

Vol. 2, No. 13 - 9/05

Hello!

We have some great articles for you this month on strategic planning, business coaching, communications and decision making. For more great information visit our new web site by clicking on the image to the right.



Click To Articles on Our Web Below.

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We also wanted to let you know we are starting a user input section called "Glenn's Golden Grains to Grasp". The section's purpose will be to share a thought, a suggested book, a suggested website, etc. and it will premier in our November issue, so be sure to be on the lookout for it.

And now on with this month's issue.

"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.

Business Help
Clearing Up The Myths About Strategic Thinking and Planning

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

I continue to be amazed at the amount of misinformation and the number of myths that exist about strategic thinking and planning. During my entire career, I have heard business owners, senior executives and not-for-profit board members and executive directors utter "mythical" statements about strategic thinking and planning. And I have observed that these same people truly believe that these myths are reality.

My purpose in writing this article is to share what I believe are the 5 biggest myths and also provide some insights into what I believe are the 5 biggest "realities" of strategic thinking and planning.

The #1 Myth: "Our company (organization) does not need a strategic plan."

The #1 Reality: Every company and organization needs to develop

In the next Issue - Look For:

Surviving Change & The Stress It Creates

Your Estate Does Matter

Do You Know

strategic thinking and planning to guide its actions, especially in chaotic times.

Where Your
Disaster Recovery
Plan Is?

The #2 Myth: "Strategic planning takes too much time and we must use our time to do our "real" work."

The #2 Reality: By engaging in strategic thinking and planning, time will be saved and time will be used more efficiently and effectively. The effort will provide a system of accountability and evaluation of a company's or organization's effectiveness.

Halo Effect:
"Brownie, you're
doing a heck of
a job."

The #3 Myth: "A strategic plan is confidential."

The #3 Reality: A copy of the strategic plan, which in my model includes vision and mission statements, a list of core values or guiding principles and lists of short term (less than 1 year) and long term (beyond 1 year) goals, MUST be presented and given to ALL employees.

Personal Image
and Networking -
How To Be Noticed
and Trusted

and more...

The #4 Myth: "Strategic thinking & planning are events that only happen at retreats."

The #4 Reality: Strategic thinking and planning are processes and need to be continuous.

The #5 Myth: "Our company (organization) can do everything on our own without any help in strategic thinking and planning."

The #5 Reality: "At best, it is extremely challenging and at worst is impossible to facilitate and participate in the same meeting. A trained facilitator is a very valuable asset and will resist the temptations to enter into the detailed tactical problem solving and go "off track" of the real purpose of the meeting.

Are you a believer in one or more of these myths about strategic thinking and planning? Or do you accept the realities? Please [contact me](#) if you want to find out how to clear up the myths and get to the reality of the benefits of strategic thinking and planning to grow your business.

Business Help

More Business Coaching Tips and Results – "Why Hire A Coach?"

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

In today's competitive business world, one needs to be at the "top of their game." The pressure of business can be overwhelming. Where can business owners, senior executives, executive directors of not-for-profits and others turn to handle the pressure and be powerful performers? My recommendation is to hire a coach!

And your question back to me is why hire a coach? In researching for this newsletter, I found Bill Cole, Founder & CEO of Procoach Systems in San Jose, CA. Bill is a leading authority on peak performers, mental toughness and coaching. You can learn more about Bill by visiting his website at www.MentalGameCoach.com and you can access an extensive article archive there as well.

In one article entitled "Why Hire A Coach? Ten Terrific Ways To A More Powerful Life," Bill lists 10 ways a coach can help get you to the next level. I believe his list is absolutely "right on" based upon my coaching experience. The ten ways are listed as:

1. A coach can be a confidant.

2. A coach can help you see your blind spots.
3. A coach can provide objective feedback.
4. A coach provides another set of eyes.
5. A coach can keep you accountable.
6. A coach can be a sounding board.
7. A coach can be another source of creative ideas.
8. A coach can help you create your vision.
9. A coach can help celebrate your successes and be a source of strength when you fail.
10. A coach can help you process life.

To read the complete article, go to
www.mentalgamecoach.com/articles/Article3_02.html

Is there a gap between where you are now and where you want to be? Would you like to grow your business and yourself to the next level? Could you benefit from having a coach to help you with: time management; building your business; solving problems; bringing more focus to your business using strategic thinking and planning; and developing a strategic action plan for you and your business? If you answered YES to any of these questions, please [contact me](#) today to schedule a meeting to discuss coaching benefits for you and your company.

Business Help

5 Deadly Decisions in Business and How to Avoid Them

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

Think about this for a moment - Thousands and thousands of business decisions are made every day. Many of those business decisions can be and are deadly! And think how very difficult it is to avoid making some of those deadly decisions. Here are five examples of some of the most common deadly business decisions.

Deadly decision #1: One large customer or client

Your business receives more than 50% of its gross revenues from just one client or customer.

How to avoid: Set a policy that no single client or customer will represent more than 10 to 15% of your cash flow. Diversify your client base to help your company prosper in the long term.

Deadly decision #2: No Market Research

You create and launch a new product or service without adequate market research and testing first.

How to avoid: Do your market research and testing "up front" before anything else whenever you launch a new product or service.

Deadly decision #3: Insufficient capital

Your business is significantly undercapitalized.

How to avoid: Use conservative projections and be sure to have as much capital as needed to get you through a sales cycle or another planned funding source.

Deadly decision #4: No strategic focus for the company

Your business has no strategic plan and therefore no strategic focus. You pursue every opportunity for business instead of focusing your efforts in a strategic manner.

How to avoid: Engage in strategic thinking and planning. Develop a strategic plan and implement a strategic action plan.

Deadly decision #5: Create a business with equal partners
Your business has equal partners (50/50; 33.33/33.33/33.33; 25/25/25/25, or some other split). This is almost a guarantee that there is a business disaster waiting to happen. Every one is in charge, so no one is in charge. No one has a final say. Decisions are made by consensus.
How to avoid: Someone must be in charge. Put someone in charge so they have the largest ownership share.

How many of these deadly decisions have you or your company made?
And how many of these deadly decisions are you or your company contemplating at this time? Please [contact me](#) today to find out more about how to avoid making deadly business decisions.

Business Help

Listening Between the Lines

By Julianne Kuhlmann

Have you seen the tee-shirt with the slogan, "Talk to the hand 'cos the face ain't listening?" Do you feel it's like this sometimes when you are trying to get through to people? But just how good a listener are you? Do you actually "listen between the lines?"

So often we hear about a problem, and immediately jump in. We want a quick fix. However, we are inside our own head, and make no attempt to get into the head of the other person.

As a leader of staff it is very challenging to keep quiet, and to listen. This is the key, though, to getting the best out of your workforce. Take the time to listen to what they are saying. What motivates them? What are they putting up with at work? What issues really concern them?

As a parent, or as a partner, we become mindful of our own listening skills. So often, lack of time, and stress in our lives get in the way of listening to those close to us. We hear, but we do not understand.

It is always tricky being around adolescents with their notorious mood swings. And yet, if you take the time to listen to them, to participate in their lives, you may discover a real friend. The key is to put your own issues on hold, and to get to know the child at his or her level.

My teenage daughter and I were talking about the bombings in London in July. Her value set was obviously challenged. I made time and space to listen to her, and let her drive the conversation. As a result, I was able to build up her trust. A stronger relationship between the two of us emerged.

This is no different from what you could achieve with your own staff. Let them know your door is always open, that you are open to discuss any problem they might have.

Be careful about how high you set expectations. Do you give the impression that you just want to get the job done? Do people feel that you are so focused that you would not listen anyway?

By taking the time to listen you will be able to address their grievance, and move on together. Everyone will be happier, and you will have laid a real foundation of trust.

Business Help

Do You Own Your Business Or Does It Own You?

By Kem Thompson

What was your aim when you went into business for yourself? Chances are you wanted to be your own boss, be in control of your future, improve your chances of earning a high income, among other things.

How are things for you right now? Do you feel in control of your business? How many hours do you put into your business each day? Each week? Will your current business enable you to retire in the next 10, 20 years?

Do you sometimes feel overwhelmed by all the administrative tasks involved in running a business? Do you wish life could be simpler?

More importantly, if you don't work, does your cash continue to flow (inwards, that is)?

You see, if you can't take a vacation for fear that you won't make any money while you're away, or if your business is such that you're paid per hour (meaning that if you're not working you're not getting paid), then what you are is a glorified employee, and your business owns you.

That's not what you signed up for when you started though, is it?

What if you discovered a smarter way of doing business, a way that ensures that you own the business, not the other way round, a way that guarantees that you continue to make money even while you sleep (meaning you can go on vacation anytime you choose without losing any money - rather you'd still be earning), what would you do?

Imagine a business model that allows you to work for at least 5-10 hours per week, yet earn whatever income level you set for yourself. One that can, with dedicated hard work, enable you to retire comfortably within 5 years of your starting out? This is not just a theory. People from all walks of life, all ages and backgrounds, are doing this.

It's happening all around you. Thousands of individuals and large corporations are waking up to the wisdom of this model, as a way to move their products and services to a large number of 'fish' - customers who want and need them.

Will you wise up too?

The 'magic ingredient' that makes all this possible is 'leverage'. Not just any sort of leverage though, but leverage that guarantees that everyone involved benefits equally and has the same amount to gain from working with you.

You had noble aspirations when you first started out on your own. If your current business model is not helping you meet those aspirations, then it's time for you to seek a better way. It never pays to continue in something that isn't working.

Seek a better way, and you will find it. Like many others have done and continue to do.

Decide now that you will choose a business model that truly meets your aspirations, one that will help you achieve the dreams you set out to achieve in the beginning. One that employs 'leverage that works'.

Get smart: own your own business, and never again let a business own you.

Employment Help **"The Perfect Labor Storm"**

By Ira S. Wolfe

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

Fact #446:

Teacher attrition is expected to average about 8 percent per year in the next five years. (Source: Profile of Teachers in the U.S. 2005)

Fact #447:

One in five (22 percent) current public school teachers expects to be retired five years from now. Twelve percent expect to be in an education job other than K - 12 teaching. (Source: Profile of Teachers in the U.S. 2005)

Fact #448:

Half (50 percent) of current high school teachers expect not to be teaching in K - 12 schools in 2010. One-third (34 percent) of high school teachers to be retired by then. (Source: Profile of Teachers in the U.S. 2005)

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
Baby New Year	Not Out There
JS/Wonka	Out There
AOL Riot	Not Out There
New Malware.q	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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