

Vol. 4, No. 33 - 6/07

Greetings from "Your Strategic Thinking Business Coach" in Lancaster, Pennsylvania. We are now approaching mid-year and the close of the 2nd quarter for those businesses that use the calendar year as their fiscal year. This presents a good opportunity to look back at the first half and to look ahead at the second half of the year and adjust your planning accordingly to reenergize, rejuvenate and recommit yourself and your team to achieve your goals and objectives for the rest of this year. What were the lessons learned from the first 6 months and how can they be applied for improved performance over the next 6 months? I hope you will apply some sound strategic thinking to that effort.



Click To Articles on Our Web Below.

In This Issue:
[**Why News Releases Are Quickly Tossed Into The Trash, According To Your Strategic Thinking Business Coach**](#)

Please check out the premier offering of "Your Strategic Thinking Business Coach's Recommended Resource" in this newsletter. I am committed to providing you with some valuable resource each month to assist you in strategically managing and growing your business.

[**Strategically Structured Succession Planning For Company Leadership, According To Your Strategic Thinking Business Coach**](#)

Please contact Glenn Ebersole via [email](#) to share your questions, challenges, issues and opportunities so we can discuss how we can assist you through our professional integrated approach of business coaching, business consulting and strategic thinking and planning. We would appreciate the opportunity to assist you through our guidance and facilitation in our professional integrated approach of business coaching, business consulting and strategic thinking and planning.

[**Lessons Learned From Strategic Marketing From Your Strategic Thinking Business Coach**](#)

We have some exceptional and insightful articles for you in this newsletter issue regarding: strategically structured succession planning for company leadership; strategic marketing; and public relations and working with the media. 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 had a number of thoughts as to where I wanted to go both personally and professionally in my next business stage. I was floundering in looking for a solution. Your coaching helped put things in order and allowed me to develop a plan that should work for my family and me.

I'm convinced that all professionals should have a working plan like this and your coaching would certainly be helpful to most. Thanks, again."

Corporate Executive

In the next Issue - Look For:

An 8-Step Strategic Marketing Approach For New Business From Former Clients, From Your Strategic Thinking Business Coach

Glenn's Golden Grains To Grasp

Recommended Reading:

"The Self-Destructive Habits of Good Companies ...
And How to Break Them"

By: Jagdish N. Sheth
ISBN -10: 0-13-179113-3

Available online at www.amazon.com or www.barnesandnoble.com

Some of the great questions asked in business today are: "Why do so many good companies fail? Why do so many good companies engage in self-destructive behavior."? Jagdish Sheth has devoted an entire book to answering those two questions. This book identifies seven dangerous habits that even well-run companies succumb to and also provides a diagnostic to identify and break those habits. One of the valuable things about the book is that it provides specific, detailed techniques for "curing" or "preventing" each of the seven self-destructive habits. This book provides valuable insights and I highly recommend this book to people who want to ensure their company will not "self-destruct."

Words to the Wise for Work:

"If your thinking is sloppy, your business will be sloppy. If you are disorganized, your business will be disorganized. If you are greedy, your employees will be greedy, giving you less and less of themselves and always asking for more."

– Michael Gerber, Entrepreneur and author of
"The E-Myth" and The" E-Myth Revisited"

NEW!

Your Strategic Thinking Business Coach's Challenge to Commit:

"I challenge each of you to commit to look at the level of marketing apathy within your business or organization. Are you truly committed to growing your business through strategic marketing?"

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

NEW! STARTING THIS ISSUE.

Your Strategic Thinking Business Coach's Recommended Resource

"I recommend that you visit www.perfectlaborstorm.com for a great source of workforce trends and facts and that you consider signing up for the free newsletter, "The Total View."

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

Why News Releases Are Quickly Tossed Into The Trash, According To Your Strategic Thinking Business Coach

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

Did you ever wonder why your news release never resulted in an article or story in the media to which it was sent? Or did you ever wonder if the release was ever read? Do you know why some news releases always get tossed into the wastebasket? Your strategic thinking business coach shares the following several reasons why news releases end up in the trash.

Ten Top Tips To
Achieve Work and
Personal Life
Balance - From
Your Strategic
Thinking Business
Coach

How to Identify and
Break The Self-
Destructive Habit of
Complacency In
Your Business

and more...

1. The news release was sent to the wrong publication, or the wrong reporter at the right publication.
2. The only newsworthy part of the news release is at the very end of the release.
3. There is a complete void of anything newsworthy in the release.
4. The news release has numerous typos, misspellings and grammatical errors.
5. There is no contact information included in the news release.
6. The release is written as an advertisement and is full of hype and no facts.
7. The subject line in an emailed release is too long, too vague or looks absolutely like an ad.
8. The emailed release has an unsolicited attachment.
9. The release was handwritten, typed with all capital letters or sent in some hard-to-read or uncommon format.
10. Important information was deliberately omitted as a ploy to have a reporter call the writer of the release.

If you would like to learn how to avoid having your news release thrown in the trash, increase the probability the releases will be read and used and 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

Strategically Structured Succession Planning For Company Leadership, According To Your Strategic Thinking Business Coach

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

Succession planning is very important to the long-term success of any company. Leadership transitions in business affect the entire organization's continuity, employee retention, client retention and returns on investment. It is essential to create and implement a process that creates visibility, accountability and greater integration of all facets of the business.

The rapidly changing demographics in the workplace, especially the aging baby boomer segment, there is a real challenge to find talent for leadership roles. Companies that are able to respond proactively with strategically developed and implemented effective leadership succession plans are in a superior position in the marketplace and global economies.

Your strategic thinking business coach offers the following list of recommended strategic actions to structure a leadership succession planning process.

Strategic Action #1:

Begin the succession planning process early. A period of one to three years prior to the expected departure is optimal dependent upon the leadership position. The most strategic approach is to start the planning process as soon as the new leader takes charge.

Strategic Action #2:

Clearly determine and communicate the purpose, goals, and extent of the leadership succession plan or program.

Strategic Action #3:

Clearly define the desired and required qualities of the new leader. The

qualities should be driven by the company's strategic plan and its requirements.

Strategic Action #4:

Develop a clearly focused leadership development strategy. This will enable potential candidates to acquire training for additional responsibility within the company.

Strategic Action #5:

Develop a talent management process that will incorporate strategic thinking for specific development opportunities for future leaders. This may include mentoring and some form of coaching.

Strategic Action #6:

Identify future leadership candidates by developing a system for assessing current and future leadership needs.

Strategic Action #7:

Identify a system for communicating information to ensure that the leadership succession and/or development programs are in line with strategic business needs.

Your strategic thinking business coach encourages you to use strategic thinking in the development of leadership succession plans. If you would like to learn more about how to develop a strategic succession plan and 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.

Business Building

Lessons Learned From Strategic Marketing From Your Strategic Thinking Business Coach

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

Businesses need to be strategic! There are too many businesses that have failed to recognize the value of being strategic in their thinking and planning and have limited themselves to less than optimum results. Today, I want to present some thoughts about strategic marketing plans. I continue to be amazed at how many businesses have no marketing plan at all, let alone a strategic marketing plan. The truth is that the only marketing plan some businesses have is one on "the seat of their pants."

Over the many years of working with business owners, their management teams and employees, there have been many opportunities to experience and capture the "lessons learned" from their endeavors. In this article I want to share some of the "lessons learned" from strategic marketing. Here are ten (10) lessons learned from your strategic thinking business coach.

1. BE STRATEGIC! Engage in strategic thinking and planning when developing your strategic marketing plan. Make sure your plan is based on the right actions and programs to meet your specific goals and achieve your vision and mission.

2. Know your customer/client. Create a list of your most desired clients/customers that is based on a profile of what you consider your ideal client/customer.

3. Know your competition. Competitor research, if done strategically, may provide insight as to how you can work with competitors by partnering and cross marketing by sending business to one another.

4. Develop a market position based upon identified opportunities. Clearly define the market position and focus on providing different benefits than your competition.

5. Develop a positioning statement for your business. This can be used as a tag line that will help build brand loyalty and communicate benefits and features that your target market can relate to. One example would be: Glenn Ebersole, "Your Strategic Thinking Business Coach" or another example would be: The Renaissance Group (TM), "A Strategic Thinking Consultancy"

6. Create and live by a strong code of ethics and company core values. Demonstrate in all that you do each day in your business that these core values and ethics are how you conduct your business.

7. Commit to a continuous improvement philosophy in your marketing efforts. And commit to finding the "lessons learned" in the mistakes and failures and then taking action in the future based upon the "lessons learned."

8. Commit to a "continuous marketing" mentality. Your marketing efforts need to be continuous and not a "one shot deal" or a "sometime" activity. It is an "all the time" activity.

9. Create an evaluation process for your strategic marketing plan. Commit to monitoring your plan and to review your plan to measure the results.

10. Develop an effective customer contact management system with a goal of achieving Top Of Mind Awareness (TOMA) with your clients, prospects and stakeholders.

Your strategic thinking business coach encourages you to use strategic thinking and planning in the development of your strategic marketing plan. If you would like to learn more about the strategic marketing plans, how to develop one for your business and 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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