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Vol. 2, No. 15 - 11/05

Hello #name#

We have some great articles for you this month on branding your business, legal planning and future planning and business environments. For more great information visit our web site by clicking on the image to the right.



Click To Articles on Our Web Below.

We also wanted to let you know we have started our new user input section called "Glenn's Golden Grains to Grasp". The new section is premiering this issue below. 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.

And now on with this month's issue.

"We all knew the importance of having a strategic plan.....but there was always something that seemed to take precedence. Working with Glenn made it happen. We were able to put it on paper and that made it real."

Joanne Morton
Morton Fine Furniture

Glenn's Golden Grains To Grasp

Recommended Reading:

"Marketing Outrageously - How to Increase Your Revenue by Staggering Amounts!" by Jon Spoelstra This book is not just for sales and marketing folks - it's for anyone who influences the course and attitude of your company. Get all your employees on the same page with this book. It will transform their thinking about increasing revenue - *quoted from the book jacket*. ISBN 1-885167-50-4

website: www.bardpress.com or call 1-800-945-3132

Favorite Websites:

SPEWS.ORG - Spam Prevention Early Warning System
Having problems with bounced emails? Use this site to see if your mail server has been placed on a blacklist for spamming recently. Just enter the IP address of your mail server, usually in the bounced emails message, on this page. You can also get info on preventing spam and how to get off the blacklist you may be on.

Words to the Wise for Work:

"Being busy does not always mean real work. The object of all work is production or accomplishment and to either of these ends there must be forethought, system, planning, intelligence, and honest purpose, as well as perspiration. Seeming to do is not doing." Thomas Edison

In This Issue:

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[Creating An Environment of Trust, Support and Teamwork In Your Business](#)

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In the next Issue - Look For:

The Business of Ethics and The Ethics of Business

Managing Your Time - More Tips

Immunizing Your

Business Help

How To Brand Your Business Using Ten Action Items

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

In the world we know today, business is becoming more and more competitive. And, small business is the fastest-growing segment of business in most parts of the world. The competitors we face are no longer just the businesses in our own community. The competition now comes from businesses in other communities, in other states, countries and possibly from somewhere halfway around the world.

One of the most valuable assets a business, service, product or individual can own is their brand, their reputation. Recognition and value of your business, service, product and yourself determines marketing potential. So, branding must be an integral part of building your business. You need to have customers & clients remember your name, service, product so they can easily refer you to others and so you can build loyalty for repeat transactions.

What are some action items you can take to build your business brand and become a "household" name? I found one good solid answer from Kim Nishida, a certified life coach and fitness professional located in Southern California (www.readytoevolve.com). Kim lists the following 10 building blocks to become a household name.

1. Identify your values
2. Identify your mission
3. Identify your ideal client
4. Create an emotional connection
5. Identify the benefits vs. the features
6. Create an experience
7. Commit to a message:
8. Enforce consistency
9. Have the courage to reinvent yourself
10. Lastly, beware of following trends

I recommend you read Kim's entire article, which can be found at: www.ecomhelp.com/KB/marketing/kb_marketing-10-building-blocks-to-becoming.htm

Do you need assistance in building a brand for your business? I would appreciate the opportunity to speak with you about branding your business. Please [contact me](#) to schedule a time to meet.

Business Planning

Making Plans Now For A Better Business Year in 2006

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

Can you believe that we will be turning the calendars to 2006 in about 6 weeks? Have you thought about how to plan for a better business year in 2006? Do you have clear goals for 2006 and a plan to achieve them?

Well, right now is the time to use "strategic thinking" about 2006. Strategic thinking and planning now will help reduce or remove some uncertainty in

Business Against
Recession By
Using Marketing
Tools

Negotiate To Win

Internal
Communication: 12
Essential Elements

and more...

the year ahead, minimize surprises and/or enable you to better cope with surprises, create improved team work and also make more efficient use of your time and financial resources.

For those clients who have adopted a Strategic Plan and a Strategic Action Plan, we work together to update or refresh their Strategic Action Plan and its goals. The process we use has the following steps:

1. Commit to plan for the next year and then initiate the planning.
2. Review the company vision and modify, if required.
3. Review the company mission and modify, if required.
4. Perform a reality check on the company's achievement of the current year goals.
5. Set goals for the new year. Make sure each goal is the result of strategic thinking, is measurable, and will have a timeline for completion.
6. Develop the Strategic Action Plan with a detailed breakdown of activities/tasks for each goal, an assigned leader for each goal and each activity/task, and a place to record completion of each individual activity/task and overall goal.

Creating the above plan has many positive rewards. It does not have to be a time-consuming or a difficult task. Sometimes this task does require some outside assistance to facilitate timely completion. I would be pleased to be your guide and facilitator to assist you in preparing for 2006. Why not [contact me](#) today to help you get prepared for a better business year in 2006.

Business Building

Creating An Environment of Trust, Support and Teamwork In Your Business

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

One cannot hear or read about any success story without a reference to teamwork, trust and support. I believe that teamwork, trust and support are paramount to every business success. And I also know that most business owners and managers agree that they are still struggling to achieve a respectable level of trust, support and teamwork in their businesses.

Our business and personal lives are full of challenges and we have become more and more dependent upon a long list of people to help us function effectively and efficiently. And oh how frustrated we become when these people that we depend upon do not "keep their word." On a personal note, this is one of my pet peeves. In assessments I have taken, "not keeping their word" shows up as something you do not want to do with me. The report from the assessments states that the one thing you do not want to do with Glenn is to tell him you are going to do something and then not do it. So this is a real hot button with me.

Well, what is to be done about this? In my consulting practice, I plan and facilitate retreats and off-site meetings where I work with my clients on the elements of teamwork, building trust and support among team members. I listen to what the issues and dysfunctions of the team are and then research and develop exercises to work on the issues and dysfunctions. And I also research what other coaches do to create trust, support and teamwork.

I am very pleased to tell you that my research of other coaches' work

produced a real find that I want to share with you. I had the pleasure to communicate with Mark Rosenberger, Performance Strategist and Certified Speaking Professional. His website is www.wowcoaching.com. Mark is the author of "The Trapeze Buddy Success Strategy: A New Way to Create Trust Support and Teamwork in Your Business (ISBN 0-9656567-1-3). An email address is: info@www.wowcoaching.com.

Mark created his book so we can discover – through a simple metaphor – Trapeze Buddies™ - how to be caught more and dropped less by people we count on most. I promised Mark I would do 3 things: read his book, post a review of his book and tell others about his book. I have read the book, and have prepared and posted a review on Amazon.com and I am telling all of you about his book.

I highly recommend that you read this book so that you can remove what Mark refer to as the "SPLAT!" sound (from being dropped by those people you count on most) in your work/personal life.

Please [contact me](#) if you would like to learn more about how my coaching and my facilitating can help you and your organization create an environment of trust, support & teamwork.

Legal Help

Legal Planning for Small Businesses: Ten Biggest Mistakes

By David Burgess

Owners and managers of small businesses frequently fail to adequately address legal issues. This failure may stem from being busy with other matters, unaware of or insensitive to legal concerns, or reluctant to spend the money to hire an attorney. Unfortunately, such businesses may end up incurring substantial expenses or liabilities that could have been avoided with good legal planning.

Following are ten key legal mistakes frequently made by small businesses:

1. Failure to Prepare Corporate Minutes.

To preserve the shield protecting shareholders from personal liability for corporate debts, a corporation must observe formalities such as preparing regular minutes of the Board of Directors and the shareholders. The lack of minutes also can jeopardize the validity of various corporate tax deductions, particularly in the areas of officer compensation and benefits.

2. Failure to Update Purchase Order and Invoice Forms.

The lack of proper legal provisions in these forms could place the company in a weak legal position in the event of a payment or other dispute with a customer.

3. Lack of Nondisclosure Agreements with Employees and Contractors.

Much of the value of many start-ups resides in their intellectual property. Solid nondisclosure agreements are essential to protect that property.

4. Lack of Current Buy-Sell Agreement.

Almost any business with more than one owner should have a buy-sell agreement. A buy-sell agreement defines what happens upon the death, retirement, or termination of employment of one of the owners, or when an owner desires to sell his or her interest in the business. The absence of a buy-sell agreement can result in unintended consequences or a legal

quagmire in such circumstances.

5. Lack of Up-to Date Employee Manual.

An employee manual sets forth workplace rules and policies and procedures relating to the employment relationship. The lack of a satisfactory manual increases the risk of misunderstandings or legal violations, which can result in expensive employee disputes, lawsuits, and governmental penalties. In addition, a manual needs to be updated frequently to deal with changes in the law.

6. Failure to Document Transactions Between Corporation and Owners.

Shareholders often enter into transactions with their corporations, such as leases of real or personal property or loans to or from the corporation. The failure to satisfactorily document these transactions (as with the neglect to prepare regular minutes) can weaken the corporate liability shield or lead to adverse tax consequences.

7. Failure to Update Corporate Articles and Bylaws.

Articles and bylaws need to be reviewed and modified from time to time to take account of legal changes. Otherwise, the corporation could find itself in violation of corporate laws or subject to cumbersome and outmoded corporate procedures.

8. Lack of Stock Option or Other Equity Plans.

The absence of well-designed equity incentive plans can make it harder for a business to attract, motivate, and retain employees. A poorly drafted plan also could result in unexpected liability or expense for the corporation.

9. Inadequate Estate Planning.

With a closely held business, estate planning by the owners must be done in conjunction with overall business planning. The lack of suitable estate planning documents can result in costly probate proceedings or unnecessary estate taxes.

10. Failure to Conduct Legal Review of Website.

Depending on the nature of its business, a company should include appropriate terms and conditions, copyright notices, legal disclaimers, and a privacy policy in its website.

Business Help

Planning for the Unthinkable

By Alvah Parker

As a child I can remember going through the tunnel that connects East Boston with Boston holding my breath. Absurd behavior? Sure, but in my mind I was preparing for the time when the tunnel would run out of air.

A friend told me that as a child he taught himself to write with his left hand even though he was right handed. His reason was that he wanted to be sure he could write even if something happened to his right hand.

Emergency planning, disaster recovery – these topics have been in the news a lot lately in the United States. Inadvertently I did it as a kid but it isn't a subject that as an adult I like to think about. In fact I avoid it!!

As an account executive at AT&T one of my responsibilities was to be sure my customers had disaster recovery plans. Everyone wants their telephone to work no matter what happens. And yet even so it wasn't

something my clients wanted to address. Many thought the possibility too remote. Others had too many other projects on the table that they said took priority.

It is hard for an estate planning attorney to convince someone he or she needs a will. It is only when something happens in a person's life like a serious illness or death that suddenly what was on the back burner comes to the forefront.

It is only when something dreadful happens that suddenly we wake up to the fact that planning for an emergency is important. When Terry Schiavo was in the news many who didn't have health care proxies took the opportunity to sign one. After Hurricane Katrina suddenly people are now looking at contingency planning.

Governments too have been challenged where contingency planning is concerned. If there are disaster recovery plans my guess is that few thought about the possibility of everyone having to evacuate their homes. If there were evacuation plans at all then most likely they would have ended by everyone going to a public building. Who would have considered busing people away from the area entirely?

Katrina has been a horrific event for us all. Looking at the lessons though and making our plans accordingly is extremely important.

So one lesson I know I have learned is that I want to be sure that federal, state and local governments have a really clear plans that are coordinated with each other. I want to know about these plans too because I have a responsibility for myself, my family and my business.

As I think about this however I am uncomfortable about my own planning. What do I do in the event of a disaster? I can feel my own resistance in even thinking about it!

Several months ago my mastermind group was talking about backing up their computer files. One member of the group actually took his back up disc to another location to be sure that if a fire or flood hit his office he would still have his files. I was really impressed by that and started to think about it for myself. The possibility seemed remote then but certainly now I do see the point.

What are your plans for your business, yourself and your loved ones? Start to put your own disaster plan together now.

Take action

1. The SBA has an excellent website for preparing for a disaster in your business. Check it out
http://www.sba.gov/disaster_recov/prepared/getready.html

2. The Red Cross has some excellent information for individuals:
<http://www.ready.gov/npm/individuals.htm> Make a list of the people who must know this plan and review it with them.

3. How frequently should it be reviewed? Select a date or dates and put them on your calendar.

Employment Help
"The Perfect Labor Storm"
By Ira S. Wolfe

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

Fact #257:

Unmarried adults now head half of all households.
(Source: U.S. Census Bureau)

Fact #258:

Almost half of the nation's employees are unmarried.
(Source: U.S. Census Bureau)

Fact #259:

In 2000, 3.8 million couples were living together.
(Source: U.S. Census Bureau)

Fact #260:

22 percent of children in the U.S. were living with their mother only.
(Source: U.S. Census Bureau)

Fact #261:

One-fourth of health services workers plan to change jobs
by February 2005.
(Source: careerbuilders.com survey)

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
ACE-? Mobile Phone	Not Out There
Anticristo	Not Out There
Missing Child	Not Out There
XCP	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!*
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