



PATRIOT BUSINESS COACHING
CLARITY OF PURPOSE, SYNERGY OF GOALS

How Can You Effectively Criticize A Coworker?

One way is to create the perception of a common goal. This is where choosing the right words helps. It's using a cooperative vocabulary. Instead of saying, "Unless you get moving fast on those statistics, I'm not going to be able to get this report done on time," try emphasizing the common goal: "We could get our report done quickly if you firm up the statistical data while I enter the text." Use words like *we* and *our*.



The second way is to show how a peer's performance affects both of you. So instead of saying, "Get to the meeting on time," try something like, "Look, when you're late, it makes you look bad, it makes me look bad, and we don't get the next project. If we're both on time, we do." Now you've made a permissible criticism. You're saying, it is my business, because it affects my job.

A third tactic is to agree with the coworker, but point out that somebody else higher up would disagree. You say something like, "You know, I used to do it this way because it's easier. But when Jack finds out about this, he's going to make you do it over." Now you've aligned yourself with the person.

~ Author unknown

INSIDE THIS ISSUE

- ◆ *How Can You Effectively Criticize a Co-Worker*
- ◆ *The Cost of Keeping Non-Performers*
- ◆ *One Minute Ideas*
- ◆ *Behaviors for Success*
- ◆ *Two Directions in Life*

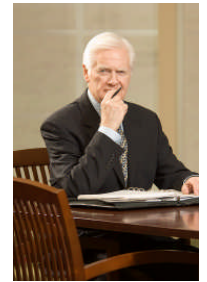
All articles, quotes, and material in this newsletter are copyrighted. © 2009. No part can be reproduced in any form without specific written consent from SA and copyright holder(s). All rights reserved worldwide.



The Cost of Keeping Non-Performers

You may be surprised on the amount of money that is wasted when you have non-performers in your business. With businesses feeling the economic crunch, it is important to be able to recognize those who are hard workers, and those who are only costing you money. There are many reasons why eliminating the non-performers in your business is a smart business move.

Here are some reasons why you **should not keep** the non-performers in your company:



1. ***They Cause Bad Customer Service*** – If you have a non-performer in your place of business, their attitude is going to show to your clientele. The non-performers won't feel impelled to give good customer service and often don't want to do anything to help the company. Your clientele doesn't want to deal with someone who is not catering to their needs, especially when they are buying from you. As the business owner, you must address these issues before your clientele starts using your competitor(s).

2. ***They Cost You A Lot Of Money*** – When a non-performer is not doing his or her job, it is costing you money and productivity. Plus, you may be missing out on gaining new clientele too. Having the employee that works hard and gets the job done, is what will help your business grow and to be more competitive. It is your responsibility as a leader, manager, owner, etc... to keep productivity high and the employees focused on the company goals.

3. ***They Bring Down Morale*** – Because the non-performer is not doing his or her work; it often means that someone else has to complete the tasks.

Continued on page two – Non-Performers



One Minute Ideas

How Many Businesses Open and Close Each Year?

An estimated 627,200 new employer firms began operations in 2008, and 595,600 firms closed that year. This amounts to an annual turnover of about 10 percent for entry and 10 percent for exit. Non-employer firms have turnover rates three times as high as those of employer firms, mostly because of easier entry and exit conditions.

How Do Regulations Affect Small Firms?

Very small firms with fewer than 20 employees annually spend 45 percent more per employee than larger firms to comply with federal regulations. These very small firms spend four and a half times as much per employee to comply with environmental regulations and 67 percent more per employee on tax compliance than their larger counterparts.

Life is like a ten-speed bike. Most of us have gears we never use.

~ Charles Schulz, Cartoonist



Patriot Management Systems has provided Coaching and Consulting Services to companies nationwide at all levels of the organization from executives, managers, supervisors, and sales managers, to front line staff. We are dedicated to helping people and companies achieve their dreams and goals.

Visit our website at:
www.plangoals.com



Continued from page one – Non-Performers

This causes frustrations amongst the employees and causes the morale to decrease. Having a decrease in employee morale can lead to lower productivity and means that you have the potential for creating more non-performers. ***This needs to be avoided at all costs.*** If it is not dealt with, you can risk losing employees and clientele.

When you have non-performers eliminated from the payroll, your business can grow and prosper. Non-performers in your business are a plague to your bottom line. As a business owner, it is your responsibility to get to know your employees, keep them focused, productive, and to keep others from becoming a non-performer.



Non-performers will only decrease your chances to increase your revenues for your business. With the morale that is lost, the money that is wasted, and the poor customer service provided, these non-performers can really hurt your business if you don't take action.

Build a company of top performers by eliminating the poor performers and keeping everyone goal orientated.

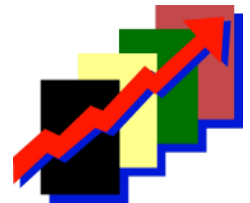
What gets measured gets done!

Copyright protected, Sorrell Associates, LLC all rights reserved worldwide. ©Gary Sorrell – www.NewsletterVille.com

Behaviors For Success

Busy professionals with a strong desire to achieve sometimes fall into slumps which can destroy creative drive. Do your best to avoid these slumps by accepting that you cannot do everything. Delegate responsibilities to others qualified to perform the task. They should share your goals for success.

- ◆ **Be a lifetime learner** – Don't assume you've learned all you need to know. Have a plan for personal growth and work on challenging goals in all areas of your life.
- ◆ **Be proactive** – Solve problems before they occur. Carefully plan procedures to prevent problems and proper handling in the event they do happen.
- ◆ **Communicate your goals** and let others know how they can help you achieve them. Listen carefully to information they provide you.



Change

“Change is the only thing that offers new opportunities”

Ross Shafer

As Heraclitus said five hundred years before the birth of Christ: “The only permanent thing is change.”

Business Training Team



Patriot Business Coaching has joined the Business Training Team in the launch of a new E-learning program on January 1, 2010. The program will be accessed through a new website and will serve as a tremendous asset to the small business owner and sales professional.

As a business owner, you have questions everyday on various issues that involve marketing, employee motivation, productivity, and finance. Where do you go to get clear, concise answers and a functional knowledge of the subject?

The website will help you answer such questions as:

- *How can I use the internet to help market my business?*
- *Why don't I have loyal customers?*
- *How can I use my telephone as a 24/7 profit center?*
- *What are Facebook and LinkedIn all about?*
- *How do I use networking to generate Sales?*

Look for more information and directions to the website in the January Issue of *The Quill*.

“Stop trying to put in what God left out and instead, work with what he put in”

Dr. Robert S. Hartman

Two Directions in Life



Bob Stinson

Several months ago, I was invited by a acquaintance to attend a presentation with him in a near-by town. It turned out that this presentation was a recruiting session for a “get rich quick” pyramid selling scheme.

Now there are many great direct marketing organizations, with a pyramid structure commissions system. Mary Kay, Amway, and Tupperware are examples of these well run and highly ethical organizations. The people making this presentation did not fit that business model.

I had known my friend for about a year, so I had developed an understanding of some of his personal strengths and some areas where he was not comfortable. He was a hard working hands-on guy, who was a skilled craftsman. One would classify him as an introvert who was not comfortable in a public speaking setting.

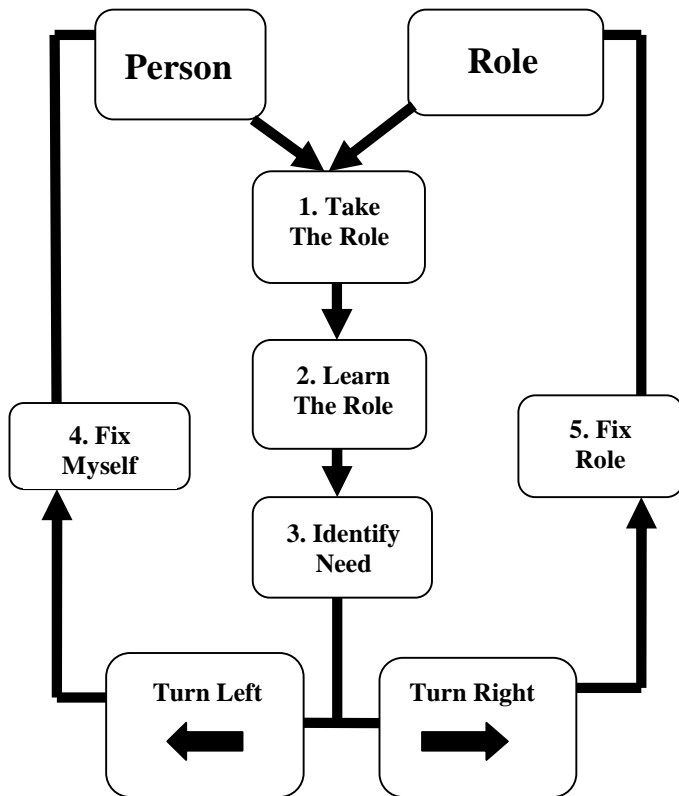
At the end of the presentation, he asked me my opinion. So as not to be offensive, I asked if he had signed to be a sales associate in the program. He answered that he had, with a gleam in his eye, which could only be associated with someone who believes that he is about to become very rich. I asked how he felt about the selling effort involved and he responded that for a period of time he has worked in telemarketing and “didn't mind it”.

How many times have we personally or one of our friends been in a situation such as this; deciding to do something that does not match our God given strengths with the hope of economic riches. What results have you witnessed? My experience has yielded frustration and something far short of the success expected.

In his book, *What's Your Genius*, Jay Niblick discusses the two directions in life. The flow chart on page 4 is an illustration of those choices in direction and provides an interesting basis for the discussion of the situations we face in adapting ourselves to our roles.

Continued on page 4

Continued from page 3 –Two Directions



It starts with the individual and the role or job. The individual has been blessed with a number of strong talents and corresponding areas where talent may be lacking. The role has certain demands and requirements which are necessary to achieve success.

The person, upon entering that role, goes through a period of learning. (Steps 1 & 2) As a result of this learning of the requirement for success in the new role, the individual will begin to identify needs. (Step 3) These needs are the difference between the natural talents the person brings to the role and the natural talents that the role requires.

The decision is whether to go to the left or the right. Going to the left is the most common approach. (Step 4) With this approach, the person tries to learn new talents such as how to be more empathic or to become more systemic in their approach to problem solving. Note that the learning is not one of knowledge, but one of a different natural talent. The alternate approach is going to the right (Step 5) which involves adapting the role to one's natural talents. For example, if a person is very creative but not well organized they

might need someone to organize their schedule or do their bookkeeping.

If the decision is to go to the left, this usually leads to frustration and a low level of motivation. My friend, the very talented hands-on introvert, will soon find himself lacking the inner motivation necessary to succeed in a pure sales environment. The initial motivation for quick financial return will be quickly drained by the stress of the constant interaction with people and the rejection which accompanies the life of a sales person. In his case, the role is very narrow and restrictive, so a change will be difficult, but his chances of success are minimal. This is not a good direction.

The right hand turn will lead to greater self fulfillment and success. Consider what aspects of the role can be delegated or outsourced. Let others do for you what they do best. Concentrate on using your talents to the maximum. Those are the keys to a successful right turn.

We all think we understand ourselves and to a certain degree we do, but a business coach will provide an objective second party clarification of that understanding. Your road to success must start with knowing where you are and a coach can provide assessment tools which more clearly identify you current situation.

**Let us help you get to
the next level!**



*Linda Stinson
(910) 575-1286
linda@plangoals.*

*John T. Capps III
(252) 726-1823
johnt@plangoals.*



*Bob Stinson
(910) 575-1286
bob@plangoals.com*