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Welcome to your November issue of Glenn's Guiding Lines newsletter. I hope this fall season finds you happy, healthy and pursuing your business and personal visions and goals. We celebrate Thanksgiving this month and it seems to be a great time to reflect on what we are grateful for in our business and personal lives. Personally, I am very grateful for my family, health, home, happiness and the professional growth and outcomes from my business coaching and business consulting endeavors. And that includes the many subscribers to this newsletter. I am also grateful for the feedback I get from you the readers and would sincerely like to have you contact Glenn Ebersole via email at glenn@renaissanceman4u.com or through my web site at www.renaissanceman4u.com to share your personal list of why you are grateful.



Click To Articles on Our Web Below.

In This Issue:
Strategic Communications - Don't Just Listen, LISTEN & HEAR!

Thirteen Strategic, Creative and Inexpensive Ideas to Create Awareness For Your Business

A Strategic Action Plan For Recession Resistant Marketing

Help to Double Your Business Results is Just 3 Words Away

Industry Standards in Small Business Plans

As always, we remain committed to helping you and your business or organization achieve your vision and goals. We have some exceptional articles with some real insightful content for you in this newsletter relating to: strategic communications; strategic, creative & inexpensive PR; strategic marketing; and business plans. I hope you find something meaningful and helpful here to reach your vision. For more great information for you and your business, please visit our web site by clicking on the right.

And now, on with the November issue of our newsletter.

"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:

"The Employee Handbook of New Work Habits For A Radically Changing World, 13 Ground Rules For Job Success In The Information Age"

By: Price Pritchett

ISBN 978-0-944002-15-5

Available online at www.pritchett.net or by calling 1-800-992-5922.

Over 2.5 million copies of this handbook have been sold worldwide. It has been translated into French, Spanish, Italian, German, Portuguese and

In the next Issue - Look For:

Do You Know Where Your Succession Plan Is? And Do You Know What To Do If You Can't Find It?

Chinese. I highly recommend reading this book and finding ways to seize the opportunities presented by the ongoing changes in the world.

Favorite Websites:

SPEWS.ORG - SPEWS is a list of areas on the Internet which several system administrators, ISP postmasters, and other service providers have assembled and use to deny email and in some cases, all network traffic from. This private list is now available for the general public to read and/or use for email filtering and removal of spam.

Words to the Wise for Work:

"You are a product of your environment. So choose the environment that will best develop you toward your objective. Analyze your life in terms of its environment. Are the things around you helping you toward success - or are they holding you back?"

– W. Clement Stone

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.

A Business Coach's Top Ten Tactics For Marketing Professional Services

Business Mentoring - Add It To Business Coaching For A Powerful Combination

Is Your Networking Working?

Do You Have a Business Continuity Plan?

and more...

Business Coaching

Strategic Communications - Don't Just Listen, LISTEN & HEAR!

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

Almost every day we encounter an ad, a slogan, or some other communication that admonishes us to Listen! Entire ad campaigns have been built around a theme that tells the world that they listen to their customers. And I agree that listening is a very powerful way to connect with another person. That being said, I firmly believe that listening is only part of the power. The real power comes when we LISTEN & HEAR!

Can you think of instances where you were talking with someone and they emphatically told you and assured you that they were listening? Then later you discovered that they may have listened, but they certainly did not hear what you said. This happens every day in our business and personal lives. Can you think of some failure in business that resulted from someone just listening, but not hearing what is said? Listening is an essential skill when relating to others and it is critical to realize that hearing the words and truly understanding and accepting the other person's message, situation and feelings are also required to HEAR what is being said.

We fail to HEAR whenever: we "already know" what we are going to hear; we seek confirmation, instead of information; we do not focus and give full attention to whomever is speaking; we allow prejudices, closed-minded opinions, fears of being wrong get in our way of understanding the message; we judge the speaker while the person is speaking; and we rehearse our response while the other person is speaking.

Effective listening and hearing are strategic competencies and will provide many benefits for you and your business. Some of those benefits include:

1. earned respect, rapport & trust
2. increased productivity.
3. more effective problem solving
4. increased confidence

5. improved levels of accuracy.
6. innovative solutions
7. improved morale
8. improved internal & external communications
9. more influential leadership
10. improved customer attraction & retention

If you want to learn more about the “art” and benefits of listening & hearing for you and your business, please contact Glenn Ebersole today through his web site at: www.businesscoach4u.com or by [email](#).

Business Help

Thirteen Strategic, Creative and Inexpensive Ideas to Create Awareness For Your Business

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

Business owners and managers want to create awareness of their business. And many times they want to (or have to) create that awareness with a very small or no budget. This presents a challenge so one needs to apply some strategic thinking to do this.

Employing some strategic thinking, here are 13 strategic, creative and inexpensive ways to inform your existing and prospective customers and clients know who you are, what you do, and what core values you exemplify in your business.

1. Volunteer to speak at one of your local service clubs.
2. Write articles for your local community newspaper.
3. Develop and offer free or very low cost seminars or workshops to educate the public on a subject that is related to your field of business.
4. Volunteer to provide tips to a local community organization in subject areas related to your expertise.
5. Become active in your local chamber of commerce.
6. Publish a series of “tips” articles related to your business field and provide free distribution.
7. Offer to write a weekly “tips” column in a local newspaper.
8. Offer to be a guest and to be interviewed on a local talk radio show.
9. Partner with a related, but non-competitive business, to reach a common target market.
10. Consider a joint venture with another business to sponsor an event or a local sports team.
11. Use the Internet professionally and creatively to increase awareness of your business and your products and/or services.
12. Write and distribute a free newsletter about your business.

13. Give away something free from your business.

If you are interested in learning more about strategic, creative and inexpensive ways to create awareness of your business, please contact Glenn Ebersole through his web site at www.businesscoach4u.com or by [email](#).

Business Building

A Strategic Action Plan For Recession Resistant Marketing

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

As the U.S. and the global economies move up and down, there is always some talk that arises about concern of a worldwide recession. Let's acknowledge that we are sometimes over-run by pessimists. When the pessimists start talking up a recession, people start to worry, get scared and begin to develop contingency plans. So what would a strategic thinking professional do to make his or her business recession resistant? There is one thing that must be crystal clear – you must never stop marketing! If you stop marketing, your business will fail.

Using a strategic thinking and business coach approach, here is my recommended strategic action plan for recession resistant marketing.

1. NEVER STOP MARKETING! Marketing is a continuous, not an intermittent or sometimes endeavor.
2. Contact and reactivate past clients. Call them or send them a letter, but make sure you contact them.
3. Deliver consistent superior service to your clients. Create a WOW factor with your service.
4. Develop your 100 most desired clients list and plan an aggressive business marketing campaign to retain existing clients and attain new clients.
5. Develop and implement an effective Integrated Marketing Communications (IMC) Plan.
6. Develop and implement a contact strategy so you will gain "Top Of Mind Awareness" by being in regular contact with your clients and prospects.
7. Employ cross selling and up selling tactics to increase revenue from new and existing clients.
8. NETWORK! NETWORK! NETWORK!
9. Develop and follow a yearlong marketing activity plan.
10. Continuously test and evaluate your marketing tactics and strategies.

The above strategic action plan provides solid advice to follow in good or bad economic situations. But a commitment to each action in the plan is imperative. If you want more information on recession resistant marketing or if you would like to learn how to build a strategic action plan to make your business more recession resistant, please contact Glenn Ebersole through his website at www.businesscoach4u.com or by [email](#).

Small Business Help

Help to Double Your Business Results is Just 3 Words Away

By Leanne Hoagland-Smith

During a recent presentation to a local bank's small business clients, I was questioned specifically as if I could share everything that I know about performance improvement for businesses, what would that be in one simple sentence? Even though I had never been asked that specific question, I knew immediately the answer to that query.

Before I provide you with my response, I challenge you to answer the same question. As a business owner or executive coach or even an individual, if you could share everything that you know about improving the performance of your business (or even yourself), what would that be in one simple sentence?

Do you have your answer? Well, let's compare.

My answer was three words: Ask, Ask, Ask. Now let me demonstrate how these 3 words can quickly double your business.

This past summer through a referral I was asked to speak to a local tourism and hospitality association. During the conclusion of that presentation, I said that if anyone knew of any local group looking for a motivational speaker to please let me know as "I speak for food." Even though I am a member of a national speaker's association, many local groups from Rotary to Kiwanis to Chambers of Commerce cannot afford expensive speaking fees. From just asking, I booked the following:

The bank presentation (unpaid)

Seven unpaid speaking engagements at local service organizations

One paid speaking engagement

RESULT: Prior to asking, I was speaking once every two months locally. Now, I am speaking once a week.

Additionally, I am in the process of working with the Regional Vice President of the bank in helping him to create Freedom Based Leadership within his firm.

Earlier this year, I was speaking with the Executive Director of the Small Business Development Center and asked her how I could help her bring in more business. This particular center had just lost a strategic partner. By asking, we created a partnership to deliver 8 very affordable 2-hour seminars on Business Building for Small Businesses.

RESULT These seminars generated for me 3 paid strategic planning clients in less than 4 months and the opportunity to deliver them at another site 2 counties away. For the Small Business Development Center, traffic has also increased.

Most recently, I was speaking to an acquaintance of my husband who is a local high school teacher and involved in an Academy within this rather affluent high school. The Academy is for tuned out high school students whose behavior is demonstrated by suspensions, high absenteeism, etc. During our conversation in which I shared some of my knowledge about performance improvement, I asked him how could I help him? He said that he needed a one-hour speaker the following week, but he had no budget. I asked him if he would like me to speak for free? He was quite overwhelmed by my offer.

RESULT From this unpaid one-hour presentation, I am scheduled to deliver a ½ day paid workshop. I had been trying to secure this school as a client for over 5 years without any success.

Many times in business we are so busy telling, that we aren't really selling. By asking for referrals, speaking engagements and even help from mentors, we are taking advantage of incredible opportunities that in the past we walked right by.

Yes, there is an art to asking. For example, when I ask for local speaking opportunities, I do say that "I speak for food." This statement usually receives a chuckle, but allows individuals to approach me who otherwise might not have because of the perceived obstacle of money.

Another example is when meeting a prospect to better understand what she or he does, I always ask:

How can I help them with their business?

Who is their target market?

Would this resource be of benefit (usually a website such as an article database or another site specific to their business)?

If I am near closing the sale, I always ask: "Where do we go from here?"

Believing in the Laws of Reciprocity and Abundance, asking is a way of giving that quickly produces abundance. Now, your challenge if you decide to accept is to begin to use these 3 simple, but extremely powerful words and watch your results quickly double.

P.S. Let me know how this works for you.

Business Plan Resources

Industry Standards in Small Business Plans

By Peter McLean

The purpose of adopting a quality standards framework is to enable and encourage small businesses to strive for excellence. In some industries, such standards are imposed by government regulations. In fact, the drive for compliance is becoming more and more the norm in an effort to guarantee a minimum level of quality of services to customers.

Effective small business owners and managers engage in best practice activities anyway, and the adopting of standards underpins their business policy development. They take a proactive approach to striving for excellence in their business because they know that by doing so they will achieve highly successful financial results and their key business objectives.

The structure for developing a set of standards within your business requires thinking about the kind of business you are in. The next step is to make a commitment to best practice in the industry sector of which your business is a part.

The following seven areas serve as a guide for aligning and integrating excellence in business:

1. Build leadership and management capacity
2. Develop a strategic business plan
3. Inculcate customer focus throughout your business
4. Deliver products and services that provide value
5. Create a developmental culture
6. Adopt a common decision making framework
7. Measure your business performance

One - Build Leadership And Management Capacity

Implementing this principle ensures that the business owner and managers are committed and dedicated to the purpose and the direction of the business. The leaders of the business show the way, through their own beliefs, attitudes and behavior. They engage in their own leadership skills development as a constant.

The leaders in the business are the ones who must live the mission, vision and values of the business, on a daily basis and at all times in everything that they say and do. They adopt an 'always learning' mindset.

Two - Develop A Strategic Business Plan

Effective business owners have a deep and thorough understanding of the nature and direction of their business. To this end, they clearly articulate the vision they have for their business within the framework of the small business plan. Everyone in the business understands the business plan. Everyone knows what their roles, responsibilities and accountabilities are in bringing about the results that have been spelled out for achieving the vision of the business.

Three - Inculcate A Customer Focus Throughout Your Business

Everything that is done within a business is about delivering quality outcomes and results for customers. The effective business owner knows who his or her customers are, where they are located and what their needs are. With this knowledge in hand, they then ensure that their customer needs are met and, indeed, exceeded. Systems, policy development, procedures, processes and measures are all essential in achieving this area of excellence.

Four - Deliver Products And Services That Provide Value

The effective business owner and manager always make sure that their business provides value for money with their product/service range. This means having proper controls in place for quality assurance, from product design and development, production, distribution and customer follow-up and feedback. These control mechanisms are indicative of an ongoing, continuous improvement culture that ensures value for customers on a consistent basis.

Five - Create A Developmental Culture

The successful business owner creates an ethos where continuous learning is the hallmark of pursuing excellence in everything that is done. This is evidenced from the recruitment stage through to exiting. All the employees in a value-based business are employed as being competent and being the 'best fit' for the business. They are always developing, both personally and professionally. They all have development plans that are aligned to business objectives and performance outcomes.

Six - Adopt A Common Decision Making Framework

Effective decision-making is critical in achieving excellence. Successful high performing business environments adopt a common language and agreed ways of arriving at best-balanced choices, reaching conclusions, resolving conflict and making hard-edged decisions. Everyone in high performing business cultures knows what these frameworks are and uses

the tools consistently to ensure common understanding in the implementation of problem solving/conflict resolution.

Seven – Measure Your Business Performance

Establishing benchmarks and measuring results and performance against agreed objectives and outcomes will insure high performance and excellence in business. Such measures are identified and spelled out in concrete terms in relation to the other six areas listed above.

Employment Help

"The Perfect Labor Storm"

By Ira S. Wolfe

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

Fact #85

In California, nearly 12.5 million people - 39.5 percent of those 5 and older in the state - spoke another language. Source: U.S. Census Bureau

Fact #86

The retail industry spends \$2,379 for each new hire. Source: Staffing.org

Fact #87

Between 600,000 and 700,000 associates walk out the door at Wal-Mart each year. At \$2,379 per hire, that's \$1.4 billion each year that Wal-Mart spends on replacing employees. Source: Workforce Magazine, February 2004

Fact #88

Wal-Mart's workforce is 1.5 million worldwide, three times the size of the U.S. Army. Source: Workforce Magazine, February 2004

Fact #89

Wal-Mart expects to expand its workforce to 2.3 million within a few years. Source: Workforce Magazine, February 2004

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
MSN is closing down	Not Out There
Troj/Clicker-DO	Out There
Hotmail hoax	Not Out There
Troj/ConHook-X	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!*
Glenn Ebersole
"Your Strategic Thinking Coach"

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