

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

Do YOU Need A Business Coach?

The Importance of Business Coaching

Business coaching is defined as an interaction intended to enhance performance and facilitate change. It focuses on sound inner judgment and that leads to the best possible outcomes. Business Coaching has been practiced for years. When you have business coaching in your company, you are opening the door for advancement in the performance of your employees, thus your organization. Some benefits you will realize by implementing this well known practice of business coaching are:

1. Employees will perform at their best □

When you incorporate business coaching into the employee developmental process, your employees will challenge themselves and seek to perform at a higher level. It is very important in any business to have efficient and effective employees. One-on-one interaction with a business coach provides the environment for employees to un-tap their hidden potential; demonstrate their additional capabilities and the added value their enhanced performance brings. This far exceeds the investment you have made in this person.

*A coach helps:
Employees perform at their best.
Recognizes their strengths & experiences.
Increasing the bottom line.*

Continued on page two – Business Coach

Who Needs to Use Personal & Professional Assessment Tools?

With society changing every day, it is important to look at other ways which can help us keep up with the rest of the world. Having personal and professional assessment tools in your everyday life is a great benefit. However, many people aren't familiar with what personal and professional assessment tools are. To understand what they are, you need to realize how they can help you. Acknowledging who you are, where you are going in your life, and how to get there are very important issues that personal and professional assessment tools help with. But first, here is some background information about the tools.



Personal assessment tools:

These are simply an assessment on you. This is achieved by answering a wide variety of questions which assess qualities ranging from relationships, attitudes, work styles, and skills. One such personal assessment tool is the Personality Test. You can get a variety of types of tests if you do a simple search.

Professional assessment tools: Now these are a little different. They are instruments used to determine where you are best placed in your career or the type of career you should focus on. The test examines where you are in your life. They measure what your strengths and weaknesses are enabling you to set developmental goals to reach your vision.

Having professional assessment tools is important if you are to advance further in your career. It is always important to stay one step ahead of your competition.

Now that you understand what personal and professional assessment tools are, you can see the benefits of using such instruments. These tools help you understand more about you as a person which leads to building confidence in yourself.

Continued on page two – Assessment Tools

INSIDE THIS ISSUE

- ◆ *Do YOU Need a Business Coach?*
- ◆ *Who Needs to Use Personal & Professional Assessment Tools?*
- ◆ *Test Your Networking Skills*

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One Minute Ideas

Five Tips For Creating An Inspiring Work Place:

1. Find out what your boss or your colleagues need for them to be great at their job. Help them get it.
2. Decide what you need to be great at your job. Ask for it!
3. Find ways to bring out the best in others every day.
4. Leverage your talents by understanding what you are really good at and love doing...then do more of it.
5. Change happens when you change. Be a leader!



Tired of Talking to a Voice Robot? Want to Talk with a Human? Check out this website. It provides the phone numbers and instructions for bypassing a company's computerized answering service and talking directly to a person.

Check it out at www.dialahuman.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

Patriot Business Coaching

Continued from page one – Business Coach

Under all circumstances it is prudent to stay ahead in the business world and this becomes more important in times of restructuring and uncertainty. When you want your business to grow, you need to think about how your employees will help secure this growth. Business coaching is your answer.

2. Recognizes their experiences □ This goes along the same lines as employees performing at their best. With business coaching, the employee works with their coach to reinforce their current strengths and to surface new opportunities where these skills can be utilized, allowing the employee to expand their contribution to the company. Business coaching allows for employees to share their work experiences and feel more involved for doing so. Their attitudes change when they feel they have contributed something to the company. This benefit increases the level of the employee's engagement to the firm and has a multiplying effect throughout the organization.



3. Increases your bottom line □ When you have business coaching available to your employees, you recognize and communicate their worth to the company. The main goal of business coaching is to offer the tools and support individuals need to enhance their performance and to facilitate change. Outcomes that you can expect when you have business coaching in practice are higher levels of engagement, as well as, more efficiency and productivity. Investing in your employees is a sound business decision that will yield a high ROI (return on investment). Always thinking and staying ahead in the business world is what is going to make your business grow. Business coaching is what you need if you want to achieve this.

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*"The person who makes a success of living is the one who sees his goal steadily and aims for it unswervingly."
~ Cecil B. DeMille*

Continued from page one – Assessment Tools

With a strong appreciation of yourself you can truly understand and decide what you may need to change in your lifestyle. It is often difficult to hear what is contrary to your self-image. By using personal and professional assessment tools you will be able to get to know what is going on in your head. So many thoughts cloud our judgments as individuals and at times we tend to lose sight on what matters most.

Understanding personal and professional assessment tools is the first step. Putting them into practice is another. As we grow, our minds and experiences grow. We become better acquainted with what we need to do. Knowing the powerful information that these tools deliver provides insight on areas where you may want to seek guidance. Learn all there is about personal and professional assessment tools.

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*"He who refuses to embrace a unique opportunity loses the prize as surely as if he had tried and failed."
-William James*

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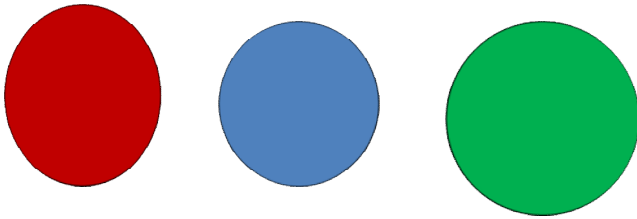
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Marketing Your Small Business



One of the most critical issues that is faced by a small business owner or manager is that of determining the best way to get their company to grow and prosper. That determination is best expressed in the development of an overall marketing mix. That marketing mix is described in terms of the four elements of price, product, position and promotion. Although all four elements are important, promotion can be the most confusing and possibly the most expensive.

The small business person is constantly being bombarded by firms with different promotional options. Magazines, newspapers, website designers, and other media sources represent excellent promotional opportunities for someone. The issue becomes whether it is the right opportunity for you and your budget.

The Business training Team will be broadcasting a one hour webinar on Tuesday, August 24th at 3:00 PM. The session will be hosted by Bob Stinson, a partner in Patriot Business Coaching, who has worked with dozens of small companies on tuning their promotional program. Those who are unable to be on-line for this session may view and listen to the recording on the Business Training Team website over the following week. You are always invited to contact us directly to discuss the specifics of your business, but we recommend this webinar as a starting exercise.

To access the Business Training Team Website:

Control +Click: [BUSINESS TRAINING TEAM](#)

Test Your Networking Skills



During one of our recent Myrtle Beach BNI meetings our Education Coordinator, Sarah Johnson asked us to do a simple exercise to measure our networking skills. Networking is an important part of any marketing plan, so I suggest you test yourself.

Answer the following questions by writing a number between One and five in the indicated space. Five is the strong agreement and one the weakest. Add up your total score and compare that total to scoring summary at the bottom of page 4.

1. *I have written long-term goals.* _____
2. *I block out time in my weekly schedule for regular networking activities.* _____
3. *I have an organized contact management system that I use effectively.* _____
4. *I keep in contact with people from organizations I used to belong to.* _____
5. *I make sure that my brother/sister/parents/family members can accurately explain what I do for a living.* _____
6. *I attend at least two networking functions or activities per week.* _____
7. *I belong to a Web-Based networking group* _____
8. *I send thank you notes regularly.* _____
9. *I consistently follow up on referrals within 24 hours* _____
10. *I am an active member of a referral networking group.* _____
11. *I consistently describe my target market without saying "anybody".* _____
12. *I send a newsletter to my clients.* _____
13. *I regularly put out a press release for my business.* _____

Continued on page 4- Test Your Networking Skills

Continued from Page 3- *Test You're Networking Skills*

14. I make getting client testimonials a part of my sales process. _____
15. I am comfortable sharing my accomplishments. _____
16. I make it a practice of asking for feedback from clients. _____
17. I ask for referrals every day. _____
18. I look for referrals from others daily. _____
19. I am comfortable speaking in public. _____
20. I enjoy learning more about how to network effectively. _____

Total Score _____

Some Thoughts on Motivation



“I believe the real difference between success and failure in a corporation can very often be traced to the question of how well the organization brings out the great energies and talents of its people.”

Thomas J. Watson, Jr., IBM



“You cannot push anyone up the ladder unless he is willing to climb himself.”

Andrew Carnegie

Scoring

96-100 Master Networker - There is no doubt that your networking skills are remarkable. Your challenge is now to stay there.

90-95 Outstanding - You are in the 90th percentile. Clearly you know how to network. With commitment, you'll be a master networker in no time.

80-89 Very Good - You're in the 80th percentile. You're doing many things right. Seek out resources to help you focus your plan and hone your skills to improve your efforts even more
70-79 Good - You're in the 70th percentile. The great thing is that you believe in networking. Reassess how you view the networking process and focus your energy on devising an effective system in order to gain a high return on your networking investment.

60-69 Fair - You are in the 60th percentile. On the bright side you're building some good relationships around you. Read articles or have a coach help you focus your efforts.

0-60 Weak - Networking is an acquired skill. You need to focus on developing a basic networking skill set in order to network your business. Talk to experienced networkers, tap into resources: books, articles, blogs and coaches. You have nothing to lose and everything to gain.

Let the Patriot Coaches help you with your business challenges



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