



This time of year is great for taking stock and re-energizing for the next stage of your business plan. I've been listening to you, and your responses to my tweets, posts, blogs and newsletters tell me that you found **5 coaching pieces most inspiring and useful in your business endeavors**. Read more below, to grow your business into the future.

Together let's make this year an even more prosperous and happier New Year!

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### PBC News

#### South Shore Professional Roundtable

Join Bernhard Heine for his monthly Networking and Education lunch. Come meet other business leaders and learn about a different business topic each month. We meet at noon on the third Thursday of each month at Bella's Restaurant, Rockland, MA. Click here for more details and to register: [South Shore Professional Roundtable](#). The next session is: February 20th.



#### Close more Business with Client Builder Sales Academy

We are approved by the Massachusetts Workforce Training Fund Program (WTFP) so all MA employers can select PBC as their approved trainer and have training fees reimbursed by the State. My [Client Builder Sales Academy](#) is [listed here](#) (just type "Coach" for Provider Name) for a full list of all my programs. Take advantage of



### In This Issue

PBC News

2 past presentations

5 Business Insights to Build Success



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Here are 2 presentation videos:



Improve your Marketing Skills



PBC Commercial

this exciting opportunity to train your staff using the funds that you have already paid into this State program. Please [contact us](#) if you have questions.

Need a Guest Speaker for your next meeting? See [my website](#) for a list of my seminars and past videos

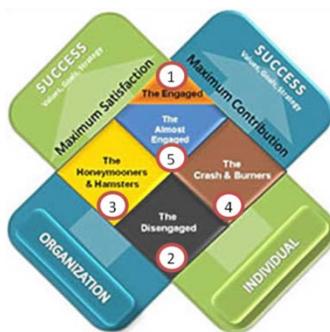
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## 5 Business Insights to Build Success (Best of 2013 PBC Newsletters)

1. **Share Your Vision**: Wealth creation is an act in 2 parts. First, you have to create a vision of your business in mind. However, just thinking about it is not enough. You have to share your thoughts, your Vision, and your rationale with EVERYONE in order to bring it to life. Second, you have to put your strategies into action. Sharing was the theme of my [September newsletter](#).



2. **Engage Your Employees**: You can't buy engagement any more than you can make people have friends or like you as their boss. Studies show that people are generally motivated by 3 things: 1) ownership of our own mission in life, 2) being a part of something meaningful, and 3) having the chance to grow our skills and expertise.



As a business leader, there are many things you can do to better engage your employees. Attached to the [PBC November newsletter](#) was a white paper packed with actions and employee systems' changes for a more engaged workforce. They are not easy and they are not one-off initiatives. Nevertheless, they are serious suggestions for the practical business leader who wants to take their enterprise to the next level of success. And, why should you care? Business financial success, employee retention, and customer satisfaction are all highly correlated with employee engagement. IT REALLY MATTERS.

3. **It all Starts with Happiness:** We talked about this common sense insight in [December](#). Many people think that, 'once I achieve success (money), happiness will surely follow.' However, according to Shawn Achor in '[The Happiness Advantage](#)' the opposite is true. People who cultivate a positive, optimistic outlook, feel happier and dramatically increase their chances of being successful in business and life generally. There are many techniques in this excellent book that you can put into practice, guided by your coach, to be proactive in taking the happiness advantage. PBC uses the much proven 'Be-Do-Have' approach when coaching business leaders. Being who you want to be is a decision, not an outcome.



4. **Develop a Coaching Culture:** The [July PBC newsletter](#) struck a big chord with many of you. The businesses that create the most wealth are those that grow and learn together as a team. Developing a coaching culture is the foundation of this success. However, it isn't just an inspiring insight, because we practice 12 Coaching Core Competencies, helping you to implement them in your business and your life today. Coaching is not just for the licensed professional. Everyone can benefit from applying the methods. Coaching is the process of guiding people to improved performance. Parents need to coach children. Supervisors need to coach their staff. Managers need to coach their teams, and entrepreneurs need to coach their closest people.



5. **Generate Simple Ideas and Solutions:** The special challenges, of those [February](#) Massachusetts storms (remember those?) called for special solutions, but in business, it is the chronic problems and everyday frustrations that call for coaching and cooperation. Enterprises need an objective expert on their side and a systematic approach to generating ideas and solutions to everyday problems. Your coach can remind you of the importance of details and even sometimes the simple connections that make a profound difference. Remember this rhyme, where small things can have big consequences?



**For Want of a Nail**

For want of a nail, the shoe was lost.  
For want of a shoe, the horse was lost.  
For want of a horse, the rider was lost.  
For want of a rider, the message was lost.  
For want of a message, the battle was lost.  
For want of a battle, the kingdom was lost.  
And all for the want of a horseshoe nail.

Have a happy and successful year and make your first resolution to join us at PBC. Learn from our experience and expertise. Share your insights with your business peers. Let's make the simple connections that can make all the difference. Give me a call for a free consultation.

**Connect with us on social media** and be part of the dialog.



[Signup for our Business Tips Newsletter](#)

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