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Dear #name#

Greetings from "Your Strategic Thinking Business Coach" in Lancaster, Pennsylvania. The Year 2007 seems to be "flying by" and before we realize it, the "traditional start of summer" on Memorial Day weekend will be here. Have you started thinking about your summertime vacation plans and how to strategically use that time as an opportunity to reenergize, rejuvenate and recommit yourself for the rest of this year? Whatever your plans are, I hope they will be relaxing, rewarding and safe.



Click To Articles on Our Web Below.

In This Issue:
[Strategic Business Tips On How To Achieve Civility In Today's Workplace, From Your Strategic Thinking Business Coach](#)

[Strategic Benefits of Business Coaching, According To Your Strategic Thinking Business Coach](#)

[Building An Environment of Ethical Behavior. Ten Tips From Your Strategic Thinking Business Coach](#)

Please check out the premier offering of "Your Strategic Thinking Business Coach's Challenge to Commit" in this newsletter. I would love to hear from you with your responses to the challenge. Next month I will be unveiling another addition to the newsletter, "Your Strategic Thinking Business Coach's Recommended Resource." And stay tuned for a few more newsletter changes this year.

Please contact Glenn Ebersole via [email](#) to "listen and hear" what you have to say about your business or organization and its challenges and opportunities. 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.

We have some exceptional and insightful articles for you in this newsletter issue regarding: tips on how to achieve civility in today's workplace; strategic benefits of business coaching; and tips for building an environment of ethical behavior. 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.

"In October of 2005, my financial advisor highly recommended that I talk with Glenn about a potential buyout of the company I was working for. The buyout involved investing a lot of money. Glenn became my business coach and guided me through the due diligence process. Throughout this process, Glenn advised me on the data needed to analyse and determine the company's worth. We also discussed the pros and cons of the career move, and more importantly he encouraged me to look at my options. In the end, the option of starting my own company proved to be the best choice.

As a new business owner, Glenn has been my strategic thinking business coach, guiding me through the planning and startup of Advanced Signs and Graphics. Together we outlined all of the steps I needed to take to start a successful business. Glenn continues to coach me through a very

In the next Issue - Look For:

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

exciting first year! "

*Nancy Seibert
Owner/President
Advanced Signs and Graphics*

Business Coach

Lessons Learned
From Strategic
Marketing From
Your Strategic
Thinking Business
Coach

Glenn's Golden Grains To Grasp

Recommended Reading:

"Opening Closed Doors Keys to Reaching Hard-to-Reach People"

By: C. Richard Weylman

ISBN: 0-7863-0154-6

Available online at www.amazon.com

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

and more...

Reaching the right person, getting past the "gatekeepers" we face in business and working to build quality relationships is an ongoing challenge and opportunity for all people in marketing and sales. I am always eager to learn new ideas, strategies and tactics to turn those challenges into opportunities. I agree with Weylman when he states "successful selling starts with successful prospecting." This book has remained a well-used resource for generating ideas for successful prospecting for my clients and for myself. The book includes over 300 specific ideas for identifying, generating, cultivating and maintaining prospects. This book is an easy read and Weylman has organized these ideas in six articulate sections and 18 thoughtful strategies that allow the reader to understand the theory behind the ideas and thus shape them to best advantage in specific situations.

I highly recommend this book to people who need a solid marketing and prospecting approach, based upon some very good strategic thinking, to keep the prospecting pipeline filled.

Words to the Wise for Work:

"If ethics are poor at the top, that behavior is copied down through the organization."

– Robert Noyce, inventor of the silicon chip

NEW! STARTING THIS ISSUE.

Your Strategic Thinking Business Coach's Challenge to Commit:

"I challenge each of you to commit to look at the status of accountability within your business or organization. Are you holding yourself and others accountable? Are others holding you accountable? What are you doing to foster a culture of accountability within your organization?"

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

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

Strategic Business Tips On How To Achieve Civility In Today's Workplace, From Your Strategic Thinking Business Coach

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

Today's workplace is very dynamic, sometimes very stressful, and too often not very civil. We certainly observe the lack of civility in the workplace with people calling each other names, engaging in personal attacks on each other, exhibiting rude and disruptive behaviors and the lack of respect for one another or ignorance of how behaviors affect others. I believe there is a real desire for the restoration of civility in the workplace.

Your strategic thinking business coach offers some tips on how to achieve civility in today's workplace.

- + Always respect the value of everyone's time by showing up for meetings prepared and on time.
- + Keep your cell phone turned off or in silent or vibrate mode whenever possible.
- + Use an appropriate volume of speaking when talking in the office, at meetings or on your cell phone.
- + Greet everyone with "hello" and a smile.
- + Avoid multi-tasking when you are talking on the phone or on a conference call.
- + Pay attention in meetings and do not constantly check your personal electronic devices for emails, text messages, etc.
- + Respect someone's request for a "quiet zone" or "do not disturb" time.
- + Say please, thank you and/or I am sorry.
- + Communicate in a professional and courteous manner in all forms and at all times
- + Respect all people, policies, rules and regulations.
- + Take responsibility for one's choices and actions.
- + Accept consequences of one's inappropriate choices and actions.
- + Demonstrate acceptable etiquette and manners.

If you would like to learn more about restoring civility to the workplace 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 Help

Strategic Benefits of Business Coaching, According To Your Strategic Thinking Business Coach

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

There is a rapid growth of business coaching in the United States and those people who have business coaches are realizing some strategic

personal and business benefits. These people are gaining an understanding of what is possible for them and their business through business coaching. These growing numbers of people that have business coaches are reaping the strategic benefits of business coaching. Some of these strategic benefits that are being realized, according to your strategic thinking business coach, include:

Strategic Benefit #1: A clearly focused and defined vision for their business.

Strategic Benefit #2: A defined set of goals and objectives in a strategic action plan.

Strategic Benefit #3: Commitment and accountability.

Strategic Benefit #4: A proactive approach to resolving issues and evaluating and acting upon opportunities.

Strategic Benefit #5: An improved decision-making process and structure.

Strategic Benefit #6: A trusted advisor, confidante and guide in your business coach.

Strategic Benefit #7: Improved financial performance.

Strategic Benefit #8: Working “on your business” instead of just working “in your business.”

Strategic Benefit #9: Improved customer service.

Strategic Benefit #10: Increased productivity.

Strategic Benefit #11: Attract more business.

Strategic Benefit #12: Strategic thinking capabilities.

Strategic Benefit #13: Enhanced capabilities to manage change.

Your strategic thinking business coach encourages you to fully realize the benefits of business coaching to more strategically manage and 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 email Glenn.

Business Building

Building An Environment of Ethical Behavior. Ten Tips From Your Strategic Thinking Business Coach

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

Business ethics has become and has remained a popular news topic in today's world thanks to Enron, Tyco, WorldCom, Adelphia, et al. We have read and heard about the “waiving of the ethics code or standard” and where compromises were made to ethical standards for business advantages. And now we hear about zero tolerance for unethical behavior. It now seems as though the pendulum is swinging strongly in

the direction of zero tolerance for unethical behavior based upon the reactions to ethics misconduct cases across the corporate landscape.

Good business leaders have ethics, character and integrity. To lead and operate an ethical organization, you have to create an environment for your people that allows them to operate in an ethical manner. Here are ten (10) tips from your strategic thinking business coach on how to build an environment of ethical behavior.

Tip #1: Create and adopt a formal written Company Code of Ethics for your business and distribute a copy to all employees.

Tip #2: Create and implement a formal system for reviewing, updating and enforcing the Company Code of Ethics.

Tip #3: Communicate the Company Code of Ethics and provide orientation and training for all employees.

Tip #4: Commit to ongoing training and reinforcement of ethical behavior and require employees to take refresher ethics course.

Tip #5: Lead by example and "walk the talk" of following the adopted Company Code of Ethics.

Tip #6: Reward ethical conduct.

Tip #7: Deal with unethical behavior swiftly, firmly and justly when it occurs. Everyone must be treated in the same fair and impartial manner.

Tip #8: Encourage all employees to take responsibility for their behavior and maintain a strong personal code of ethics.

Tip #9: Appoint an ombudsman or other confidential channel for employees to voice their concerns or report unethical behavior in a confidential manner and without fear of retribution. Appoint a formal committee to consider ethical issues in accordance with the Company Code of Ethics.

Tip #10: Promote zero tolerance for unethical behavior.

Your strategic thinking business coach encourages you to develop a code of ethics for your business and a personal code of ethics. If you would like to learn more about creating an environment of ethical behavior in 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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