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Greetings from "Your Strategic Thinking Business Coach" in Lancaster, Pennsylvania and a sincere personal thank you for subscribing to "Glenn's Guiding Lines – Thoughts From Your Strategic Thinking Business Coach" newsletter.



[Click To Articles on Our Web Below.](#)

We are now officially in the autumn season and the fourth quarter of the year has begun. Have you reviewed your goals for the fourth quarter and mapped out a "game plan" to finish the calendar year in a strong position? What are your priorities for the rest of this year? One of our priorities is to continue to work on our website upgrades so we can unveil the changes before the end of the year and improve the website to be more valuable to you and all our stakeholders.

Please remember to check out "Your Strategic Thinking Business Coach's Challenge and Your Strategic Thinking Business Coach's Recommended Resource" in this newsletter. And also I would ask you a favor. If you get value from my articles and this newsletter, please help spread the value and tell your friends and colleagues.

Please contact Glenn via [email](#) if you and your business or organization are facing challenges and opportunities and would benefit from a strategic thinking business coach. Glenn has a great ability 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: building or demolishing trust in your business; deadly phrases in business that can kill success and some antidotes to those deadly phrases from business coaching; and clearing up myths about seeking advice and help. 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.

"Glenn Ebersole has been and continues to be a great asset to MetroServ Management. His strategic thinking consulting firms, J. G. Ebersole Associates and The Renaissance Group (tm) have provided the most comprehensive marketing and growth strategies available. J. G. Ebersole Associates and The Renaissance Group (tm) have been essential to the growth of our companies. From research and development to implementation, they are definitely a "one-stop" firm for all the business consulting and marketing needs of our companies."

In This Issue:

[**9 Questions To Ask To Determine If You Are Demolishing Trust In Your Business**](#)

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In the next Issue - Look For:

Who Is In Your Circle of Influence & What Does That Say About You?

A Strategic Thinking Approach To Making Good Decisions, From

Glenn's Golden Grains To Grasp

Recommended Reading:

"The Ethics of Excellence"

By: Price Pritchett

ISBN 0-944002-09-9

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

"The Ethics of Excellence," authored by Price Pritchett, is a great inspirational reference to help guide decisions when tough choices are before you. This book is a quick read that does not offer simple solutions to the ethical dilemmas we often face, but it does point us in some common sense directions and emphasizes personal accountability and responsibility as key components to achieve high personal ethical standards. Pritchett reminds us "the organization can never be something the people are not." And so I recommend this book as a handbook for every member of your staff. It presents 18 powerful guidelines, which can be used to educate the people in your organization to carve out the organization's character through the daily individual choices that are made.

Words to the Wise for Work:

"A moment's insight is sometimes worth a life's experience."

– Oliver Wendell Homes

Your Strategic Thinking Business Coach's Challenge to Commit:

I challenge you to commit to develop a list of people who have had a positive influence on your life and then commit that you will endeavor to contact them in some manner to thank them and let them know how they influenced you in a positive way.

Who did you thank today for helping you along life's way?
Please let me know.

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

Your Strategic Thinking Business Coach's Recommended Resource

My recommended resource for this month is answers.com. I recommend that you visit www.answers.com when you want fast facts about someone or something. Try plugging your query into the general search field or browsing the directory of reference material. You'll get dictionary definitions and encyclopedia articles culled from Wikipedia and other resources licensed from a variety of publishers.

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

9 Questions To Ask To Determine If You Are Demolishing Trust In Your Business

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

Ten Powerful
Benefits From
Using A
Professional
Outside Facilitator,
According To Your
Strategic Thinking
Business Coach

and more...

In today's competitive business world, trust is critical for a successful business and for successful relationships. I firmly believe that trust is the main ingredient in making any relationship work. Without trust in a relationship, a prospect will never become a valued client. And without lasting trust, a client will leave.

So I ask you – are you demolishing trust in your business or organization? Here are nine (9) questions to ask to determine if you are demolishing trust in your business.

1. Do you tell people what they should know, do, or think too soon? Are you making any kind of recommendations without getting to know your prospect or your client needs first? This is like a doctor writing a prescription without a diagnosis.
2. Are you clearly discussing and defining the expectations in the relationship? If you show your prospect or client that you genuinely care about the future of the relationship it will build trust. And conversely, if you do not exhibit care and concern, it can diminish trust.
3. Do you knowingly tell untruths or give people only part of the truth? This will demolish trust in a heartbeat.
4. Do you have and live by a code of ethics within the company? If you violate sound business ethics, trust will evaporate quickly.
5. Do you outwardly show your feeling of being overwhelmed or come across that way over the phone or in meetings? Prospects and clients will quickly lose confidence and trust when this behavior is exhibited.
6. Do you display an attitude of apathy around your prospects or clients? This is another sure-fire way to turn off prospects and clients.
7. Do you find yourself always agreeing with someone's statement and then following it up with the word "but?" Guess what – you have just eradicated and invalidated your agreement with what was said. A suggestion might be for you to try substituting the word "and" for but and see how much better it will be perceived and accepted for you and for them.
8. Do you procrastinate and not follow up when you say you would - regardless of the reason? Your "word" will mean nothing if you do not follow-up. If you promised to get back to a prospect or client with a piece of information and you don't have it yet, call them to let them know that and commit to a new date to expect what you promised.
9. Are you not accepting responsibility and not holding yourself accountable? Shifting the blame to some one or thing other than you will bust the trust of prospects and clients in an instant.

If you answered YES to these questions, you are on the "fast track" to demolishing trust in your business and you need to change your behavior very quickly. Your Strategic Thinking Business Coach wants you to be a person that builds trust rather than a person that demolishes trust in your company. Truly successful businesses have people that follow the principles to create trust. If you want to build trust in your business, and want to get some guidance on how a strategic thinking business coach can help you to do that, please contact Glenn Ebersole through his website at www.businesscoach4u.com or by email Glenn.

Business Help

Clearing Up The Myths About Seeking Advice and Help, According To Your Strategic Thinking Business Coach

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

How do you feel about asking for advice and for some form of help from others? Do you always resist asking, or do you resist until it is a last resort? Why do people delay making a justified and valid request for advice and help until they become desperate and in a state of panic?

Some great answers to those questions can be found in “Mayday/Asking for Help In Times of Need,” by M. Nora Klaver, a Chicago-based master coach. In her book she writes:

We may ask too late because we don't recognize early enough that we actually have a need to be filled.

We may not see the whole picture, so the help we ask for satisfied only part of our need.

We may ask the wrong person or people to help us with our request.

Our requests may be so unclear that others may not understand that we need help at all.

Help may come, but because we weren't clear enough in our requests, it's the wrong help.

We may demand assistance rather than politely ask for it.

We may resort to blackmail, bribery, or even coercion to get our needs met.

We may inadvertently solicit pity instead of help.

Our bodies may betray our fears and subtly send the message that we are too far-gone to be helped.

We may ask for help too often without concern for our friends, family, and coworkers. Compassion fatigue becomes a real possibility for them.

We may simply frighten ourselves into never asking.

I continue to be amazed at the amount of misinformation and the number of myths that exist about asking for advice and help. During my entire career, I have heard business owners, senior executives and not-for-profit board members and executive directors utter “mythical” statements about seeking advice and help. And I have observed that these same people truly believe that these myths are reality.

My purpose in writing this article is to share what I believe are the 5 biggest myths and also provide some insights into what I believe are the 5 biggest “realities” of seeking advice and help from others.

The #1 Myth: “If you ask for advice and help from others you will appear to be or perceived as being weak.”

The #1 Reality: Every one of us needs to seek the advice and help of others, especially in chaotic times. And by seeking advice and help, we demonstrate a strength rather than a weakness.

The #2 Myth: “If you ask for advice and help you are showing signs of incompetence.”

The #2 Reality: A wise person will always seek advice and help to ensure success; to enhance personal development and to learn from others.

The #3 Myth: “If you ask for advice and help you may offend someone or make them feel uncomfortable.”

The #3 Reality: It is human nature to offer to help someone in need and people genuinely enjoy helping others who ask them for advice and to help.

The #4 Myth: “If you ask for advice and help you might be rejected.”

The #4 Reality: In life, even a negative response provides an opportunity

to learn more about yourself and your relationships. All of us experience “no” in our lives, but I have found “no” becoming “yes” with the right approach when asking for advice and help.

The #5 Myth: “If you ask for advice and help you will be expected to return the favor to those who help you.”

The #5 Reality: The truly valuable advice and help will come without any strings attached. Your only obligation, which is simply good manners, is to deliver a sincere thank you to those who give you advice or help you in some way.

Are you a believer in one or more of these myths? Or do you accept the realities? Your Strategic Thinking Business Coach encourages you to reject the myths and accept the realities in seeking advice and help from others. Please contact Glenn Ebersole through his website at www.businesscoach4u.com or email Glenn to find out how to clear up the myths and get to the reality of the benefits of seeking and asking for advice and help to grow your business.

Business Building

Deadly Phrases In Business That Can Kill Success and Some Antidotes From 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 stop and think about some of the words and phrases you use in your business communications everyday? And did you ever pause and truly think about what message you are conveying with your words and phrases. In today's conversations, there are many words and phrases spoken without any real sensitivity to the “real message” they convey to the hearer. Many of these seem quite innocent and are probably thought to be inconsequential. Your Strategic Thinking Business Coach believes you would be at a strategic advantage in your business communications if you understand that there are some words and phrases that should be avoided. Here is a list of ten (10) phrases and Your Strategic Thinking Business Coach antidote to the deadly phrase.

Deadly Phrase #1: “I can't ...” It is almost automatic that when someone hears this phrase, they mentally ask if you mean “can't” or “won't” which are both negative.

Coach's Antidote: Ask “How can I ...?” and show a willingness to find what you can do.

Deadly Phrase #2: “I don't care.” Wow – you just sent a powerful apathetic and negative message, which probably will shut down further communications.

Coach's Antidote: Avoid any expression of apathy in your conversation if you want to have an opportunity to do business with someone. Instead, communicate a genuine feeling that you do care.

Deadly Phrase #3: “I hate...” It takes way too much energy to hate anything or anybody.

Coach's Antidote: Avoid using these words since it will send a very unflattering image to the person or persons to whom you are speaking. Use positive energy to concentrate on what is being asked of you.

Deadly Phrase #4: “Whatever!” When you use this word you have used one of the most powerful negative single word sentences imaginable. With this one word phrase you have confirmed that you have given up and

really no longer care.

Coach's Antidote: Communicate some positive message that addresses the problem or issue at hand and encourage continued effort to find the solution.

Deadly Phrase #5: "I will do that later." When uttering this phrase you confirm that you are a procrastinator and that you believe that your time is more valuable than the person or persons hearing what you said.

Coach's Antidote: Provide a positive response with a commitment to specific time frame for responding to the request or completing the required task.

Deadly Phrase #6: "It's not my problem." Once again, you have shown a lack of concern and respect for another person's problem, when you utter this phrase.

Coach's Antidote: Be proactive and show leadership by taking ownership of seeing that the problem is resolved by you or with the help of others.

Deadly Phrase #7: "It's not my fault." This phrase can speak volumes about you avoiding taking any responsibility or being held accountable for actions of yourself and/or others.

Coaching Antidote: Exhibit leadership by ensuring accountability.

Deadly Phrase #8: "It's not my job." This is another phrase that simply conveys a message that you do not take responsibility and like to push it off onto others.

Coach's Antidote: Take responsibility to see that you or someone else do the job.

Deadly Phrase #9: "It's good enough." This is sending a message that you are satisfied with less than best efforts and/or results.

Coach's Antidote: Make sure you and others have given your best efforts and then declare it as your best.

Deadly Phrase #10: "It won't work. We already tried that." This phrase is one of the most effective killers of open communication and a flow of creative ideas from others.

Coaching Antidote: Show respect by listening and hearing what is being said and convey the feeling that you value what the person thinks and says, even if you do not agree with the idea.

Your Strategic Thinking Business Coach encourages you to be focused and positive and fully realize the benefits of business coaching to strategically and effectively 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.

***Until Next Time, keep striving to
reach your goals and vision!***
Glenn Ebersole
"Your Strategic Thinking Business Coach"

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