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Strategic Solutions Newsletter

August 2016

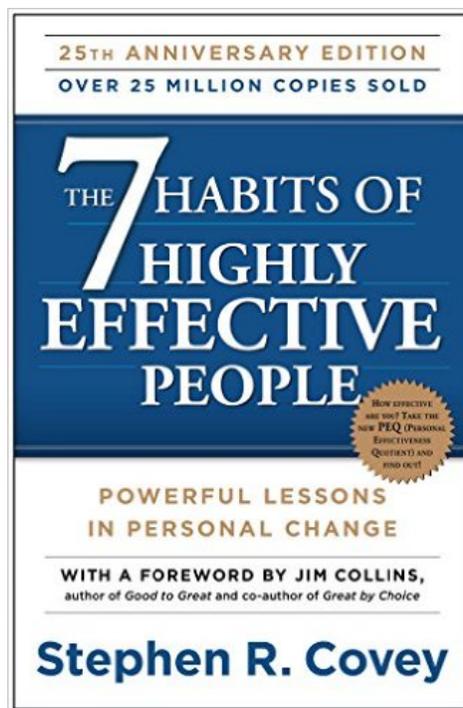


Greetings!

As the song says " Summer time an the living is easy". Well maybe not this year. So much is happening. We are now beginning to see and hear an endless barrage of political ads that will last until November. We soon will get almost 3 weeks of the Summer Olympic Games from Rio and before you know it it will be Labor Day. In between most of us will like to take a few days to relax and enjoy the good weather. I hope you get to enjoy all this activity.



Hank Sullivan



Book of the Month

August 2016 Good Summer Read

7 Habits of Highly Effective People by Stephen Covey

This twenty-fifth anniversary edition of Stephen Covey's cherished classic commemorates the timeless wisdom of the 7 Habits. One of the most inspiring and impactful books ever written, *The 7 Habits of Highly Effective People* has captivated readers for 25 years. It has transformed the lives of Presidents and CEOs, educators and parents- in short, millions of people of all ages and occupations.

[7 Habits of Highly Effective People](#)



Organizing By Priority A Time Management Skill To Help You Be More Productive

Get in the habit of organizing and prioritizing your day. You will become more productive.

This is a proven simple way to saving time, being organized, and increasing productivity.

Before leaving the office for the day, or first thing

the next morning, make a list of everything that needs to be done.

Next, prioritize your list.

Give each one an A, B, C, D or E priority mark.

A - Must be done first - very important. Serious consequences if you do not get it done. Often this is a task you don't want to do. Think about the sense of accomplishment you will have once it is complete and you get to check it off your list.

B - A 'should do' task with mild consequences. (Never do a B task before A tasks are done)

C - Nice to do, but no consequences whether you do it or not. (Most people spend half of their time here)

D - Something you can delegate. This frees up your time to work on the A tasks

E - Eliminate all together and it makes absolutely no difference. It may have been a higher priority task previously but is no longer important. Remember, not everything has to be done today.

However, if you have several A tasks, give them a priority too. A1, A2, A3, etc. A1 being the most important and the task you should tackle first. Practice discipline and start working on your A tasks right away.

Focus on result Not activity

Why Are Customers Leaving And What To Do About It!

Companies that are successful over for the long-term, have something in common.

These businesses understand that their customer's needs change over time and they must continually update their services and products. When a company decides to stay in a holding pattern, it will lose customers over the course of time.

Why Are Your Customers Leaving?

It is your job as a CEO to understand what people need. If you notice that sales are down, you can't necessarily assume that it is due to a down economy. Sure, the economy will certainly affect some businesses harder than others. However,



people are still spending money. There is only so far you can take that logic.

That is why you need to answer these questions before jumping to conclusions as to why your customers are leaving:

- * Do you have a customer intelligence plan?
- * Do you understand the needs of your customers?
- * Is there a problem with the service customers are receiving?
- * Where is the breakdown in communication between you and your customer base?

Once you have an understanding of why your customers are not coming back, you can address the issues. If it simply is due to a down economy, then you need to take that into consideration as you make decisions of what products and services you will offer.

If You Are Not Growing, You Are Dying

Businesses that are still operating today the same way they did when they opened their doors, are the ones that will have a short life. If you are not growing and changing, as a company, you will die . When it comes to going through these different changes and stages, you will need to plan ahead.

Here are some questions you will need to address to get through the stages of growth.

- * Do employees understand the different stages of growth?
- * How can you lead your team to feel excited about the coming changes?
- * Are the stages of growth affecting your ability to serve customers?
- * How will you keep customer service going during the different phases?

Time Will Make a Difference

It will take time in order for your business to go through the different stages. There will be times of chaos and disorganization. However, it is vital to the long-term status of your business that you do what is necessary to make the changes. *

- Understand the amount of time it will take to implement new products and services
- * Look ahead to challenges you will face in the coming months
- * Re-evaluate where you are at each turn to ensure you stay on track

When you are growing and changing with the

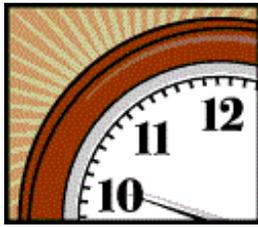
consumer market, your business will stay relevant and successful. It is important that you understand customer's needs and make the changes necessary to meet the needs.

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Ten Tips For Maintaining Motivation

1. Always measure your progress.
 2. Get enough rest.
 3. Avoid sugar.
 4. Imagine yourself at your goal.
 5. Find a role model.
 6. List the activity's or goal's benefits.
 7. Keep a journal of past accomplishments.
 8. Take small steps.
 9. Find a partner, coach, or mentor.
 10. Tell yourself quitting is not an option.
- Maintaining motivation can be challenging for your team members and employees too . Help them maintain their motivation by sending these tips to them and following up on their progress



One Minute Idea

PROJECTS AT A GLANCE Color-code your calendar so you can tell at a glance the status of projects or assignments. Examples: Red ink for high-priority items that day; blue for anticipated project deadlines; green for following up other people's work; black for daily scheduled work.



Legal Advise

Do you have a business lawyer? If not I strongly advise that you get one. Each month I am going to provide you a link to **Eric Samuels** of the finest Business Lawyers that I know. His newsletter will help you stay on top of issues that you should be aware of to avoid legal troubles in your business. Please contact him if you want additional information.

[Click Here to link to :Legal News](#)

About Us

Hank Sullivan is President of Strategic Solutions in Hayward, CA and a Nationally Certified Business Coach. He provides processes to assist individuals and businesses in improving results. He concentrates on leadership development/coaching in areas such as Management, Sales, Customer Service, and Strategic Thinking and Business Planning. In addition, he offers a program for youth leadership called America's Rising Stars. Strategic Solutions 25985 Clausen Ct. Hayward, CA 94541 (510) 432-

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