

David Basch

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### Coaching for Success

## The Importance of Structuring a Support System

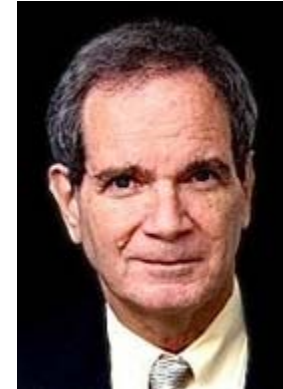
by David Basch, Senior Associate, The Regis Group

*Most of us create an annual plan in January. My planning guide in the January Agenda suggested that you include goals in all the key areas of your personal and professional life.* Now is the time to assess how you are doing. Use a simple scale of 1 to 10 with 10 as the highest and give yourself a grade for each goal. If you are like most of us, you will score between a 4 and 9. Anything less than a 7 must be considered at risk. The next question is "How committed am I to achieving?" If you are not 100% committed to achieving those goals, my advice is to change or abandon them. There is no shame in abandoning a goal to which you are not committed and in fact, if you let it hang around without action, it will drain your energy and integrity. For those goals you are committed to, set up a support structure for success.

**Some Simple Support Systems** Here are some simple systems my clients have created to help them succeed:

**1-**Change your perspective in areas where you're stuck. A simple, but powerful technique is to look at the underlying perspective you are holding. It usually will be a self limiting belief. Choose a positive and new way to look at the goal such as: How would Gandhi do it? Or your successful friend, or to get a little outrageous, your dog? The idea is to shake up your fixed way of seeing things. Pick one way that resonates, and use it to make a new plan of action for your goal.

**2-**Create a simple statement that you find motivating and put it up everywhere. On your bathroom mirror, in your car, on your desk, a post it note on your computer, a text message to yourself on your Blackberry. This is an automatic



Marc Chinoy

## President's Letter TWO LINKED THOUGHTS

### Upside Down

It's time to take a deep breath and look around. Even as the general economy worsens, the very real emergence of new opportunities should now be both recognized and considered.

During the Great Depression, a cadre of smart business leaders thrived and, despite the impulse to say, "That is easy to say but hard to do," the opportunities facing tough-minded leaders today are nothing less than great. New markets are forming all around us even as the general economic disturbance deepens. As the public's

reminder of your commitment when things get a bit overwhelming.

**3-**Join a support or mastermind group. These are like-minded, action oriented people who join together to support each other in achieving their goals. Find them at your local affinity group, place of worship or club. A key component of a successful group is trust. The point is, don't try to do it all alone.

**4-**Give yourself consequences. You have to have something at stake. Money is a great motivator. If they don't keep their commitments I arrange for clients to donate a significant sum to a charity of their choice. If not money, then we come up with something else that will make it real. One client has to call his mother, a fate he tries to avoid.

*Here's to your success.*

**Focus on the Future**

**Guest Predictions: Karen Russell**

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

***Karen Russell is the Marketing Director at ECHOworks, Inc., a non-profit organization in Leesburg, Virginia. Established in 1974, ECHO provides comprehensive, individualized employment, vocational training and community integration opportunities for persons with disabilities. Karen has dedicated her career to ECHO's mission for the last thirty-two years.***



**Karen Russell**

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

**A:** Our Association with TRG has been a great help in the development and implementation of a successful Marketing Plan. Winning a grant last year has allowed more flexibility and increased our funding. I would highly recommend to any business owner to find a consultant who can help you put your ideas on paper. TRG has also helped me with simple organizational tips and our continuing relationship is beneficial when new projects are needed.

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

**A:** The most troubling change has been the same

need for non-essentials flattens, innovative solutions and timely efforts will be at a premium.

I am not talking about the sudden proliferation of dubious products and predatory services purporting to deliver the public from financial ruin only to push them further over the edge. I am referring solutions that enhance businesses range of capabilities and prospects that wage serious competition.

**Inverted**

While in most times, the need to hold full review until the scheduled time to re-plan is close, suddenly we find ourselves in a moment when staying the course could easily be a formula for disaster. By example: a number of financial institutions that did not correctly assess and make immediate adjustments in response to shifts in the marketplace have vanished.

The simplest, high value step is to pull up and review those assumptions under which your existing plan has been running, especially if that assessment was done more than 6 months ago... and yes this is an unprecedented situation.

We at Regis are interested to hear about the result of both review and the tightening of development schedules, as well as descriptions

change that has affected everyone - the declining economy. The normal way of doing business is no longer normal. The traditional ways and methods used before no longer work and there is a lot more outside the box thinking required to stay afloat. We are surviving based on strong business partnerships and our reputation for providing quality services to people with disabilities.

**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 does not affect us too much. We mostly network with other similar entities on a local and national level where we share ideas, successes and effective methods. On occasion we have an opportunity to meet a person from another country who also is involved and it is amazing how similar we function.

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

**A:** Our biggest challenge right now is finding work. The economy is affecting foundations and that in turn, affects the way they grant money to non-profits. Simultaneously, businesses are more hesitant than ever to open their doors to us due to budget cuts and the effects of the economy. There are also stereotypes regarding people with disabilities that we must overcome in our efforts to find new work sites. Breaking down barriers is a significant challenge for us and my biggest goal is to educate the community about the capabilities of the people we serve.

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

**A:** Learning to balance their professional and personal lives. I think all the new technology will affect personal relations. Businesses grow based on relationships with others. An inability to relate due to greater reliance on technology as opposed to the personal touch will make it difficult for young professionals to contribute to that growth.

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[Press](#)

**Richard Earle talks to Dramabiz Magazine about Cause Marketing**

of any types of general corrective actions [AS A RESULT](#).

Carpe Diem.  
*Marc Paul Chinoy*

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Emergency Tool Kit  
Practical Tools for  
Difficult Times  
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**Phil Morpew**

**Economic Woes Hit Non-Profits Hard (Part II)**  
*by Phil Morpew, Senior Associate*

*As Boards and management move to preserve the financial position of non-profit organizations, transparency is essential.*

It is essential that all stakeholders, including "customers," employees, and funders, be assured that responses are both judicious and well-planned. Open communication, early in the process, can reap benefits with those whose confidence and



March Dramabiz

*Columnist Anne Jackson of theatre business publication [Dramabiz](#) interviewed Richard recently for an article on Cause-Related Marketing for theatres. It appeared in the March issue. Some excerpts follow:*

"Richard Earle, senior associate with the Regis Group in Leesburg, Va. and author of the book, 'The Art of Cause Marketing,' defines traditional cause-related marketing as, 'A partnership between a cause organization which is under-funded, but which is supporting a program that benefits their community, and a wealthy corporation which funds a marketing campaign in support of that cause. Usually they also contribute their marketing expertise or that of their ad agency and media buyers to produce and place advertising in support of the cause.'

But in this economic environment, will corporations still support the cause?

#### **Good for Business**

'It is well-documented that many upscale consumers will pay more for a product or service that comes from a company that supports a cause or an organization they believe in,' says Earle. 'That's good for business, and that benefit should be stressed by any theatre approaching a corporate partner. A secondary corporate benefit is improved employee morale. Employees may feel good about working for a company they perceive to be a good corporate citizen . . . "

#### **Getting started the right way**

In your haste to forge relationships with corporations, be aware of what you bring to the table and do not undervalue it. 'A theatre may be well-branded, with an effective identity package,' says Earle. 'These should be vigorously protected in all dealings with your corporate partners' marketers. You must have the last word on all marketing efforts on your behalf, and this must clearly be understood up front.' "

*To read the complete article*

*[Click here](#)*

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trust are needed in the long run.

#### **Employee Morale**

Ensure that the Board and management "suffer" equally with other stakeholders. Cuts in personnel and services will be followed by issues of employee morale if not deemed proper and fair.

If travel costs must be cut, reduce Board and management costs in proportion with reductions for other segments of the organization. If staff reductions are necessary, reduce the management staff proportionately. If salary reductions or loss of benefits are necessary, management must take an equal share in the cuts.

#### **Sound Planning**

Finally, nurture your planning processes with great care during this difficult period. Sound planning followed by successful execution will not solve the bottom line. But careful implementation of a logical, well-thought-out roadmap, in the form of the strategic plan, is the only way your organization can navigate these difficult and uncharted waters. Don't assume that the plan you developed in 2008 is the right plan for these times. Take a new look at your plan, from top to bottom, questioning every assumption, every goal, every tactic. The

world has turned upside down in the past six months. Your organization cannot stand on a plan that is now out of date.

Over the next two years, we will see non-profits going out of business in virtually every community. Your organization can survive these times, and come out even stronger.

Careful planning, open communication, and proper execution are essential to your success.

*To review Part I in the  
March Agenda,  
[Click here](#)*



**BizSpeak:**  
**Eighty-Six**

**Definition:**  
To throw out or otherwise dismiss.

**Related Terms:**  
Pitch, Ditch, Lose, Scrap, Ice, Deep Six, Dump

**How it Sounds:**  
"What should be done with this testing process?"  
"I vote that we EIGHTY-

SIX the whole thing."  
"Agreed. Let's just make  
it disappear."

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

**[Click here.](#)**

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