

Improving Results

January 2008

Volume 5 Issue 1

By Facing Our Challenges, We Discover Our Potential

STRATEGIC SOLUTIONS 510-432-7596

Work Life Balance: I want to be able to get ALL the important things done. Is there hope?

First, define the term balance. So often, people seeking “balance” end up with a life something like both sides of a scale dragging the ground behind them. I suggest thinking of work-life balance as a Teeter-Totter, which is certainly possible to balance but is much more fun when it “seesaws” back and forth. In fact, that is the purpose of a teeter-totter!



It's important to become less concerned with balance and more concerned with purpose and focus. Purpose comes from service, and you may have more than one purpose, for each of the vital few key roles you serve in life. When you have done the work necessary to discover your purpose then, and only then, will it become possible to have an “On-Purpose” day.

Purpose gives your day focus and meaning; it shapes your goals, your decision-making, and your use of time.

Continued on page two – Balance

Inside This Issue

Work Life Balance: Is there hope?

First Impressions Count

One Minute Ideas

Managing Performance Priorities

The Benefits of Collaboration

All articles, quotes, and material in this newsletter are copyrighted. © 2008. No part can be reproduced in any form without specific written consent from SA and copyright holder(s). All rights reserved worldwide.

First Impressions Count

A recent study reported that 40% of Internet users in the US changed their opinions of brands due to information they gathered online. This data is reinforcement that it's more important than ever to make sure that the image you are portraying online, and especially in your e-mail marketing, is an accurate reflection of your brand. Here are a few areas to consider when analyzing your brand reflection in your e-mail marketing?

Design – Is the overall look of your e-mail messages appealing? Do your email campaigns “look” like they fit with the rest of your marketing material? Do your emails have the appropriate colors, images and format to make a positive impression on your audience?

Subject Line – Is the subject line of your e-mails reflecting your brand and personality? Make sure that the words you use in the subject line are carefully chosen. This is the first statement your audience will read!



Content – Is the content in your e-mail campaigns worthwhile and interesting to your audience(s)? Poor content erodes your brand. If you send your constituents poor content, they connect your brand with the quality of the content.

Utilities – Can your audience interact with your emails easily and consistently? Items like changing preferences, signing up, forwarding the e-mail and unsubscribing all are a reflection of your brand. The easier your e-mail is to work with, the easier your organization is to work with.

Remember, first impressions count. In person, online, and even in your e-mail marketing!

What's the first impression your e-mail marketing campaign is giving?

– Adapted from Opt-In news e-mail marketing research



ONE MINUTE IDEAS

The US Census Bureau: Ten Principal Reasons that Businesses Fail:

1. Inadequate or no management system
2. Lack of purpose, vision and mission
3. Poor planning, procedures, reporting and review processes
4. Over-dependence on specific individuals
5. Poor segmentation of markets and clients
6. Goals not established or not well-communicated
7. Lack of competitive and market intelligence
8. Inadequate set-up and working capital
9. Absence of quality programs
10. CEOs having great technical or professional skills, but insufficient business and management skills



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) 432-7596
hsullivan@stratsolutions.net

Continued from page one – *Balance*

Your purpose throughout the day may be to focus on the needs of your customers, then in the evening shift to the needs of your spouse, getting kids to hockey and dance classes, then to reading from a great book before bedtime.

Once you are clear on your purpose(s) in life, focusing on JUST the important things becomes possible – there is hope and it's fun!

Reprint permission granted by Mark Sturgell. All rights reserved worldwide.

Managing Performance Priorities

It's 2008 and have you and your subordinates set the goals that need to be achieved this year? Many managers expect each person to have the self discipline to set and achieve goals. However, without clear and consistent communication, employees struggle with self-management. As a fast paced workplace puts a strain on time, how can we ensure effective communication is maintained?

Strategic Solutions is excited to announce a simple cost effective solution called "Managing Performance Priorities". This web based tool allows 24/7 access where a manager and employee can simultaneously establish and monitor priorities.



MMP provides effective use of time for communication, regular and concrete feedback, extensive reports, identify trends in activity and allows for multi-tier management and coaching.

If you believe that you could use such a tool for your organization, Strategic Solutions is offering a **unique one time offer** in the month of January. You can test this process with up to 5 employees for 2 months for only \$50.00 a month. This process will allow you and your subordinates an effective way to stay focused on your agreed upon goals in 2008.

Call today [510-432-7596](tel:510-432-7596) to take advantage of this exciting offer.

The Benefits of Collaboration

Shared knowledge earns knowledge in return, and polled knowledge consistently leads to better outcomes. In the information era, sharing information is important because it leads to understanding and keeps you in the loop of what is happening. Sometimes just being in the know opens a wider range of opportunities for action.

When problems are complex, seemingly insurmountable, or just frustratingly difficult to solve, answers and breakthroughs are more likely to be discovered through a collaboration of diverse capabilities or divergent viewpoints. The process of collaboration can transform conflicting points to common goals. Collaborations provide an abundance of ideas and options in a short period of time.



I tell you and you forget. I show you and you remember. I involve you and you understand.

– Eric Butterworth

