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"Glenn has been our Strategic Planning Coach for the past two years, bringing a competitive group of construction, service, office and sales personnel together and working as a team. To accomplish this requires a skilled facilitator and we have found that in Glenn.

His consistent and professional coaching has been a blessing and we have now hired him for a third year! Thank you Glenn.

- Cleo W. Weaver / CEO Triangle Refrigeration Co.

SPECIAL Feature Insert

How to Prevent "Foot In Mouth" Disease When Dealing With The Media - A Prescription From The PR Doctor

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

Do you feel ill or uncomfortable when dealing with the media? Do you have the habit of "sticking your foot in your mouth" during media interviews? Do you wish to hide or be excused whenever the media contacts you? Well, the PR Doctor has a simple prescription for you in the form of what to do and what not to do when dealing with the media. The prescription has been developed through many years of dealing with the local, regional, national & international media and some sage advice from many friends in the media over more than 35 years.

My prescription for What To DO:

1. DO know who you are dealing with in the media.
2. DO consider the consequences (positive & negative) of media exposure.
3. DO be sensitive to media deadlines (different media have different deadlines).
4. DO have an articulate and knowledgeable spokesperson (this may not always be the CEO or Executive Director).
5. DO have a well prepared news release (if one is warranted).
6. DO make yourself or the appropriate spokesperson available for follow-up contact.
7. DO be on time for appointments (although media people may not always be on time).
8. DO say "I don't know" if you do not know.
9. DO be patient with inexperienced or uninformed reporters.
10. DO return phone call (note deadline pressures).

My prescription for What NOT TO DO:

[Click To Articles on Our Web Below.](#)

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|--|---------------------------|
| 1. DON'T expect that the media will do your job for you. | Planning Success Stories |
| 2. DON'T try to tell the media how to do their job. | |
| 3. DON'T think the media will draw the same conclusions you do. | |
| 4. DON'T leave out facts that might be damaging in the hope that the media will not know the difference. | More on Referrals |
| 5. DON'T play favorites with the media without carefully considering the pros and cons. | "Manners Always Matter" |
| 6. DON'T EVER SAY "NO COMMENT!" | |
| 7. DON'T tell a known untruth because it will ALWAYS come back to haunt you. | How to Become a Rainmaker |
| 8. DON'T be afraid to disagree (professionally) when a reporter inaccurately paraphrases what you have said or tries to put words in your mouth. | |
| 9. DON'T use jargon, or "inside" jokes or phrases. | and more... |
| 10. DON'T call the media to ask if your story or article ran and can you get a copy. | |

In my experience with the media over these past 35 years, I have heard many misconceptions about how the media works and have tried through educational seminars and workshops to "set the record straight." If you have a need to learn more about working with the media, please [contact me](#) or go to www.prdoctor4u.com and discover who is the PR Doctor.

Feature Article

Publicity Tips from the Pros

By Cathy Stucker

I recently attended two workshops where media representatives shared tips for getting your story in the news. Here are some of the best.

Be familiar with the show/publication. Your pitch should be about how your story will work for them. Don't do a general pitch ("A story about dog training.") but suggest the segment the story would be right for, or what makes it right for them.

Don't take "no" personally. It may be that they have just done a similar story, or they can't fit it in, or it just isn't right for them. If you speak with someone, ask if they can suggest another show/publication where the story might work.

If at first you don't succeed, pitch again. But wait at least a month or two, and come back with a different angle (not exactly the same idea that got turned down).

Many now prefer email pitches to fax. It is fast to review, and can be easily forwarded to several others. Faxes often pile up unread, but email gets looked at.

Keep your email short and to the point. DON'T send any attachments, as they will be deleted unopened (if they get through at all), but you can include a link to your web site or online media kit.

When you email, make your subject line enticing. Using "Hi!" or something else that looks like spam will get it deleted without a read. Start with QUERY: or PITCH: then give a short, punchy headline.

One national TV show producer said that you didn't need to send tape with your initial (mail) pitch, another said if you mailed a pitch with no

video you wouldn't be considered. In either case, you will need a video of other TV appearances before you get on a national show, so be on the safe side and send it.

Local media are always looking for local experts to interview on a variety of topics. Send them your bio and credentials and they will keep you on file for the next time they need an expert in your field. Even better, send one or more Rolodex(tm) cards with your topics and contact information.

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Business Help

Time Management Tips.

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

Recently I was doing some research on time management for a client and I discovered a very good resource and wanted to pass it along to all of you. Her name is Carol Halsey and her website address is: www.pilestfiles.com I was so impressed with Carol because she gives not 10 tips, but 29 tips. Now that is a bargain!

Here are 29 tips from Carol Halsey. Upon my personal review of the tips, I find I am using almost all of these and I want to attest to their effectiveness. I hope you will find them interesting and useful too.

29 Quick Time-saving Tips To Get More Done!

1. From time to time, ask yourself whether what you are doing is urgent or important. If neither, move on to something else.
2. Use your time for activities requiring your specific skills. Do not undertake tasks which can be done by your support staff.
3. Plan your work load and projects for maximum use of your productive time. This can be done on a daily, weekly and monthly schedule of what must be accomplished.
4. A master list reminds you of everything that must be done. Select from this list for your daily "to do" list, those tasks to be completed today.
5. Create a page in your planner or organizer for frequently called numbers, and have an e-mail address book. These will save the time of looking each up individually.
6. Use a specific color to highlight, on your calendar, those times you will be working or traveling away from the office. Plan your schedule efficiently around those times.
7. Use colored labels on file folders. You will locate files up to 50% faster.
8. Give each project its own file folder. Keep all paperwork pertaining to a project together in this folder, along with a Project Control Sheet. Color code the folder to fit in your color coded filing system when the project is complete.
9. Eliminate clutter in your life - on your desk, in your files, at home - so it's easier to identify your most important demands. If you can't eliminate it yourself, hire someone who can.

10. Consolidate appointments whenever possible. Schedule them only in the morning or only in the afternoon, or only on certain days of the week. This will free up the rest of your time for productive work in your office. The same goes for meetings.
11. Carry a folder of reading material with you, such as articles from magazines. Catch up while waiting for an appointment or eating lunch alone.
12. Listen to educational and motivational audio cassettes while driving to appointments or waiting in traffic. It's a great way to use this dead time effectively.
13. Take 15 minutes at the end of each day to clear your desk and prepare a "to do" list for tomorrow. Know your top three priorities for tomorrow before leaving your office today.
14. Keep all business receipts in one place. Itemize each expense on the outside of the business envelope or folder containing the receipts. Total each month for tax purposes.
15. Avoid procrastination at all costs. It is the biggest time waster. Procrastinating adds unnecessary stress while worrying about starting a task which must be done eventually.
16. Learn to say no to activities that divert you from reaching your goals. If it is not important to get you where you want to go, it's not worth your time.
17. Identify when you work at peak performance. Schedule at this time each day, at least one hour, and tackle your most challenging and productive work. Know what your goal is for how you will best use this quiet time.
18. Work uninterrupted during quiet time for maximum productivity. Let phone calls go to voice mail. Discourage visitors. Each week, we spend 23 minutes on hold waiting for someone to pick up the phone.
19. Discourage idle chatting and socializing by advising visitors that you are working on an important task that must be completed. Sitting with your back to the door during quiet time will also discourage walk-ins.
20. Focus on one task at a time. Give it your undivided attention until completed before going on to the next.
21. Set a specific time to do recurring, routine paperwork, whether weekly or monthly, and block out the time on your calendar. Allocating this time assures these tasks will be remembered and completed.
22. Schedule blocks of time in the morning and the afternoon to make phone calls. Make all call backs at one time. This cuts down on constant interruptions.
23. When leaving a phone message, advise the best time to call you. On your voice mail, ask callers to let you know the best time to call them.
24. Reply to faxes and e-mail all at one time rather than individually all day.
25. Make a list of errands and try to take care of as many as possible when leaving the office for lunch or an appointment.

"Stick to three concepts: You can't help everyone. You can't change everything. Not everyone is going to love you. If you do, you'll get more done." - Roberta Vasko Kraus, Center for Creative Leadership.

26. Make computer templates of all documents you create regularly; letters, faxes, contracts, expense reports, and proposals; then modify. Why start from scratch every time?
27. Label computer disks and CD's so you don't have to load each one to find out what is on it. Always color code.
28. At home, keep a travel bag stocked with toothpaste, toiletries, soap and other items prepared in advance for trips.
29. Keep your briefcase, car keys (and purse) in the same place every night, and end the morning scramble to find them.

I would like to hear from you if you have any proven time management tips. Please send your tips to me at glenn@jgebersoleassociates.com.

Business Help

More On Strategic Thinking

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

On February 20th, I returned from St. Augustine, Florida, where I attended the 7th Annual Meeting of The First Tee (www.thefirsttee.org) and was a featured speaker on Strategic Thinking and Planning. It became clear from the reception and comments I received after my power point presentation, that I had accomplished my goal of sensitizing the attendees to the benefits of strategic thinking and planning and getting many of them to commit to starting the strategic planning process soon after they returned home. I selected a few slides from my powerpoint and have listed the information below that I shared with them.

Strategic Thinking

- allows proactive thinking beyond your current activities and traditions
- deals with change positively by responding to it effectively
- involves making decisions that consider changes or anticipated changes in the environment

Strategic Thinking is not

- a one shot deal
- a box of tricks or bundle of techniques
- a quick fix to solve immediate problems

What Are The Benefits of Strategic Thinking & Planning?

- influence rather than be influenced
- clarify or redefine your role and your target group
- deal positively with the inevitable change
- address critical issues you are facing
- find innovative ways to achieve goals

- decrease crisis management
- give continuity during changing times or when there is new leadership
- use resources efficiently and effectively
- anticipate issues and develop policies to meet future needs
- gain commitment and bring your group together to work on common goals

Do you have a strategic plan? Do you consider yourself and your team to be strategic thinkers? Are you realizing the benefits listed above by using strategic thinking and planning? If you are not, maybe your competition is using these powerful tools. Please [contact me](#) so we can talk about how you and your organization can reap these benefits.

Business Help

Employee Turnover is Expensive

By Ira S. Wolfe

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

What does employee turnover cost your company?

While many line managers know that replacing someone costs a lot of time, energy and lost productivity, few can put a dollar figure on it. Unfortunately, for those who propose investment in human capital as a way to improve retention and productivity, lack of a hard cost means that investment gets put on the back burner.

According to a new cost of employee turnover analysis from the Employment Policy Foundation, a Washington, D.C.-based research group, average turnover costs reached \$13,355 per full-time private-sector worker in 2004. The result is based on an earlier study that found turnover costs average 25 percent of a worker's annual salary. Turnover costs, which include recruiting, selection, training and lost productivity expense, have climbed 6.8 percent from a \$12,506 average cost in 2002.

That 25 percent figure may be too conservative according to the 150 percent estimated by the Saratoga Institute and 2400 percent for senior executives, as calculate by Dr. Bradford Smart in "Topgrading."

Sibson and Company, a human capital consulting firm, has come up with a more novel approach, one that links human capital to production.

They found that the cost to recoup the loss from just one crew member in a fast food restaurant required the sales of an additional 7,613 children's combo meals at \$2.50 each. A clothing store must sell almost 3,000 pairs of khakis at \$35 to recoup the loss of one sales clerk.

EPF's analysis found significant variations in turnover rates by industry. The leisure and hospitality industry had the highest turnover rate (voluntary quits and retirements), with an annual rate of 46.4 percent for the twelve months ending in August 2004. Retail trade was second highest at 33.2 percent. Companies in the manufacturing and transportation industries had smaller annual turnover rates of 16.5 percent and 18.2 percent, respectively.

For large companies, different turnover rates can create large differences in total turnover costs. For a 40,000-employee company, total turnover costs would reach \$80 million annually with a 15 percent turnover rate.

The same firm with a 40 percent turnover rate would spend \$214 million annually.

Over the twelve months ending in August 2004, net hires to replace workers who quit or retired totaled 27.8 million. The total represents hiring to replace 24.9 million workers who voluntarily quit—typically to take another job—and 2.9 million who retired or left because of death, disability or other reasons.

Employee turnover is expensive. Best practice solutions include pre-employment screening, personality tests, performance management and supervisory training.

Employment Help

"The Perfect Labor Storm"

By Ira S. Wolfe

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

Fact #351:

Half of current federal employees will be eligible to retire between now and the end of 2008, including 70 percent of supervisors. (Source: Bernard Hodes Group, Feb 2005)

Fact #352:

Half of the Federal air traffic controllers are eligible to retire over the next nine years. (Source: Bernard Hodes Group, Feb 2005)

Fact #353:

Scientists and engineers who are over 60 at the National Aeronautics and Space Administration outnumber those under 30 by nearly 3 to 1. (Source: Bernard Hodes Group, Feb 2005)

Fact #354:

Forty-three percent of the 650,000 civilians at the Department of Defense will be eligible in the next five years. (Source: Bernard Hodes Group, Feb 2005)

Fact #355:

Sixty percent of federal employees are over 45, compared with 31 percent in the private sector. (Source: Bernard Hodes Group, Feb 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
Wobbler	Not Out There
Yaha	Out There
Win a Holiday	Not Out There
WTC Survivor	Not 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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