



**President's Column
Greetings to all
Friends of TRG!**

This New Year, 2009, has placed all of us in a time of extraordinary change.

In deciding how to respond to what are clearly dangerous financial circumstances, there is significant benefit to all of us in recognizing that the opportunity and advancement side of the equation still offsets the very real threats that now confront us, as well as any short-term setbacks we may already have suffered.

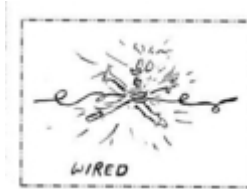
Unparalleled possibility

Despite (or perhaps because of) these troubling facts, please remember that we live in a time of unparalleled possibility and capability.

January 2009

**New Years' Assessment
A Personal guide for 2009**

*by David W. Basch
Regis Senior Associate*



The following is a personal assessment guide for individuals prepared for his coaching clients by Regis Associate David Basch <http://www.dwbcoaching.com>

This is a planning tool designed to powerfully support your success in any area of life. Do it in early January and then refer to it at least once a month during the year. For optimum results share it with your coach, consultant or trusted adviser(s) to keep you on track and hold you accountable.

**Completion/Vision
I-Complete 2008**

Answer these questions as completely as possible. In order to move on, we have to first consider/ complete the past year.

- What did you get done and what has been left unfinished?
- What of value about yourself would you like to have acknowledged?
- What would you like to forgive yourself for having done or not done?
- What regrets/incompletions need to be cleaned up in order to move on?
- What did you learn about yourself from both successes and failures?
- Any new skills and/or emotional lessons?

II-Vision 2009

Your vision is about creating your ideal self. What is the quality of life you aspire to achieve and what are the best characteristics, strengths and standards that you wish to attain?

**BizSpeak:
Wired**

Definition:

(1) Someone who has a robust network (sometimes real, sometimes SMOKE & MIRRORS.)

(2) RIGGED, FIXED, COOKED, or otherwise pre-arranged.

(3) Frenetic or just plain crazy.

Related Terms:

Juice, Large

How it Sounds:

(1) "No one was WIRED into the fashion world like Suzanne. She knew everyone."

(2) "The program was WIRED, and flew through the acquisitions committee like RAISINS THROUGH A GOOSE."

(3) "Jack was so completely WIRED on the subject that SPARKS FLEW OUT

What we, as leaders, do with this challenge is ours alone to decide.

Best wishes for good choices!

[Marc Paul Chinoy](#)



Eric Zimmerman

Managing Transitions (Part II) *by Eric Zimmerman* **Regis Senior Associate**

Last month we acknowledged the importance of succession planning for the death of an owner. This month's article will offer some specific suggestions on what to consider.

Plan for Continuity

In the instance of the death of a professional who is licensed by the State, an unlicensed person (such as a spouse) cannot continue to perform the duties rendered by the deceased. However, plans can be made to be sure that services to clients will continue.

One can sell a professional practice, but its value will be determined in part by the activity of that business. If arrangements have not

- Who will you be in 2009?
- What will 2009 end up being for you?

III-Goals 2009

Goals are specific and measurable

- What will your major accomplishments be in 2009?

Imagine yourself standing in December 2009 and looking back on the year. What did you accomplish in the area of:

- Career
- Money
- Health/Well Being
- Friends & Family
- Significant other
- Personal & Spiritual Growth
- Fun/Recreation
- Physical Environment (Home etc.)
- Anything else.

We are also contacting many of our clients to arrange for an organization Crisis Assessment to deal with the national recession. If we have not contacted you, you may view a guide to that assessment on our web site, with links to schedule your own organization's session. [Click Here](#)

OF HIS EARS every time it was mentioned."

For More BizSpeak, check out the Book. Click here.



Ellen Rosenthal

Focus on the Future

Guest Predictions: Ellen Rosenthal

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.

Ellen Rosenthal is President & CEO, Conner Prairie, an outdoor history museum, Fishers, Indiana. She earned a B.A. in art history from Barnard College, and a M.A., Early American Culture, from the du Pont Winterthur Program.

Q: What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?

A: Museum professionals have recently paid increasing attention to incorporating best business practices. Conferences once devoted entirely to program, now feature speakers from the business community. Museums are pooling data to understand market trends and establish standards for salaries, costs and attendance. In short, museums are coming to understand that in order to

been made to sustain the practice seamlessly, its value will diminish quickly. Therefore, the owner should at least inquire of a colleague if he or she would accept responsibility for the clients and be prepared to pay the deceased's estate for the privilege.

Larger Businesses

With regard to a business that employs a number of people, the alternatives are greater. For example, if a business is engaged in the selling of widgets to the public, if there are co-investors, a buy-sell agreement should be structured. On the other hand, trusted employees can be offered the opportunity to purchase the business from the estate.

Maintaining Value

In both of these examples, the purchase can be funded either from current and future revenues, from a life insurance policy on the owner, or from a combination of these. But the framework for the transition must be in place before the event, or the value of the business will be adversely impacted, even to the point that no one will want to purchase it.

The Regis Group, Inc. cannot give legal advice as to the vehicle to use for the transfer of ownership. However, we are

accomplish their missions, they must operate like businesses.

Q: What changes have been the most troubling to you?

A: Most troubling to me is the lack of change in how we prepare young museum professionals. They come out of school with little understanding of the serious pressures on museums today. At Conner Prairie, we're working hard to not only change how we engage our audiences, but also to grow our own creative, business savvy young professionals.

Q: How will globalization (e.g. the emergence of new global powers, such as China and India) affect your professional area in the near term?

A: Globalization has made it possible to outsource work at all levels and put new pressure on America's education system to produce creative thinkers and life-long learners. America is being challenged to build a culture which values education, and museums can become key players in helping the country meet that challenge. There is a growing body of research pointing to the essential role of family experiences in creating children who love to learn. Museums are places where families learn together and parents model their own excitement about education.

Q: What significant challenges might be anticipated in your professional area in the next few years?

A: Museums are facing increasing competition for leisure time from pressures to work and fragmented family lives. In home entertainment options that offer individualized, exciting virtual experiences raise the bar for what the public considers exciting and worthwhile. Also, there is increasing competition for fundraising. This means that funding will become increasingly scarce for museums as visitor expectations increase and leisure time decreases.

Q: What are the greatest challenges confronting young professionals in Western culture today?

A: Challenges begin with finding the means to acquire the multiple degrees required to secure positions. Western--and particularly American--young professionals must find ways to be more creative and more innovative, as globalization levels the playing field for job opportunities.

(For a longer version of this interview, please visit our web site: [Click here](#) then click on Ellen Rosenthal of Conner Prairie Museum)

The Art of Re-Branding (Part II) **by Richard Earle, Regis Senior Associate**

Branding is the natural outgrowth of "Positioning," a technique first published 27 years ago by a couple of smart ad agency guys named Jack Trout and Al Ries.

adamant that you be encouraged to contact your business attorney for assistance.

It's about time.

(Part I may be read in our archive. [Click here then click on the December Agenda](#))

Find out what they Want

Trout and Ries liked to quote a well-known Fats Waller lyric: "Find out what they want and how they like it, and let them have it just that way!" And it seemed to work for a while, particularly with campaigns for parity products or services.

But the world changed. In Part I we noted how quickly we all make up our minds about products or organizations these days. That doesn't mean that we are frivolous. The wonderful computers that are our brains process information and signals with lightning speed.

Left & Right Brain

But now both sides of our brains are engaged. The rational side ("left brain") and the emotional side ("right brain") receive your Identity Package, but these days, the emotional side seems to dominate. Everything that represents you: your logo, your company or group name, your tag line, your color palette, the tone and style of your communications, your web site, must all strike a responsive chord. The response should be akin to: "That's a club I'd like to join."

When we do a Branding Session for our clients, we start with the "elevator speech" (how you would describe your company to a stranger between the 20th floor and the lobby.) That satisfies the Left Brain.

Serious Games

Then we play some Right Brain games: What's a cliché that would apply to your group? What's your favorite color? In the movie "The Man (or Woman) from (your company)", which well-known actor plays the lead? Answers to these questions are then compiled and given to the Branding designer as part of an expanded Creative Brief. The resulting Identity Package should then have a strong emotional content.

And don't forget, in these troubled times, if your Brand does not exude strength and invulnerability, maybe it's time to take another look!

(Part I may be read in our archive. [Click here then click on the December Agenda](#))



Richard Earle

The Regis Group, Inc.

102 North King Street | Leesburg, VA 20176 | 703 777-2233 | www.regisgroup.com

