business leaders. Although it is easier to be tactical or task oriented, the business leader must be strategic or risk becoming very shortsighted. Therefore a clear understanding of the value and the benefits of strategic thinking are very important.

Here is a list of my thoughts on the value of strategic thinking.

1. staying at the front or leading edge of change
2. optimizing the ability to shape and leverage change to the company's advantage
3. eliminating complacency
4. creating a sense of unity for the company
5. providing proactive leadership
7. thinking systemically with a whole systems approach
8. becoming a life-long learning organization
9. providing an effective system to solve major problems
10. improving an understanding of the business environment

And now a list of my thoughts on the benefits of strategic thinking.

1. improved guidance on actions to achieve the company vision and mission
2. an early detection system to warn of changes
3. creation of a proactive leadership culture
4. identification of competitors and opponents
5. identification of business allies
6. long term survival of the business
7. elimination of reactive decision-making
8. a competitive advantage
9. agility and capacity to respond positively to change
10. ability to cope with contingencies

Strategic thinking involves many thinking skills. It is a very creative, dynamic and powerful skill that can and will energize you and your

interactions with others and prepare you for the unknown of the future in your business and personal endeavors. Would you like to learn to develop strategic thinking skills to increase your effectiveness, confidence and value to your business? If you answered YES, then please contact Glenn Ebersole through his website at www.renaissanceman4u.com or email Glenn at jgecoach@aol.com today.

Business Help

Business Card Advertising: 13 Practical Tips

By Jon Sinish

Learning how to handle your business card advertising is one of the primary promotions to consider when going into your own business.

Business cards are the first "remembrance item" you give to someone after pitching your business.

Here are 13 tips on making your business card advertising memorable, easy to read and ready to be acted upon.

1. Business cards must have a two-fold purpose in order to draw customers to you.
 - a. The first purpose is to act as a "memory jogger" about the conversation you had with your potential client or referral source.
 - b. The second is to get them to take "the next step" which you suggested or one which you agreed upon.
2. In many ways, your business card is like a mini-ad. It can use a headline, an attention-getting photo or logo, some brief text and essential contact information.
3. Putting a professional photo of yourself on your business card helps those you have talked with to remember you. It links your image to your written name, position and company. Include a company logo, particularly if you are an independent sales person for a well-known company.
4. You'll also want to include a quick phrase of recognition (our is "taking care of your creative advertising") that answers the "What's In It For Me" question.
5. Try to conform to the standard 2" high x 3 1/2" wide size for psychological acceptance as a real business. This size also gives you convenient storage with other business cards. Weird sizes, although creative, may alienate decision makers with traditional business values.
6. Make sure you have some sort of quality printing: either raised type, 4-color photo, glossy paper, smooth cut edges, heavy paper, etc. If you can't invest \$100 to \$200 in printing your primary business card advertising, why would a client want to invest their money with you? Your goal: to show you are a legitimate business.

7. Caution: don't print your business cards on a laser printer. The big companies don't and neither should you, especially if you want to get taken seriously. (Laser or ink jet printers are great for testing different layouts and designs to show to your business friends for evaluations.)

8. Using the reverse side: Choose paper (or another material) that is easy to write on. Many businesses use this space to record appointments.

Provide a helpful tip. Others list specific product lines or services. Veteran networkers turn the business card over and write about their contact when they get home from attending an event. Cater your reverse side to the buying process that your customers follow.

9. Let's assume you have included essential information that is quickly read. Please recognize that different people have different communications preferences: some like e-mail, others prefer direct telephone numbers, etc. Make it easy for everyone to contact you directly using their individual styles. Respond to their inquiry quickly.

10. Always carry an adequate supply of business cards. Quite often, you'll have a great impromptu conversation on the beach, at a restaurant or on the bus. One of you will say, "I'm sorry, I ran out of business cards." To me, that's poor follow-through for your business card advertising efforts. Some people say it is a forecast of how they will be handled in the future.

Instead, you could tap into your "emergency back-up cards" which are always in your wallet or on your person. At least your new acquaintance walks away with a card, even though it may be slightly bent.

11. You'll find bulletin boards where you can post your business card at grocery stores, diners and other community locations. But remember, this is similar to advertising in a general interest newspaper that may or may not be targeted to reach the audience you desire.

12. A more effective way would be to examine the buying habits of your customers. Find out what kind of person recommends purchases of what you are selling.

For instance, a personal counseling service thrives on references from doctors and other health professionals. The counselors mail an introductory letter, enclose their business card and follow up with a personal request for an appointment.

13. See how your business card compares to others you have collected!

Make your business connection, then confirm your relationship with a business card. These tips will help your business card advertising become more effective.

Small Business Success

Competitive Strategy for Small Businesses: How do you Compete Against the Big Companies?

By Adrian Pepper

A client surprised me yesterday when he asked, "The business world is dominated by big corporations, so how can we survive, let alone compete against them?"

What pressures do you feel?

We discussed how big suppliers and customers squeeze small businesses using the Internet, world trade and cross-border expansion to gain economies of scale in production and sales and to draw in ever-cheaper supplies. It seemed to him that as soon as he makes profit that attracts more companies to compete for his customers; that spending effort on innovation quickly drains his resources and that too much choice is paralysing his marketing.

Feeling radical, I suggested he should compete from strength rather than weakness and that many small firms are successful in the global and local markets:

1. Being closer to customers

Proprietors of small businesses often meet their customers personally and talk with them regularly. Decision makers in large firms are rarely exposed to their market, so they miss many opportunities and struggle to be customer-centred.

2. Responding with operational changes

Small businesses do not carry the overheads of their larger counterparts. Having less investment in "the way we do things here", they can quickly introduce new supplies, new machinery and new approaches to exploit profitable opportunities in the market. Rapid development takes months to introduce in a larger company.

3. Trading fanatically

I love working with owners who are obsessed with their business and sales: they continually improve their service, new developments and products. Few employees in big firms lie awake at nights fretting about customers: I know many entrepreneurs who do.

4. Flexing the business

Most small companies have informal business plans. When they see an opportunity they want to pursue, they can turn orders around fast, they can try several ideas at once, and they can adapt to market or customer needs almost at will. For corporates, many opportunities become mired down in committees and task forces so 'fast response' becomes a meaningless phrase.

Competing on quality and service

I believe small firms can use their individuality to satisfy their customers on service, convenience and response. Even though small firms rarely

beat larger competitors on price, they regularly beat them on delivery and quality. Indeed, many conglomerates have departments and working committees to study their smaller competitors closely but they are continually frustrated as they fail to copy their competitive strengths.

Employment Help

"The Perfect Labor Storm"

By Ira S. Wolfe

<http://www.super-solutions.com>

Fact #60

Nearly all of the 24 million people who will stop working this decade will be experienced employees headed into retirement. Source: The Kiplinger Letter, May 17,2002

Fact #66

Active adults (adults over 60) account for 60% of all healthcare spending. Source: Agelight

Fact #67

Active adults purchase 70% of all prescriptions. Source: Agelight

Fact #68

Active adults purchase 51% of all the over-the- counter drugs. Source: Agelight

Fact #69

Although only 13% of the population is 65 and older, they account for 36% of the total national healthcare expenditures, 36% of hospital admissions, and 50% of all days in the hospital. Source: Committee for Economic Development

Do you know about "The Perfect Labor Storm?" If not, I suggest you learn as much as possible as soon as possible so you and your business will be prepared to keep ahead of the "Storm". My recommendation to you is to obtain and read "The Perfect Labor Storm Fact Book" by Ira S. Wolfe. AND - For some great advice related to managing, motivating & matching your employees for success, I recommend you read Dr. Ira Wolfe's weekly newsletter "The Total View." Ira's web site address is: www.super-solutions.com You will find out how to get his book and how to sign up for his newsletter by visiting the site.

Virus Or Not - Hoaxes and Warnings

Listed below are the virus that were "coming out" this month and what the real outcome of the situation was. Use this information to find out if you need to update your protection or let it fly.

Virus Name	Out There Or Not Out There
Economic Slow Down	Not Out There
PWS-Banker.bm	Out There
A Moment Of Silence	Not Out There
QDial-45	Out There

If you want to check out other hoaxes and warnings visit - www.truthorfiction.com

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

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