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Ten Ways to Lose Your Customers

1. Pass the customer around.
2. Buy a system, then fit your strategy around it.
3. Rely on technology.
4. Forget about training.
5. Don't reward loyalty.
6. Ignore the millions of people with speech or

Achieving Potential

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We are pleased to present the first issue of our monthly newsletter, "Achieving Potential". We will be presenting useful information to help you achieve your potential in your personal or business life.

We coach individuals and organizations and help them achieve their true potential.

Leading by Empowerment

How often does your organization give employees responsibility without a clear direction or an understanding of the expectations?

This can, and most often will, result in low productivity, confusion, and lack of results, that creates low morale and possibly high turnover. However, employees that are empowered will produce amazing results in the workplace and usually do it with a great attitude and enthusiasm.

When leaders and managers empower effectively, they don't give up authority and responsibility completely; rather, they share these elements with the employees. They help the employees reach new heights and further their career.

A key to successful empowerment is to clearly communicate your expectations, establish clear boundaries of authority, and create an action plan for results.

Leader Guidelines For Empowering Employees



hearing difficulties.

7. Ignore customer feedback.

8. Forget about third parties who work with your company.

9. Forget about service.

10. Forget diversity and cultural differences.

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- **Include Employees In The Direction Of Your Company**

This includes a part in the strategic planning phase, writing goals and objectives and the implementation of the goals with a specific timeline. Let your employees help determine the timelines and rewards for completion of the task.

- **Be Clear In Your Communication**

Be sure employees understand what you are asking for. Ask them to recap the conversation, listening for gaps in what you said and what was repeated back.

- **Use Their Ideas**

How much time do you spend listening to your employees' ideas and suggestions? Ask for their input in how they would go about completing a project. Let them do it their way if the result will be satisfactory to you.

- **Demonstrate Your Trust**

Determine what resources they need before they start the project and clear the way for the resources to be available. Resist checking in on every detail, but have controls in place so they know when they should check with you.

- **Match Their Interests With Your Needs**

Meet with your employees and learn what they want and need. When possible, assign tasks that will allow them to grow and take on additional responsibilities.

- **Give Realistic Timelines**

Determine together a realistic timeline. Be specific as to when a project is due, don't say, "Return this to me as soon as possible." If you need it by the end of the week, say so clearly.

- **Establish Priorities**

It is helpful for employees to know which pieces are the most important to you. Make certain that they know what needs to be done first and why.

- **Coach, Don't Manage**

Coach your employees to success. This means listen, ask questions, offer strategic advice, and always give direct feedback.

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Do You Have Leadership Traits?

Find out if you're a true leader by seeing if you possess these qualities:



- Leaders start projects by asking, "What has to be done?" instead of "What do I need?"
 - Leaders next ask, "What do I have to do to make a real contribution?" The answer best suits the leader's strengths and the needs of the project.
 - Leaders continually ask, "What are my organization's purposes and objectives?" and "What qualifies as acceptable performance and adds to the bottom line?"
 - Leaders don't want clones of themselves as employees. They never ask "Do I like or dislike this employee?" But they won't tolerate poor performance.
 - Leaders aren't threatened by others who have strengths they lack.
- Source: Peter Drucker, cited in Forbes ASAP, 60 5th Ave., New York, NY

How to Network Your Way to Bigger Profits

Can networking really lead to more business? Yes! Unfortunately, many business owners and salespeople have been to events and done a poor job of networking, leading them to believe that networking is a waste of both time and money. However, when done correctly, networking can bring you in a wealth of business for a minimum time investment.

If you want to earn business at networking events, consider the following points.

• **Create partnerships**

Those who are networking savvy go into the meeting with the intention of creating partnerships rather than simply getting business.

• **Talk to strangers**

Your parents may have taught you never to talk to strangers, but that advice does not apply to networking events. Resist the urge to sit with and talk to only those people you know. Make it a goal to meet at least three new people at each event.

• **Volunteer**

If you tend to be shy, get involved with the networking group by volunteering your services. Spearhead a committee, nominate yourself for a board or officer position, or help people check in at the door.

• **Find the right group**

Not every networking group is right for every person. Additionally, once you find

a group that brings you business, commit to that group long-term so you are perceived as one of the group's leaders.

Source: Joyce Weiss, author of Full Speed Ahead and Take the Ride of Your Life!

"More business decisions occur over lunch and dinner than at any other time, yet no MBA courses are given on the subject." - Peter Drucker

Motivational Quotes

"I've missed more than 9,000 shots in my career. I've lost more than 300 games. Twenty-six times I've been trusted to take the game-winning shot and missed. I've failed over and over and over again in my life ... and that is why I succeed."

- Michael Jordan

"Don't judge each day by the harvest you reap, but by the seeds you plant."

- Robert Louis Stevenson

"It is not your aptitude, but your attitude, that determines your altitude"

- Zig Ziglar

"There is nothing like a dream to create the future"

-Victor Hugo

For results you can count on contact Performance Development Strategies, LLC at 914-953-4458 or Email: grant@pdstrategies.com

Make it a GREAT day,

Grant Schneider
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