



June 2008

**Planning**  
**Planning While Threatened**  
 (Part A)

**BizSpeak:**  
**Wrapped Around the Axle**

**Definition:** Unnecessarily entangled in an issue, which usually starts with an over- involvement in small stuff, but ends up bringing the whole works to a stop.

**Related Terms:** Shredded, Blown, Fried

**How it Sounds:** "Freddie got WRAPPED AROUND THE AXLE when he tried to draft a new efficiency standard. He would have been better served to look at the new revenue stream, smile, & say 'Thank you very much.' "

**Nature of Threats:** Threats and challenges can come from a variety of directions; an economic downturn, new developments in technology, legislative or regulatory actions, and changing customer priorities are examples of factors that can provide barriers to achievement of organizational goals.

**Natural Response:** When a company or even an entire industry is operating under significant threats or sudden challenge, a reactive mode is often the response.

**Slow down and plan:** This situation is one of the most important times to engage in deliberative planning sequence.

**Avoid 'Knee jerk' reactions:** It is also the time when there is the greatest urge to simply react.

Out of threats and challenges can come opportunities.

These opportunities will only be seen when those who might otherwise be victims of the changing world around them stop, take a breath, and look for the possibilities.

When the going gets tough, the tough get going... but if the tough get going in the wrong direction, no good will come of it.

**Major Backward Thinking to be avoided:**

- I. Action without a plan
- II. A plan without assessment
- III. An assessment without a purpose

*Prepare for the unknown*



**President's Column**  
**Planning Series Starts**

*Greetings, Over the next four months, TRG will present a set of linked articles inspired by my Associate, Phil Morpheus, and related to Planning.*

The first segment, starting in this newsletter, will deal with confronting unexpected circumstances by taking the time to plan a meaningful response.

Future segments will deal with the need for forward thinking, especially when all is moving smoothly, followed by notes on how to take advantage of unforeseen circumstances.

The series will conclude with general notes on how to initiate and successfully conduct planning for

*Watch for more BizSpeak in future editions*

*Part B of "Planning while Threatened" will appear in the July Agenda*

**For More BizSpeak, Click & check out the Book.**

**Client Notes**

A complete Re-Branding and overhaul of the Corporate Identity package is underway for Regis client **Northeast Pharmacy Service Corporation**. Growing out of a planning session facilitated by **Marc Chinoy**, the new identity package is being designed by Cambridge designers **Blue Coda**, under the guidance of Regis Branding specialist **Richard Earle**. Watch for it in the July edition of the Agenda.



**Marc Chinoy** and **Richard Earle** traveled to New York City in late May to facilitate a strategy and planning session for members of the editorial and business staff of Scholastic Professional Media Group, part of **Scholastic Inc.** at their SoHo offices.



**Guest Columnists Wanted**

We are seeking guest columnists for The Agenda. If you're a Regis client and have a strategy or technique you think would be of help to readers of The Agenda, or simply something you want to get off your chest, please contact us. We will start running guest columns in the next edition,

[To Contact us, Click Here](#)



**New Web Site Additions**

Biographies of the new team members, and all Regis staff may be seen at The Regis Group's newly designed and enlarged web site at:

[www.regisgroup.com](http://www.regisgroup.com).

There you will also find a revised News page, with press clippings and articles by Regis Associates

**Polling Site Activity**

The Regis Internet Polling Site has recently facilitated decisions for Regis clients in the health care and higher education fields. It was employed by IP Attorneys from over 30 nations, members of La Fédération Internationale Des Conseils en Propriété Industrielle (FICPI), to create a Global Perspective on International Property Law.

If you'd like to learn more about the site, please check out the link to [Regis Internet Polling Services.com](#).

It can be customized to fit the needs of any interested group!

**Advertising Evaluation  
Finding the half that works**

your organization. Your thoughts on these subjects will be welcomed.

**To be avoided in all cases: "Ready, Fire, Aim"**

Thanks for reading The Agenda,

*Marc Paul Chinoy*



**Regis on the Road:  
MPC travels to the Longhorn State to create a Plan for Tyler Junior College**

*Tyler Junior College in Eastern TEXAS has selected TRG to facilitate the college's leadership in the development of a 3 year strategic plan.*

The College, that can count its' alumni above 100,000 is at the start of a period of focused vitalization.

**A range of stakeholders**

The planning is being conducted by Marc Chinoy and is based on input from a wide range of internal and external stakeholders, including the executive leadership, the faculty, current students, alumni, and administrative staff.



John Doucet, Lola Tom,  
and Richard Earle

**Regis on the Road**  
**On the Set**

Senior Associate **Richard Earle** has been supervising production of an Asian Community video about the danger signs and risks of problem gambling, for the **Mass. Council on Compulsive Gambling** working with director **John Doucet**, spokesperson **Lola Tom**, and **Chien-Chi Huang**, Asian Community Specialist. Designed to be shown on buses from Boston's China Town to the Mohegan Sun Casino, the video has interviews with Asian Community members and Counselors.

**Striking a Balance**

"Given the role gambling plays in the life of the Asian Community," it was important that we not strike a scolding tone," said Earle. "We needed to point out the warning signs, but not to get heavy-handed about it."

by **Richard Earle**  
**Regis Group Senior Associate for Advertising Evaluation, Branding, and Cause Marketing**

*"I know half my advertising doesn't work. I just don't know which half!"*

That probably apocryphal statement, reportedly uttered by the president of a large package-goods manufacturer has been around the advertising business for forty years or more.

One of the reasons for its staying power is that it unfortunately rings true to a lot of corporate marketing teams.

But it doesn't have to. Consider the following questions:

- Does your advertising exactly reflect your Creative Brief in the key areas of Target, Principal Benefit, Tone and Style?
- Is it enhancing or doing damage to your corporate or product/service Branding?
- Is it working as hard as it should?
- Is it long on "buzz" and short on substance?
- Is your identity package too corporate, unemotional? In short, is it outdated?

Are you off strategy? Should you be re-branded? Are you conversant with the new media?

**Develop a Matrix**

These questions and more should be addressed and put through a creative matrix, then summarized in findings that include a detailed set of recommendations.

**To Find out more**  
**Contact The Regis Group.**  
**Click here**

For more information about Tyler Junior College go to [www.tjc.edu](http://www.tjc.edu)

**David Basch Informs *Business Journal* readers about the Value of Coaching**

*"Whether you are Tiger Woods or a hard working business owner, having a coach in your corner will help you to win."* states Regis Associate David Basch in the current issue of the Hudson Valley Business Journal.

The International Coaching Federation defines professional coaching as: "An ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. Coaches help people improve their performance and enhance the quality of their lives."

### **Focus on the Future**

"Coaches are primarily future focused, creating strategies and actions with clients to move them forward. For example a coach might ask a simple but powerful question like; 'What would it look like if you were to create your ideal business?' By a client visualizing how they would like things to be they can then determine, together with their coach, a course of action and turn that into a reality." concludes David.

Basch is a professionally certified coach - PCC - who works primarily with executives, creatives, and small business owners. For Regis, he also specializes in Branding and Advertising Evaluation.

[Click Here to Read the Full article](#)



**David Basch,  
CPCC, PCC  
Regis Senior  
Associate,  
Coach**

The Regis Group, Inc.  
102 North King Street | Leesburg, VA 20176 | 703 777-2233 | [www.regisgroup.com](http://www.regisgroup.com)

powered by  
**emma** 