

Nothing Personal...It's Business

Excelleron Business Consulting, LLC

Business Development, Consulting, Executive Coaching

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Tool Kit for an Effective Pride Builder

In *Why Pride Matters More Than Money*, author Jon R. Katzenbach explains how the best leaders motivate people along several fundamental themes.

Personalize the workplace.

Getting involved in the everyday problems of your people may violate the HR rulebook, but it's also the single best way to build an emotional bond with your employees. Some pride-building leaders will routinely help their people with issues outside the workplace, arranging for subsidized baby-sitting or English-language classes, to show their personal commitment to them.

Always have your compass set on pride, not money. "Where motivation is concerned," writes Katzenbach, "the journey is more important than the destination." It's more important for people to be proud of what they are doing every day than it is for them to be proud of reaching a major goal. That's why it's crucial to celebrate the "steps" as much as the "landings." The best pride builders are masters at spotting and recognizing the small achievements that will

instill pride in their people.

Localize as much as possible.

Don't wait for your organization or its leaders to instill pride. The best efforts are local in nature. "They stem from frontline managers who know their people, their market situation, and the practical realities of their work environment," adds Katzenbach. Besides, what works in one place might not work in another. And it's often helpful to tap into family, community, and union events to build emotional commitment.

Make your messages simple and direct.

Don't confuse people with needless complexity. "People seldom tire of good stories that stir up feelings of pride," writes Katzenbach. "A good story for motivational purposes is one that is honest; it recognizes imperfections and mistakes...it is not a fanciful fabrication of someone's imagination or wishful thinking." And Tom Peters's advice still applies: "Keep it simple, stupid."



Brendan J. Cunningham, Pres.
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Keeping Your Focus



When Getting Personal, Becomes Good Business

In spite of the name of this newsletter, maybe there are some cases when getting personal can become good business. Ask yourself, when was the last time someone sent you a card saying, "thanks, I really appreciate you" or "I want to thank you for a job well done." Maybe someone was thinking of you and just wanted to say they miss you and sent you a note to tell you that. Perhaps a family member that lives across the country wanted to say they were thinking of you and look forward to their next visit. There are countless examples of cards or letters you could receive for a variety of reasons aren't there?

Conversely there are numerous reasons you could send a card or letter to brighten someone else's day. So how come you don't anymore? I think we are generally a well intentioned society, it simply seems that we are overloaded and overwhelmed with so much to do that this little gesture has been pushed aside.

Oh, there are those cute e-mail cards you can send that open and do some very cool things. Especially at Christmas, there is a variety of talking animal's, playful children, snowmen, angels and well, you know the ones. Somehow it isn't quite the same as when someone takes the time to send a very personal note to you, specific to your relationship to let you know they care. Those e-mails are usually deleted soon after, whereas a card has a way of ending up on your bulletin board and kept for a longer period of time.

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Coaches Corner: 10 Rules for Successful Business Risk Taking

1. Focus on trouble and you will get trouble. Focus on success and you will get success.
2. Trust that your people know what a risk is.
3. Recognize that your people may not know how to recover from the negative effects of a risk.
4. Know that no risk is worth undertaking when proper planning or analyzing cannot be completed beforehand.
5. Know that no risk is worth undertaking when a "lessons learned" cannot be completed afterward.
6. Recognize that every plan of action and strategy must have a feedback instrument built into it.
7. Understand the costs of your risk tolerance and your risk avoidance.
8. Know that no one is exempt from making errors in judgment.
9. Tell the truth about the risk and its implications. Accept the truth about the risk and its implications.
10. Be willing to live with the negative results of each risk undertaken.



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"As a former professional athlete, "I know the value of coaching! Brendan has helped me focus in on what I must do to set myself apart in business...I am confident Brendan's professional experience and knowledge can help you as well!"

Adam Lingner, accomplished business leader, professional, and 2 Time Super Bowl Player

(Cont) When Getting Personal, Becomes Good Business



**Remember to
"sharpen you saw!"**

It seems a little more authentic and personal doesn't it?

The interesting thing about all the technology we have today is that the human element has almost been removed from the way we interact and do business with people.

A few years ago when the internet started to become popular, there were many companies that announced this was the way they were going to do Business, totally automated, totally electronic and very efficient. What many have learned is that loyalty and relationships aren't built in an environment devoid of human interaction.

The pendulum has swung back again to actions that are referred to as, online and offline marketing strategies.

Let's face it, people want to do Business with people that they know, like and trust. The more you can create an environment of caring and appreciation of your clients, the more stable and secure your Business will become. Don't get me wrong, I'm all for using every bit of technology we now have at our fingertips to grow our Business as I'm sure you are. After all, today we can reach a larger and better targeted audience who is actually looking specifically for our products or services online. There is a much different dynamic in the sales process when a client comes to you ready to buy because they like what they have seen and read about you and your Business on the internet. The difference lies in whose decision it is to buy.

When you try to sell something to someone, it's your decision being forced on them. When someone wants to buy something, it's their decision!

The savvy companies that are marketing online today are finding a way to obtain your mailing address in addition to your e-mail as a way to keep in touch and let you know how much they value your Business.

On the flip side of the online coin there are also companies that have not embraced any form of internet or database management strategies. I recently had an experience with a local Business that didn't keep track of their customer list or what they purchased and wasn't planning to implement anything in the near future either, hmmm!

The whole point is that whatever you do online or offline, it needs to be related to building a relationship with your client of trust, appreciation, and caring.

Hey, maybe give them a call or send them a card or something out of the ordinary. Surprise them with a personal touch and that alone will have them think of you over everyone else you might perceive as your competition. One simple rule you must understand about all good sales and marketing is that it begins with putting other people first. Dale Carnegie said, "When dealing with people, remember, you are not dealing with creatures of logic, but creatures of emotion". Reach out and touch someone and find a balance between online and offline strategies and I believe the lifetime value of your clients will increase dramatically.