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Issue 32

The sheer optimism of my clients is infectious. Many have said, "I want this year to be the best year ever." I applaud the big plans they have in place for change. As spring and the economic recovery come together, how are you planning to get on the wealth bandwagon this

Remember the definition of insanity?... It's doing today, the same as you did yesterday, and expecting a different result. Are you doing the same old thing? Where's your plan? Got enough "stretch" in it? Read the 4 ideas below for different ways to kick start your wealth creation this year and be sure to let us know how it's going!

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Client Builder 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 "Professional" for Provider Name) for a full list of all my programs. Take advantage of 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.

South Shore Professional Roundtable

Join us for our 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



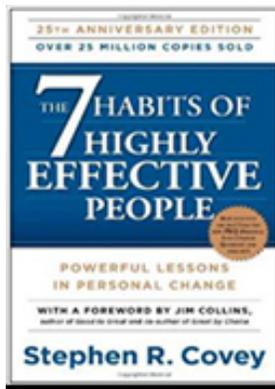
third Thursday of each month at Bella's Restaurant, Rockland, MA. Click here for more details and to register: [South Shore Professional Roundtable](#). The next session is: March 20th.

See [my website](#) for a list of my seminars and past videos

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4 Ideas to Make Your Good Business Better

1. Begin with the end in mind. In business, as in life this is always the best starting point. Take some time out, ideally with your whole team and reaffirm your



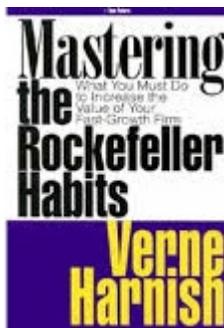
“Begin with the end in mind.”

Vision, mission, and values. It's not just about more profit or sales either. Those are just results. What gets you out of bed in the morning and why should your people care about coming to work with you? How do you want your enterprise to be and why? So many business meetings are just incremental planning. Your strategic planning 'offsite' needs to be much more than 'business as usual'. An objective facilitator from outside will really add value in this. If you don't yet have a clear Vision and strategic plans, now is the time to get started and launch your business from 'same old

same old' to star performer. Learn lots more on this topic with my [white paper "Let's Talk Strategic Planning"](#)

2. Get your staff involved in a SWOTT analysis. This classic business technique - listing the Strengths, Weaknesses, Opportunities, Threats, and Trends - makes a terrific basis for your strategic planning session. It can become your main strategy tool as you put into place the action plans that flow from it. Plans that play to your strengths and leverage your opportunities while eliminating or avoiding your weaknesses and allowing you to respond profitably to the threats and trends facing your enterprise.

3. Strategic priority setting or putting first things first. You can't do



everything at once and you can't do everything yourself. Leaders need to develop the 'Rockefeller habits'; these are the right things, the right people, and doing things right. Do you have an operations manual? Is it up to date? The lack of structure and systems is a main cause of business failure and slow growth. Day to day management by 'to do list', leads to 'creeping normalcy'. A stultifying status quo that seduces many leaders into believing they are making progress. Putting first things first can set you free. Free from micro-managing, and free from mistakes. It is freedom too, for your people to express themselves in line with your mission statement.

4. Who will do what by when? By definition, your Vision is a long way off. Therefore, everybody needs to be certain of his or her responsibilities and deadlines. Everybody needs to be clear about their long-term goals, their SMART (Specific, Measurable, Achievable, Result oriented and Time based) business objectives. On this basis they make effective monthly and weekly action plans. And remember, 'what gets measured gets done!'

More jobs, more money, and more job satisfaction await your business, when you clearly state and communicate your goals. Take a look at my [white paper "Let's Talk Strategic Planning"](#) for more details and call PBC today to make the most of your strategic planning time out.

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