

**PATRIOT BUSINESS COACHING
CLARITY OF PURPOSE, SYNERGY OF GOALS**

Strategy – The Power of Thinking Big!

A smart guy once told me that if I wanted to be successful, the first thing I had to do was hang out with the most successful people I could find. That was good advice twenty five years ago and it's still good advice today. If you have a small business that you want to grow, you need to watch other companies and other people who have paved the way for you to follow.



Many people have great ideas for their business yet few have a means of turning those block buster ideas into cash. If you're going to be successful you have to find a way to put some feet under that creativity and that's where strategy becomes important. A good strategic plan puts *everyone* to work on your goals; employees, suppliers, clients and even your banker know what their role is in building your business.

I have a client who came to me several years ago and asked me to find a buyer for his company. He told me he was tired and his business wasn't going anywhere. It wasn't fun for him and at 42, he was already burned out.

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Developing Confidence

Confidence is a critical ingredient to your growth and development. You develop self-confidence by creating success. Through your goals you can provide for frequent successes. Set short term goals in the beginning. Experience often the satisfaction of moving a "Short Term Goal" to the "Goal Accomplished" area of your daily planner or other tracking device. People who have well-defined goals in life develop confidence through achieving those goals. Thus, they are always better prepared to confront new situations, and achieve higher goals. As you achieve goals, and feel the satisfaction of achievement, your confidence in your abilities is enhanced as is your potential to achieve more and higher goals.



Lack of confidence also stems from our inability to visualize successfully doing whatever it is we want to do. Careful planning, specific action steps, and affirmations help you to clearly plan exactly how and why you can achieve your goals. It focuses your imagination on the positive rather than the negative.

Confidence is the key ingredient to any plan. It is part of the solution to every obstacle you have identified in your goal. Fortunately, confidence is a limitless resource; the more you use of it, the more there is to use. However, there is a price to be paid. To "use" confidence requires involvement: only through involvement (and consequent testing and confrontation) are boundaries pushed back and fears overcome. To take goal setting seriously guarantees that you will need to increase your confidence. To take goal setting seriously also guarantees that you will increase your confidence.

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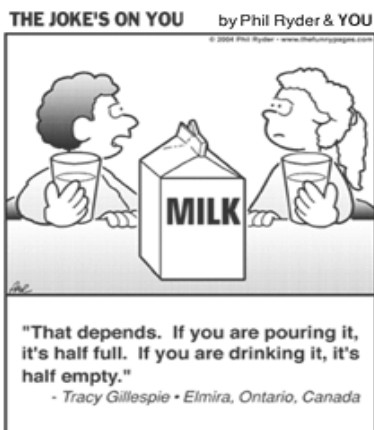
One Minute Ideas

Web Site of the Month



Using Picasa and Picasa Web Albums together, you can now organize, edit, and upload your photos to the web from your computer in quick, simple steps. Arrange your photos into folders and albums and erase their blemishes using powerful editing tools in Picasa. Then use Picasa Web Albums to share those perfected photos online with family, friends, and the world.

Check it out at
<http://picasa.google.com/>



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

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Profits were way down and the revenue had been flat for several years. In talking with his staff, I found they were lacking direction, quite lethargic and very content with the status quo. The strange part was that this was a young group who should have had more energy than a pack of puppies.

I dragged them kicking and screaming to our learning center for a two day planning session. When we began to look for key opportunities the lights started to come on and when we formulated an achievement plan the excitement started and when we turned our ideas into action plans the whole room erupted. The energy and passion was back and driven by a solid plan where everyone understood the goals and what role they played in the process.



Now into their third year of building and following their strategic plan, the company is working on a multi-million dollar growth plane and has enjoyed double digit profits for the third straight year. The owner talks about playing at the top of his game and if you wanted to buy his company today, you'd have to come with a whole wheelbarrow full of cash.

Good business strategy is not just about thinking big, it's about getting big. What are you waiting for?

Ed Jenks is CEO of The Jenks Group, a California Consulting Company that specializes in strategic planning and executive development. thejenksgroup.com
If you have any questions about Strategic Planning contact us at 910.575.1286.

How Important are Small Businesses to the U.S. Economy?

Small firms –

- Represent 99.7 percent of all employers
- Employ half of all private sector employees
- Pay 44.3 percent of total U.S. private payroll
- Generate 60 to 80 percent of net new jobs annually over the last decade
- Create more than 50 percent of non-farm private gross domestic product (GDP)
- Are employers of 39 percent of high tech workers (such as scientists, engineers, and computer workers)
- Are 53 percent home-based and 3 percent franchises



Sources: U.S. Bureau of the Census, U.S. Department of Commerce, International Trade Administration

Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight.

~ Henry R. Luce

What's Your Genius?



How the Best THINK for Success in the New Economy

Over the last two years, we at Patriot Business Coaching have had the privilege to be involved with Jay Niblick and his Innermetrix Organization. That involvement has helped our clients understand the great potential which lies within each of us. It has helped us provide positive direction for our programs and pave the road to success.

What's Your Genius? is a newly released book by Jay Niblick which helps the reader realize how a better understanding of one's natural talents can produce greater success and satisfaction.

Did you ever have that one class in school where no matter how hard you tried you just never seemed to get it? No matter how hard you studied, no matter how hard you worked, results just never seemed to come easily, if at all. Even if you did do well, was it always a struggle? If you're like most people, there was also another class where the exact opposite was true and things came to you almost effortlessly. The whole concept just made sense, and you achieved greater success more naturally with less effort.

One reason for this is that each of us has certain innate talents for thinking and making decisions. These natural thinking talents allow us to see some things very clearly while filtering out others almost completely. For example, some people naturally see the big picture very easily (the talent for strategic thinking) or intuitively understanding how various parts work together (the talent for integrative ability), while for others understanding complex problems is like second nature (the problem-solving talent).

Our thinking talent and decision-making styles compromise the very core of who we are. They make us the unique individuals that we see in the mirror each morning, and they hold the greatest levels of performance and success.

Excerpts from What's Your Genius

The first step in any coaching process is the same first step necessary to achieve a higher level of success. Whether it is an organization or individual, the starting remains the same. There needs to be an understanding of the personalities involved, their natural attributes, and the factors which provide natural motivation. This provides a definition of the present condition and the humanistic resources available.

Our certification in the assessment instruments provided by Innermetrix provides us with an understanding of individual values, personality, and attributes. The relative strength of values such as aesthetic, economic, individualistic, political, altruistic, regulatory, and theoretical can prove important in the motivation of self and others. Understanding the decisive, interactive, stabilizing, and caution aspects of personality is important in understanding how individuals will carry out their roles and responsibilities. Attributes provide an insight into how an individual views decision making with respect to the environment and themselves.

The importance of these assessment tools is discussed thoroughly in *What's Your Genius?*, which is available on amazon.com or the website: www.whatsyourgenius.com

We would like to talk to people interested in finding out more about these tools and how they enhance the coaching the process. Give us a call or email and we can have a short 15-minute discussion on the subject.

Let us help you get to the next level!



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Upcoming Events

**THE LITTLE RIVER
CHAMBER IS PROUD TO
PRESENT**

**A CUSTOMER LOYALTY
SEMINAR
AND WORKSHOP**



**TUESDAY, SEPTEMBER 15, 2009
12:00 NOON – Lunch \$10 per person
CB Berry Community Center
Little River, SC**

**Learn how this new nationally-recognized
approach to developing loyalty will help you:**

- **Increase business from current customers and clients**
- **Increase the number of new customers**
- **Increase profits**

Presented by:



Who should attend? The program is specifically designed for the owners and managers of small businesses, including retail, service, restaurants, insurance, real estate, lodging, etc. Both year-round and seasonal businesses will be addressed.

For reservations: Call Little River Chamber (843) 249-6604. RSVP is required by September 10.

Team Leadership for Non-Profit Organizations



**Monday, October 19, 2009
8:30 AM till Noon
First Baptist Church
810 Bridge Street
Morehead City, NC**

Building an effective team is the key to the accomplishment of the mission of any non-profit charitable organization, but the players on the team often represent a wide range of personalities with different motivations. Board members, employees, volunteers and even contributors need to work together to accomplish difficult tasks with limited resources. The challenge is to produce maximum results with limited personal financial incentives.

This workshop will provide the participants with the framework of a process to create a strong effective team within their organization. It will point the way to increasing commitment by all involved and provide for a positive working environment.

The session will be lead by John T. Capps III, who had facilitated leadership programs for dozens of organization throughout North America.

To reserve your spot call ***Patriot Business Coaching*** at: (910) 575-1286 or email linda@plangoals.com Cost is \$49 per person which includes refreshments and materials. Ask about our group rates.
