

The Growth Coach of Central Kansas Newsletter

Earn More, Work Less, Enjoy Life

Monthly e-newsletter for business owners, managers and the professionals who serve them



[Join Our Mailing List!](#)

New Workshop Offering

**Strategic Mindset®
Dimensions
Workshop: \$199**

This workshop provides an introduction to the Strategic Mindset process and reviews the behavioral profile for business owners and managers.

The Strategic Mindset process will help you gain clarity about who you are, what you want out of your career and how to achieve your goals.

Through the Behavioral Assessment you will learn to better understand what motivates people

Dear Terry

With today's local news focusing on the recent aircraft industry layoffs, it can be a battle for a business owner to keep a positive and strategic mindset. You have to battle your fears to be successful. If you consider everything that could go wrong, fear will take over, and you will lose your chance of success. With a **success-oriented mindset**, you get excited about the possibilities. You crave the opportunity to be creative, and shape your own future. That means that careful planning, and re-adjusting, taking calculated risks and learning from the ideas that fail. An investment in your future is never wasted. Today would be a good time to conduct a SWOT analysis of your business and begin to take on some careful planning, re-adjusting, and calculated risks. This month's article helps you get started on your own SWOT analysis.

Feel free to forward this e-newsletter to your friends and associates. Please let us know what you think! Also feel free to review our new behavioral workshop seminar for only \$199!

The Economy Friend or Foe?

"We can hate the rose bush because it has thorns or love the thorn bush because it has roses." A. Lincoln

Are there roses in this prickly economy of ours today? Have you ever thought about just how great it would have been to be able to buy stocks, and property during and right after the great depression, and the returns on those investments today? I am not suggesting that the economy is in that bad of shape, but there are deals and decisions that can have a positive long-term impact on your business.

The most obvious ones are the ability to find lower cost commercial and office space. Those that are financially prepared can find great deals in picking up the pieces left by others, who have been less well prepared.

A tough economy forces us as business owners to re-



and improve your ability to recognize effective communication styles when working with various people.

[Workshop Flyer](#)

[Contact us](#) to register for our next workshop. Space is filling up quickly so don't delay!

Now is the Time to Re-energize! Join Us

**Tuesday, May 26th,
2009**

for your first quarterly workshop and begin your journey to freedom, improved success and a balanced personal life.

Mark your calendar!



[Click here for details or to register](#)

Quick Links

[Business and Life Coaches site](#)

[Growth Coach Calendar of Events](#)

[Audio description of our Workshops](#)

[Contact Us](#)

Proven.
Powerful.
Guaranteed.

evaluate our product and service portfolio. A SWOT analysis is one of the best tools to use in this instance. This tool provides a comprehensive review of your business and your position relative to the economy and competitors. Done correctly, new insights can be gained and your bottom line can be improved. **One word of caution**, test the basis for the things you write in your SWOT analysis for validity and make sure they are not just wishful thinking.

SWOT is an acronym and stands for:

Strengths: what makes your company, product, staff, and service great? What are areas that others would have a difficult time competing against you in? Does the current economy allow you to leverage an unused strength such as a strong balance sheet through innovative financing opportunities? Do you have a large service department that could increase its knowledge base and increase the number of customers you currently serve?

Weaknesses: what are the chinks in your armor? Armed with what you know about your company how would you go about destroying it. When I was at GE, Jack Welch called this "destroy my company." You need to face your weaknesses and own them. Owning them means that you acknowledge that they are weaknesses and take corrective action to minimize their impact on your business. You can be sure that your competitors are looking for these fatal flaws and how to exploit them to their advantage.

Opportunity: what is going on that would create new or expanded opportunities for your product and service portfolio. What are adjacent market spaces that you could easily move into with slight product modifications, what are additional services that you could offer? Also, consider the current economy and how you could change up your product offering, perhaps a maintenance kit could be developed that would extend the life of your product line. In tight economic times people shift from thinking about new products to enhancing, maintaining and upgrading what they already own.

Threats: what outside factors are acting on your business in a negative way? Are there new competitors in the same market space that you are? How will the current economy affect buying decisions of your customers? Is there a technology gap that is widening between your current offering and that of others?

Now that you have a good idea of the position of your business and the landscape that you are operating in you are ready to make some **STRATEGIC** plans. Strategy is the overall plan for success that you have in mind for your business where tactics are the individual actions that you will take to make that plan a success.

Your next step then is to classify each idea in terms of ease/cost of implementing versus the expected benefits/ROI of that idea. At this stage you are looking for a gross



segmentation of ideas, low cost/ low benefit, low cost/high benefit, high cost/low benefit, high cost/high benefit. You can now determine which ideas are the best ones to implement today and in the future using this as an objective tool.

If the thorns in today's economy cause you to become more strategic, then you too can see the roses for the thorns!

The Growth Coach process is a proven approach to helping you develop a strategy for your business and your life. [Contact us today.](#) to learn more about our programs, help with your SWOT or to review your plans from a strategic perspective.

Thank you to John Benjamin, the Owner of The Growth Coach of the Front Range. © 2009 John S. Benjamin - All Rights Reserved

Visit us at www.businessandlifecoaches.com

Sincerely,

Terry Bieberly
The Growth Coach
Wichita, Kansas

Tom Hymer
The Growth Coach
Hutchinson, Kansas

Phone: [\(316\) 771-5058](tel:(316)771-5058)
Mobile: [\(316\) 650-7667](tel:(316)650-7667)
Fax: [\(316\) 771-5059](tel:(316)771-5059)

Mobile: [\(620\) 727-1821](tel:(620)727-1821)

t.bieberly@TheGrowthCoach.com t.hymer@TheGrowthCoach.com

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to dwinder@wsimarketing.com by t.bieberly@thegrowthcoach.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



The Growth Coach of Central Kansas | The Leader In Business Coaching | Wichita | KS | 67030