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**Vol. 3, No. 17 - 1/06**

*Happy 2006! WOW - can you believe we are already entering the second half of the first decade in the 21st century? I am, and I hope you are too, excited and optimistic about this new year and the new opportunities it brings for you and your business or organization.*



Click To Articles on Our Web Below.

*Each new year brings us a chance to refine, renew, rethink, and reenergize ourselves and our businesses and organizations to achieve new goals and successes. We want to assist you during 2006 and beyond in doing just that. We are looking forward to communicating with you to continue sharing business tips, information, success stories and more. We want to be your facilitator and guide to take advantage of the new beginnings and new opportunities coming in 2006.*

*We wish each of you a Happy, Healthy, Safe & Prosperous New Year!*

*We have some great articles for you this month on coaching solutions, business communications, public relations, customer feedback and teamwork. For more great information please visit our web site by clicking on the image on the right.*

*And now on with this month's issue.*

*"This is our 20th year in business. And what a ride it was! Glenn started it all for our company-- motivating to get us in business in the first place. Then, we became a member of his Renaissance Group and our business expanded. Glenn is expert at opening doors for all his clients. He is a true mentor, motivator, facilitator, a true Strate-GEM! And I can call him my friend, as well!"*

*Barbara Kauffman  
Founder & President, Kauffman Creative Services*

## **Glenn's Golden Grains To Grasp**

### **Recommended Reading:**

"SPLAT! The Solution Guide for Breakthrough Performance, Productivity & Sanity" by Mark Rosenberger.

ISBN 0-96565667-9-9

[www.NoSplatZone.com](http://www.NoSplatZone.com) 1-858-675-0090

I read this book and here is my review as posted on amazon.com:  
MARK COMES THROUGH AS PROMISED WITH THIS GREAT BOOK - NO SPLAT HERE!, December 20, 2005

## **In This Issue:**

**[Coaching Solutions For You](#)**

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**[Why I Love to Hear From Clients and Why You Should Too](#)**

**[Business Communication: The Good, The Bad, & The Ugly](#)**

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## **In the next Issue - Look For:**

Building A Better Brand in the New Year!

Raising and Renewing Business Through Referrals

How to Go From

Mark has delivered "more than promised" and did not create one single SPLAT! with this book. He has provided practical and sage advice to each of us, no matter what our station is in life or work. His solution guide is clear, concise, powerful and insightful. His "value of your WOW! customer" is a great business management tool and will "open many eyes" for those who choose to employ this technique. The research shared also is invaluable to business people. Anyone who is on a team, whether it is a business team, athletic team, organization team, parenting team, etc. - this is a must read. Kudos to Mark for sharing his Trapeze Buddy strategy with us in his book and sharing a solution guide for breakthrough performance, productivity & sanity!.

Dreams & Vision to Reality

7 Effective Ways to Increase your Online Conversion

10 Great Ways to Add People to Your Email List

#### **Favorite Websites:**

[Send2Fax](#) - Send & Receive faxes from any Internet connection! No software to download, No hardware to add, No fax phone line required All you need: Computer Device (PC, Mac, PDA, etc), Internet connection (DSL, Cable, Wi-Fi, Wireless, Dialup, etc), Email account (Outlook, AOL, Yahoo, Hotmail, Gmail, etc). As easy to use as email.

**and more...**

#### **Words to the Wise for Work:**

*"There is no scarcity of opportunity to make a living at what you love. There is only a scarcity of resolve to make it happen"* - Wayne Dyer

**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.**

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## **Business Help Coaching Solutions For You**

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

Let's be honest! Do you ever feel overwhelmed, stressed, tired, stuck in the same old rut, unorganized, underappreciated, lacking direction or focus on your goals, bored with your work and/or without balance between your time working and your time spent with family and friends? Remember, I did say be honest! If you answered truthfully, you said YES and I can tell you that you have lots of company.

So, is there a solution to be found that can change these negative feelings? Yes there is and it may be time you discover that coaching is a solution that more and more people are turning to in order to change and improve various aspects of their lives. In today's business world coaching is being recognized as one of the major methods of developing people's skills and helping solve problems in the workplace.

Now just imagine what you could achieve if you had the benefit of a person, your own coach, who acts as a skillful guide and facilitator to guide you in defining and developing a realistic action plan and who also holds you accountable for doing what you must do. It seems that the beginning of a new year is a great time for you to discover the benefits of coaching and how working with your coach will help get you from where you are to where you want to be.

As this New Year begins, I hope you are ready to learn about how we can work together so you can achieve greater levels of performance and your personal and professional goals. I am committed to establishing a strong relationship with my clients and to be their facilitator and guide with the utmost confidentiality, integrity and honesty. Please "[contact me](#)" today so I can listen and learn about your specific needs and goals and then determine how I can provide the greatest value to you as your coach.

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## Workplace Help

### Public Relations Prescription for Healthy Media Relations from the PR Doctor

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

Are you frustrated in your dealings with media? Are you becoming ill because you cannot achieve positive media coverage or a single media placement? If you responded YES, then the "PR Doctor" is recommending a thorough "check-up" of your media relations skills and is writing a prescription to help you achieve healthy and successful media relations.

Let's do a media relations check-up to determine how you are communicating with the media and the state of health of your media relations.

1. Do you know the media reporters and the publication you are dealing with?
2. Do you know when to contact the media and how the media wants to be contacted?
3. Have you introduced yourself appropriately and worked on establishing a positive professional relationship with the media?
4. Have you prepared and practiced your "pitch" to the media before you call?
5. Do you show respect for media deadlines?
6. Are you being creative in your "pitches" to the media?
7. Do you follow-up consistently with the media?
8. Do you have a media strategy?
9. Are you available for contacts from the media?
10. Do you make promises to the media that you cannot keep?

Now, let's look at a prescription to address any of the check-up items that received a negative response and to help you improve the health of your media relations.

1. Know the media, the publication and the audience that you are dealing with in your public relation efforts.
2. Always ask if a reporter is on deadline when you call. And find out the best time and the best way to communicate with the media (e.g. FAX, email, etc.).
3. Introduce yourself properly and build trusting relationships with the media now
4. Develop a good story that is compelling and prepare and practice your "pitch" before calling the media.
5. Always learn and respect media deadlines.
6. Use some innovative thinking to produce more effective results. Try different "hooks" for your story.
7. Be very positive and persistent in your follow-up contacts with the media.
8. Develop a different media strategy for each of your stories.
9. Make yourself available for contacts from the media about your story.
10. Always be honest and truthful and keep your promises with the media.

What are the results of your media relations check-up? Could there be improvement? If you want an individualized prescription to help cure your media ills and achieve healthy media relations, please visit [www.prdoctor4u.com](http://www.prdoctor4u.com) and "contact me."

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## Business Building

### Why I Love to Hear From Clients

## **and Why You Should Too**

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

I love to hear from my clients (and my business associates, friends, et al) because I value their feedback. One of my favorite questions is a simple one, but one that yields great value to me. I love to ask, "What do you think?" about any number of items and then listen carefully to the response. Over the 35 years in my professional life, I am still amazed at how many businesses and individuals will tell me that they know what their customers think & want. Yet, when I challenge them and inquire if they actually asked their clients or customers, they say NO very often.

Not asking for, not encouraging and not valuing feedback is a huge mistake. No matter what business or organization you are in; getting feedback from your customers & clients is a critical success factor. No matter how good or great you are, you always can be better by learning from feedback.

In asking for feedback I want to and need to know how I am doing. Former New York City Mayor Ed Koch constantly asked people he met on the streets - "How am I doing?" I believe in striving for continuous improvement and therefore we each need to know our own strengths and weaknesses so we can improve and grow personally and professionally. And then we need to take action!

When we hear from our clients and customers and truly listen with an open mind, we actually receive an opportunity to find out what their problems are so we can help solve the problems and return to use our services and products again. And in this way we can grow our own businesses.

Clients and customers appreciate the opportunity to share their feelings and will view you in a positive way for seeking honest feedback. Their feedback provides you with an opportunity to improve client loyalty, satisfaction and your bottom line. I really believe that asking for feedback and then following-up in a positive manner is one of the most effective techniques to retain your clients and customers.

I do love hearing from you, so please "[contact me](#)" and send me your feedback.

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## **Business Help**

### **Business Communication: The Good, The Bad, & The Ugly**

By Glory Borgeson

If you've spent any time with consultants from large firms (especially in the '90's), then you heard some of the buzz words and phrases heard in offices across the U.S.; phrases such as get our arms around this, paradigm shift, reinvent the wheel, and any verbing of a noun (such as "incent") was typically heard in many conference rooms.

Many of these phrases were not meaningful to those who heard them. Employees need to understand the phrases of management before they believe it. And they need to believe it before they will do something about it.

In coaching, a basic question is, "What's important?" Employees who

don't hear or understand what is really important will decide for themselves what's important and will act and work accordingly.

The management of a large department store thought they communicated to their employees that the most important part of their job was customer service. However, upon surveying the salespeople, they found that a majority of the employees believed their most important task was protecting the inventory. Why did they think so? Because they received many memos from management regarding loss of inventory and security. Communications about customer service were not nearly as numerous.

Is there a system in place at your business (for the company or the department) in which employees are informed about the goals of the business and how their job helps the company reach those goals? Do they know how they will be rewarded for their contribution? Do they understand it? Do they believe it? Will they take action?

Clear communication is a must and a key to that action. It involves knowing your audience, having a strategy, clarifying steps, and measuring the results.

### **Know your Audience**

Who are your people? What will they respond to positively? Find out what they consider to be relevant. If it doesn't match what you consider to be relevant, then take time to re-shape relevancy and the company. Whom do they believe is credible when that person communicates? How do they respond to various types of communication?

### **Have a Strategy**

Strategize a communications plan to emphasize "what's important". Rather than simply send out memos, brochures, and fliers to tell people stuff, plan your strategy first. Does it make sense? Does it clearly emphasize what you're wanting to communicate?

### **Clarify the Steps**

Is there some action that you want employees to take? Make certain that within your strategy there are places where action steps are clearly defined. Keep the level of English at a grade level that makes sense for the audience. For example, for a general audience that has a wide-range, a 7th grade to 8th grade level is good. (Most newspapers are written at this level. Microsoft Word will tell you the grade level of your writing in "Readability Statistics" at the end of the spell check routine as "Flesch-Kincaid Grade Level", if you turn on "readability statistics".)

Communicate the benefits of the actions you want the employees to take. This includes both the benefits to the company or department and the benefits to the individual employee.

### **Measure the Results**

How did you do in your communications effort? Have someone create a survey that draws out the results (the raw truth).  
Did employees understand it?  
Did they believe it?  
Do they still believe it?  
Did they take action?  
Was it appropriate action?

The responses will measure how your communications helped to change behavior and, in some circumstances, if performance improved (if that was a goal).

In conclusion, following this outline of knowing your audience, having a communication strategy, clarifying the steps with your audience, and measuring the results, will ensure that your communications plan gives you the results you want.

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## Personal Help

### Communication and Trust in Highly-Effective Teams

By Russ Pratt

CEOs and others are often more effective when they have highly-effective teams at their disposal. At the point where team members all know the team goals, interpersonal conflict is reasonable, and roles are defined, many teams can still struggle. Even with everyone pointed in the same direction, there can be problems:

- some people won't share information,
- some won't debate the issues,
- some perceive a 'kill the messenger' pattern or have a fear of reprisal,
- some may exhibit passive aggressive or aggressive behavior,
- some will agree in a meeting to take action, but fail to take it, and
- sometimes too many people or the wrong people in the room can cause a problem.

To overcome many of these problems, two things have to happen: team members have to trust the people and the process, and

team members have to be willing to contribute to team debates (i.e., they have to be willing to engage in constructive conflict on the work itself).

When both these elements are in place, team members can be passionate and unguarded in a discussion of the issues. They openly admit mistakes. They respect others' ideas and opinions. They attack problems, not people. And, even if a decision goes against their position, they often can accept it because their ideas were heard.

Trust takes time to build and it can only be earned. It's easier with a smaller team which is one of the reasons that many executive coaches suggest a team should ideally consist of less than 10 members. It requires complete honesty (some would say "brutal honesty"), integrity, good communication, vulnerability, and behavior that demonstrates that the team goals are more important than an individual's goals. Without trust, team members don't participate fully, issue guarded or political comments, may agree to something in a meeting but fail to buy in, thwart the result or manage to avoid any accountability.

Trust is difficult to create in a competitive environment and most companies provide a competitive environment. For example, to get a promotion, you often have to compete with other candidates or if you appear weak, others may try to take advantage. So how can you show weakness or vulnerability in a competitive environment? It's best if you pick an area that offers little risk such as sharing and asking something of a personal nature: hobbies, where you grew up, and so on. Developing informal relationships at work makes it easier to engage in difficult work

discussions with the same people when the need arises. Getting to the next level of trust can be aided by sharing something you appreciate about other team members. A third approach is to use DISC, InterPersonal Profile (360° feedback), and/or personality tests to help build trust by allowing people to better understand themselves and others.

One of the problems with solving a trust issue is you may never know what the underlying issues are if people are not willing to share them. This is often the case, particularly in a multi-person setting. At times like these it's important to use an approach that promotes trust and provides useful and timely feedback. Recently we recommended a process to check the trust level and communication effectiveness within a team. The feedback surprised some team members who thought everyone was on the same page. Specific issues, now out in the open, could then be dealt with relatively quickly. Left untended, issues like these can cripple the effectiveness of a team, cause cycle-time delays, and reduce cohesion, team spirit and morale.

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## **Employment Help**

### **"The Perfect Labor Storm"**

By Ira S. Wolfe

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

#### **Fact #28**

Workers see more growth potential if they were to leave their company than stay with their current employers.

#### **Fact #29**

Despite economic uncertainty, nearly seven out of 10 U.S. workers say job change will be at their own initiative.

#### **Fact #30**

51 percent of U.S. workers are extremely likely or very likely to look for a new job or work situation. Source: Spherion's 2003 Emerging Workforce Study

#### **Fact #31**

The rate of failure for new executives is 40 percent to 60 percent within the first 18 months and, within five years, two-thirds of executive hires fail. Such a failure costs the company 20 times the salary of the executive.

#### **Fact #32**

20% of this America's large, established companies will be losing 40% or more of their top-level people in the next five years as senior executives reach retirement age (Development Dimensions International Inc. (DDI), Bridgeville, Pennsylvania.

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](http://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.

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## 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
48 Hours	Not Out There
Generic Keylogger.h	Out There
A Virtual Card For You	Not Out There
Adware-WinHound	Out There

If you want to check out other hoaxes and warnings visit -  
[www.truthorfiction.com](http://www.truthorfiction.com)

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**We wish you a happy, healthy, peaceful  
and prosperous New Year!**

**In the spirit of the season,  
Glenn Ebersole  
"Your Strategic Thinking Coach"**

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