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Vol. 5, No. 39 - January 08

Happy New Year from "Your Strategic Thinking Business Coach" in Lancaster, Pennsylvania. Thank you for your continued support of our newsletter and our web site. I continue to be grateful to have you as a loyal subscriber and reader and am excited about sharing more business tips, strategies, coaching advice and business information of value to you in 2008! I hope that what we share has and will inspire you to engage in more strategic thinking and planning to manage and grow your business and to reach higher levels of personal achievement.



I hope 2008 is off to a very positive start for you. We are very pleased with the start of our year here and are looking forward to a positive year of growth in our business and to helping you and your business grow as well. We will be announcing some new initiatives during the first quarter of 2008 to increase our visibility and offerings in areas of coaching, professional speaking, seminars, workshops, presentations, and professional facilitation of meetings and retreats.

So stay tuned.

We appreciate the continued contacts we receive from the newsletter and we ask you to keep those contacts coming to us. And we also ask you to please help spread the value of our newsletter by telling your friends and colleagues. You can use the "Recommend Our Page" link that is now located on the bottom of all the pages on our web site to send any page link along with a short message from your self to a friend or colleague. [Click here](#) to go to our newsletter page and try it.

Do you have a question, challenge, issue or opportunity in your business or in your career? If you do, please contact Glenn via [email](#) to find out how you and your business or organization can benefit from a strategic thinking business coach. Glenn continues 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 have some exceptional and insightful articles for you in this newsletter issue regarding: the top 10 requirements to be a great strategic thinker; strategic tips on achieving high visibility in your target market; and more on business coaching to success in 2008. 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.

"I have enjoyed reading your newsletters throughout the year, and wanted to take a moment to "Thank you" for the insightful information you so willingly share with all of us. There is always something to be learned from every one, and that is a compliment that I cannot always say about a lot of

Click To Articles on
Our Web Below.

In This Issue:
[Ten Strategic Tips on How To Achieve High Visibility In Your Target Market, From Your Strategic Thinking Business Coach](#)

[The Top Ten Essential Requirements To Be A Great Strategic Thinker, According To Your Strategic Business Coach](#)

[Coaching to Success in 2008!](#)

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

11 Strategic Actions To Combat and Defeat Time Wasters From Your Strategic Thinking Business Coach

A Prescription From The PR Doctor To Become Positive Headline News

the things I read these days ! I must admit I got a chuckle about the business lunches in this issue- I know I've sat across from a few munchers in the past, that try to hide their mouths behind a buttered roll, but it just doesn't cut it in the business world."

John Edgar
Assistant Vice President
Community Banking Manager
Sovereign Bank

Powerful Strategic
Networking
Questions From
Your Strategic
Thinking Business
Coach

and more...

Glenn's Golden Grains To Grasp

Recommended Reading:

"The 108 Skills of Natural Born Leaders"

By: Warren Blank

ISBN 0-8144-0646-7

Available online at www.amacombooks.org or www.amazon.com

"The 108 Skills of Natural Born Leaders" authored by Warren Blank presents a broad collection of practical suggestions for developing personal leadership characteristics that are essential at every organizational level. Blank does not believe that anyone is actually born a leader. He believes anyone can become a leader if you master the specific set of skills people commonly associated with so called "natural born" leaders. Blank has taken all his observations and applications of successful leadership skills and condensed them into a practical and readable book. This book provides a template for leadership success. If you want to learn more about what skills are essential to become a leader, this book will provide you with some valuable insight.

Words to the Wise for Work:

"I not only use all the brains I have, but all I can borrow."

– Woodrow Wilson

28th President of the United States

Your Strategic Thinking Business Coach's Challenge to Commit:

I CHALLENGE YOU TO COMMIT: "to read the article entitled "The Top Ten Essential Requirements To Be A Great Strategic Thinker, According To Your Strategic Thinking Business Coach " in this issue and think about how you can work toward meeting those requirements.

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

Your Strategic Thinking Business Coach's Recommended Resource

My recommended resource for this month can be a real time-saver. Although much of our business is conducted face-to-face, sometimes it is worthwhile to strategically use technology. One great way to be efficient is to conduct some of your meetings via a "bridge line." This technology allows a group of people (usually up to 100) to have a group phone call. It is different than a conference call in that the attendees call a long-distance number (rather than a toll free number), but there are no other charges. Here are a number of services, which offer free bridge lines:

www.freeaudioconferencing.com

www.freeaudioconference.com

www.instantconference.com

www.freeconference.com

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.

Business Coaching

Ten Strategic Tips on How To Achieve High Visibility In Your Target Market, From Your Strategic Thinking

Business Coach

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

Your Strategic Thinking Business Coach strongly emphasizes the importance of achieving high visibility and establishing yourself and your business in your targeted networks. Gaining high visibility and a positive, trusted position will ultimately enable you to build quality relationships with more people in your niche markets and result in an increased number of prospects. The people who achieve this high visibility exhibit certain characteristics and behaviors. Your Strategic Thinking Business Coach offers five (5) DO's and five (5) DONT'S to make up the following ten (10) strategic tips on how to achieve high visibility in your target market.

THE FIVE DO'S:

Strategic Tip #1: DO commit to and act as a leader. Be proactive and seize the opportunity to step forward and lead.

Strategic Tip #2: DO commit to be and be a rapport builder. High visibility people develop rapport with almost every individual with whom they come in contact. Highly visible people are communication builders.

Strategic Tip #3: DO commit to and be a contributor. Give, not for the opportunity to get, but because you recognize that ultimately it will result in more opportunities to give.

Strategic Tip #4: DO commit to and be an idea generator. Highly visible people are seen as resources and people who can really help move a business, an organization and/or ideas forward.

Strategic Tip #5: DO commit to and become involved in the whole process. Highly visible people demonstrate their intentions with their actions. They "walk the talk."

THE FIVE DON'TS

Strategic Tip #6: DON'T limit yourself to simply being a joiner. And don't attend only a meeting or two with sole purpose to sell something.

Strategic Tip #7: DON'T be a "non-involved" member of an organization. Don't stand in the background.

Strategic Tip #8: DON'T expect prospects to come to you without you reaching out to them. Don't expect anything to happen if you don't initiate contact.

Strategic Tip #9: DON'T limit yourself to meeting only a few people. Don't limit your influence to a small group of prospects you actually meet.

Strategic Tip #10: DON'T limit yourself to producing only a few contacts per opportunity. Don't exhibit a lack of energy or enthusiasm when faced with an opportunity to meet and interact with people in your target market.

Your Strategic Thinking Business Coach encourages you to commit to becoming highly visible in your target market as a strategic marketing initiative to grow your 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 by email Glenn.

Business Help

The Top Ten Essential Requirements To Be A Great Strategic Thinker, According To Your Strategic Thinking Business Coach

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

Strategic thinking is essential to improving your business performance. And in order to raise the bar of performance in your business from where you are now to where you want to be will require a level of strategic thinking that is in perfect harmony with our vision for the business.

Strategic Thinking will create a structured and progressive path forward to your vision.

Your Strategic Thinking Business Coach believes there are ten (10) essential requirements to become a great strategic thinker. Those ten (10) include:

Essential Element #1: You must have a vision. And you must be great at thinking with a strategic purpose and creating a visioning process. Great strategic thinkers are visionaries.

Essential Element #2: You must learn from experience and commit to being a lifelong learner. You must use your experiences to think better on strategic issues. Great strategic thinkers strive for continuous improvement in all they do.

Essential Element #3: You must learn to use your time efficiently and effectively. Great strategic thinkers place a high value on time and are masters of strategic time management.

Essential Element #4: You must have an extremely high level of awareness of what is happening around you and be open to absorbing all that you can. In any business, there are clues, often subtle, both internal and external to help guide future direction and to identify opportunities. Great strategic thinkers take all of this in and then they set aside time to think about all the experience and information to guide them in the planning and working on the issues, challenges and opportunities that lie ahead.

Essential Element #5: You must be patient. It is so important to remember that strategic thinking is about the longer-term future, rather than about today, tomorrow or next week.

Essential Element #6: You must have clearly defined and focused milestones and goals. Ad these must be subject to frequent review to ensure your thinking is validated. Great strategic thinkers have an innate ability to identify the potential twists and turns and “potholes or landmines” that could destroy the possibility of reaching the desired milestones.

Essential Element #7: You must be open-minded. Great strategic thinkers do not bind themselves by constantly judging their thinking as they think up ideas. They keep open minds and test the detail later.

Essential Element #8: You must be realistic in creating your ideas and be honest about what is achievable in the longer term. This will facilitate and ensure a higher probability of delivering success. The great strategic thinker will “under-promise” and “over-deliver.”

Essential Element #9: You must reserve and set aside time for your self. In highly competitive and intense business dealings, it is important to take time out. This could be a retreat, or a day away to a creative relaxing place to do some strategic thinking without undue distractions. Great strategic thinkers set aside time to “think!”

Essential Element #10: You must seek the advice and perspective of others. This may take the form of bouncing ideas off a team of people; participating in a peer advisory group; or working with a strategic thinking business coach to achieve that needed advice and other perspectives.

If you can acquire the above top ten essential elements, then you will become a great strategic thinker. Your Strategic Thinking Business Coach encourages you to fully realize the benefits of strategic thinking. 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 Building

Coaching to Success in 2008!

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

The New Year, 2008 is underway and each day presents opportunities for each and every one of us to be successful. But do we recognize the opportunities for success? Do we act upon the opportunities for success that are recognized? How does one become skilled in recognizing, seizing and acting upon opportunities for success? One very powerful answer: "through coaching."

Business and personal coaching, in addition to the athletic coaching I have had over my career has played a monumental role in my development, personally and professionally. If I reflect upon more than 35 years in my professional career, I would offer the following as what I believe are some golden keys to unlock your potential for achieving success in business and life.

1. Be **Passionate** about your business and what you love to do. Your passion will help you remain motivated and will foster creativity.
2. Be **Open-minded** and be prepared to step outside of your comfort zone.
3. Become or continue to be a **Life-Long Learner**.
4. Create a **Business & Personal Strategic Plan** with a vision, mission, guiding principles and goals.
5. Increase your **Interpersonal Skills** to the highest possible level.
6. Increase your **Verbal and Written Communication Skills** to the highest possible level.
7. Be **Committed** to success.

To use the golden keys mentioned above one needs to have some help. I believe that each of us can use some help from time to time and that help can come through a coach. Your coach can certainly help you work with those golden keys. To illustrate what I mean, let's look at some of the benefits you will receive from engaging the concept of "coaching to success." Your coach and the coaching process will:

1. Help you see the bigger picture and help you expand your frame of reference on business and life.
2. Help you develop your business and personal vision.
3. Help you develop short & long term goals to reach your vision.
4. Hold you accountable and keep you on track to reach your goals and vision.
5. Expand your thinking and become more open to new ideas.
6. Encourage you and buildup your self-confidence.
7. Help you hone critical thinking skills and learn to think strategically.
8. Provide a safe and confidential forum and environment for discussion of your challenges, concerns, problems, etc.
9. Help you improve your life's balance of work and play.
10. Develop a professionally personalized coaching program for success, specially designed for you.

Now, let's pause and reflect for a moment on the above. I want you to ask yourself right now – what is hindering or preventing you from achieving success? Are you: Overwhelmed? Confused? Stuck? Closed-minded? Discouraged? Unorganized? Out of balance with your work and play? Without clear business and personal vision and goals? Do you really want to achieve success in 2008?

If you answered Yes to any of these questions, Your Strategic Thinking Business Coach encourages you to consider the benefits of coaching to help you achieve success in 2008. 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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