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Greetings from Lancaster, PA, USA, home of continuing "new beginnings." Wow – can you believe that in less than 1 week the summer of 2008 will be history. And within approximately 100 days, we will be bidding farewell to the year 2008! It is hard to believe that "time is flying by so fast." And yet as things are ending, we continue to create "new beginnings."



Speaking of "new beginnings," we are very pleased to continue to report more new things to help you and your business or organization. We are now able to offer for the first time, an online purchase of a "new" Manual that presents 5 strategic steps you must take now to make your business recession resistant. Please go to the downloadable manual by [clicking here](#). Also, we are pleased to Inform you that we are unveiling "The Strategic Thinking Store" on our website, where you will be able to purchase professional services and products online. We hope you will visit us at [The Strategic Thinking Store](#). And our 3 "new" landing pages on our website have been launched and you can visit them by going to: www.businesscoach4u.com ; www.prdoctor4u.com and www.renaissanceman4u.com/speaker_presenter_facilitator_trainer.html

Other "news" is that Glenn continues to be a featured guest on radio talk shows. In the near future, look for access to listen to a recent talk show interview where Glenn is interviewed by Ellen Wascou on her "By The Way" show where the focus is on "changing times" and how to develop a strategic plan for your personal life.

One other "new beginning" to keep you more current with what's happening is sending 1 or 2 "strategic thinking emails" to subscribers with updates and strategic information between our newsletters.

Please don't keep our newsletter and us a secret. Please help spread the value and tell your friends and colleagues. Please [click here](#) to "spread the word."

Please continue to contact Glenn via email at glenn@renaissanceman4u.com to share your ideas, issues, opportunities and/or challenges.

Click To Articles on Our Web Below.

In This Issue:
[10 Most Compelling Reasons To Hire A Coach, According To Your Strategic Thinking Business Coach](#)

[A Series of Strategic PR Tips and Prescriptions, Part 2 From The PR Doctor](#)

[10 Strategic Steps To Take To Achieve Your Business Vision, According To Your Strategic Thinking Business Coach](#)

In the next Issue - Look For:

[A Series of Strategic PR Tips and Prescriptions, Part 3 From The PR Doctor](#)

[How To Improve](#)

We have some exceptional and insightful articles for you in this newsletter issue regarding: ten of the most compelling reasons to hire a coach; ten strategic steps to achieve your business vision; and the second in a three-part series on strategic PR tips and prescriptions from "The PR Doctor." For additional great information for you and your business, please visit our web site by clicking on the right.

Your Own Time
Management
Through Seven
Strategic
Questions,
According To
Your Strategic
Thinking
Business Coach

And now on with this issue of our newsletter.

"Vision is the art of seeing what is invisible to others" – this quote by Jonathan Swift so aptly describes Glenn's talents as an executive business coach. While he has an uncanny ability to help his clients create and see their respective personal visions, Glenn has mastered the science of aiding executives in working to achieve their visions. It's one thing to create a vision, but the difficult work is in the implementation of strategies to achieve personal goals and objectives. Glenn's deliverable is a "road map" to ensure implementation and action...a strategic plan to achieve one's personal vision.

Ten More
Compelling
Reasons To Hire
An Executive
Coach

and more...

*Mike Schmid
Managing Partner – Wolfgang Candy Company, Inc.*

Glenn's Golden Grains To Grasp

Recommended Reading:

"Power Manners - How to Use Your Personal Skills for Business and Social Success"

By: Shannon Smith, President, Premiere Image International

ISBN: 0-9739254-0-X

Available online at www.premiereimageintl.com/book.html

"Power Manners" by Shannon Smith, in my opinion, is the new "Gold Standard" for practical, proven and powerful advice for developing and enhancing the "personal brand of YOU." This book is a "Must Read" and a valuable reference for anyone who wants to ensure that poor manners will never be a limiting factor in their professional and social lives. If you only ever purchase one book on manners, this is the book to buy. Shannon Smith presents an easy to read "mini encyclopedia on manners" with practical advice and answers to a multitude of etiquette questions. I highly recommend reading this book and following the advice it presents since each of us only gets one chance to make a great "first impression" and Shannon has provided strategic advice on how to do that. I totally agree with Shannon Smith that by reading and following the guidance provided within "Power Manners" you will gain the power to transform yourself from "UNNOTICED TO UNFORGETTABLE."

Words to the Wise for Work:

"My greatest strength as a consultant is to be ignorant and ask a few questions."

- Peter Drucker, famous writer, management consultant, and self-described "social ecologist." Widely considered

to be the father of “modern management

Your Strategic Thinking Business Coach’s Challenge to Commit:

I CHALLENGE YOU TO COMMIT: “that you will select one organization to volunteer your time, talent and treasure to for the remainder of this calendar year and beyond “to make a difference.”

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

Your Strategic Thinking Business Coach’s Recommended Resource

My recommended resource for this month can be found online. I recommend that you check out Business Expert Webinars by going to: www.businessexpertwebinars.com and reviewing the community of business experts comprised of best-selling authors, award-winning speakers, and business gurus. This group is here to share their secrets of success with you. I also invite you specifically to [click here](#), I believe you will recognize the speaker.

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

10 Most Compelling Reasons To Hire A Coach, According To Your Strategic Thinking Business Coach

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

Many people still may be wondering why they should consider hiring a coach. They are searching for compelling reasons to hire a coach. In the reality of the world of business today there are many real examples of compelling reasons to hire a coach. Your Strategic Thinking Business Coach has thought about some of the most compelling reasons people have given him for why they hired a coach and lists 10 more compelling reasons below.

1. You are a business owner or an executive and you are experiencing that lonely feeling at the top. You want someone to act as a sounding board, assist you in overcoming your fears, and hold you accountable for following through with your plans. A strategic thinking business or executive coach can fill that role.
2. You realize that you have not developed a clearly defined vision for your business. A strategic thinking business coach can guide you through a strategic thinking and planning process to accomplish that.
3. You realize that you are working “in the business” but you are not working “on the business.” You are “fighting fires” everyday and are doing the day-to-day tasks without looking ahead to the future and planning for the growth of your business. A strategic thinking business coach can help you learn how to use your time more strategically.
4. You are thinking about changing your career and you have several options but do not know what to do or how to best approach making that decision. An executive coach or a personal coach with experience in

career changes can guide you in a strategic process to make the best decision about your future career.

5. You are challenged by attempting to achieve a work and life balance and are not succeeding in your efforts to get there. A personal coach can assist you in this effort.

6. You are planning to start your own business and are feeling totally overwhelmed by all that must be done. A strategic thinking business coach can provide guidance to develop the checklist of what must be done and establish a timeline to get it done.

7. You have a very large project with many significant tasks to be accomplished and you want a source of external independent advice. A strategic thinking business coach or an executive coach can help you in this area by helping you brainstorm ideas, give you the benefit of his or her experience in similar projects, and help you overcome some of your fears.

8. You are not feeling positive about the way you are managing your time and feel that you are wasting too much time doing certain tasks. A strategic thinking business coach or an executive coach can help you achieve a coachable goal of improved time management.

9. You are experiencing a “no-growth” or a significant downturn in your business and are unsure how to turn things around. A strategic thinking business coach can be your guide to think more strategically and to strategically develop a sound plan to grow your business.

10. You do not have an exit strategy or a succession plan in your business for ownership or for key management positions. A strategic thinking business coach or an executive coach can guide you through the development of an ownership and a key management position succession planning effort.

If you would like to learn more about how a strategic thinking business coach or an executive coach can guide you, please contact Glenn Ebersole today through his website at www.businesscoach4u.com or by emailing Glenn.

Business Help

A Series of Strategic PR Tips and Prescriptions, Part 2 From The PR Doctor

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

How healthy are your public relations efforts and your media relations? Do you have a prescribed plan to achieve healthy publicity for your organization year in and year out? Do you have preventative measures and cures for unhealthy media relations and media coverage for your organization? Do you complain that your organization never gets the media coverage you feel you deserve? Well, if you do not have a healthy relation with the media and you are faced with some real public relations challenges, “The PR Doctor” has a series of strategic PR tips and prescriptions to help.

This article is the second in a three part series of a prescription to present those strategic PR tips. Here are the second 10 strategic PR tips in the 3-part series.

Strategic PR Tip #11: Identify other communication vehicles such as newsletters and websites of strategic partners to extend your public relations network.

Strategic PR Tip #12: Establish strategic alliances with other organizations to co-sponsor programs or events and use their mailing lists.

Strategic PR Tip #13: Contact your local weekly newspaper and offer to write a monthly column.

Strategic PR Tip #14: Write letters to the editor and/or write and submit an editorial in your target media.

Strategic PR Tip #15: Always include your contact information, including your website address in every news release and external communication.

Strategic PR Tip #16: Develop a list of key influencers and the “movers & shakers” in your area and send them your newsletter.

Strategic PR Tip #17: Develop an Internet/email address book of key media contacts to facilitate the ability to instantly spread your message to the media.

Strategic PR Tip #18: Develop an effective website and include a “news” section to post your news releases and list sources of media coverage you receive.

Strategic PR Tip #19: Research and pursue opportunities to be interviewed on Talk radio programs.

Strategic PR Tip #20: Offer to be a speaker at your local community service clubs.

“The PR Doctor” encourages you to commit to developing a strategic public relations program. If you would like to learn more about how “The PR Doctor” can facilitate and guide you in that endeavor, please contact Glenn Ebersole today through his website at www.prdoctor4u.com or by emailing Glenn.

Business Building

10 Strategic Steps To Take To Achieve Your Business Vision, According To Your Strategic Thinking Business Coach

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

Highly successful businesses today have developed visions for their organizations and have the vision integrated throughout the company and all that happens in the company. However, there are far too many businesses today, even some that may be considered successful, that have no clear vision and have no real plan for the future of the company. There are some people that have a great fear of strategic planning and of developing a clearly defined vision.

And sometimes the fear stems from the lack of knowledge of strategic planning and/or confidence that the people and the organization can actually succeed in developing and implementing a sound strategic plan.

This fear and the lack of confidence can be minimized by following some strategic steps I have used and that my clients have used through strategic thinking business coaching. Here are ten recommended strategic steps to take in order to achieve your business vision.

1. Develop a clearly focused and defined vision statement for your business or organization. This vision statement should be a description of the image of your business that you feel very compelled to achieve.
2. Develop a clearly defined and focused mission that defines how you are going to achieve your vision. This mission statement will include the action(s) necessary to achieve your vision.
3. Identify your core values or guiding principles for your business. These are statements to define who you are and what guides you day in and day out in your business.
4. Develop a list of short term (usually less than 1 year) goals that will help you achieve your business vision.
5. Develop a list of long term (more than 1 year and usually up to 5 years) goals that will help you achieve your vision.
6. Create a strategic planning team to assist in the achievement of your business vision.
7. Commit to strengthening your personal foundation. The larger and more complex your business vision the stronger your foundation must be. This means a commitment to eliminate all sources of negative energy, distractions and anything that will be an obstacle or impediment to achieving your business vision.
8. Seek outside advice through mentoring and/or coaching to serve as a sounding board and to provide guidance and coaching on some of the tough decisions you will need to make to reach your business vision.
9. Celebrate successes along the way to achieving your business vision.
10. Share your business vision with everyone in your business or organization. Commit to integrating and implementing whatever is necessary throughout the company to reach your business vision.

If you would like to learn more about how a strategic thinking business coach can guide you in this endeavor, please contact Glenn Ebersole today through his website at www.businessconnections4u.com or by emailing Glenn.

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

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