



Dear Friend,

Welcome to the first edition of EA Insights, the monthly newsletter of Executive Advantage, LLC. In each edition, you will find brief articles showcasing best practices in leadership, management, process improvement, professional and personal growth, and other areas critical to your success and that of your organization. Thank you for your readership.

Enjoy your newsletter!

Sincerely,  
June Melvin Mickens  
Executive Advantage, LLC

## Have You Ever Thought about Hiring a Coach?

By now you have heard of coaching for professionals. Coaching is no longer just for athletes and musicians. But how do you know if and when you should hire a coach? Here is a quick quiz to find out if now's the time.



1. I find myself planning WEAKLY instead of WEEKLY.
2. I am efficient AND effective.
3. I sometimes feel like I'm busy working "in" instead of "on" growing my business or practice.
4. I know my goals pass the S.M.A.R.T. test. (Specific, Measurable, Attainable, Realistic, and Time-Bound)
5. I would rather reach a goal vs. solve a problem.
6. I typically inspect what I expect from myself and from others.
7. There are 3 or more things in the last 12 months I have stopped doing due to time constraints.
8. I know I delegate effectively.
9. I share my dreams at least once a year with a valued, trusted friend or significant other.
10. I know what ONE thing in my life I am most passionate about.

**KEY:**  
Give yourself 2 points if you answered TRUE to questions 2, 4, 5, 6, 8, and 10.  
Deduct one point if you answered TRUE to questions 1, 3 and 7.

If you scored 10 or higher you are in a good place in your life right now. Monitor your thoughts and feelings and if or when you feel them changing, then would be the time to take action.

If you scored between 6 and 9, now might be a good time to seek a professional coach to help you achieve greater balance and increase your satisfaction from life.

If you scored lower than 6, now is definitely the time to begin a relationship with a professional coach. This score indicates a need for assistance in identifying, developing, and implementing an action plan to enhance the behaviors, attitudes, and skills necessary for your personal and professional success.

*Written exclusively for Sorrell Associates by Kathy Szpakowski, CPBA, CPVA, of KBS Group, Inc. She is a certified Professional Behavior and Values Analyst.*

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### Quotes

"The best thing about the future is that it only comes one day at a time."  
- Abraham Lincoln

"It is not your aptitude, but your attitude, that determines your altitude."  
- Zig Ziglar

"Never mistake knowledge for wisdom. One helps you make a living, the other helps you make a life."  
- Sandra Carey



### Which Is the Bigger Asset - People or Teams?

#### *Why You Should Re-Consider the Importance of Teams*

Many will agree that people are the most important asset of an organization. More importantly, however, is how well those people work together to accomplish the common goal. Whether

# How to Adapt for Success - Change Management

Have you ever wondered why some companies are more successful than others in similar circumstances? What are these people doing right? What do the winners do differently? Only 2 companies out of 10 survive the first 3 years in business. Some of the survivors are doing business in a very competitive market; however, they have acquired specific habits and have established winning strategies, which make them successful.



Are you looking for answers to these questions? A survey by Professor Colin Coulson-Thomas, a specialist in corporate transformation, shows the experiences from over 2000 companies. The outcomes achieved by survey participants are ranked from the most to the least successful, and the approaches of the "winners" or "most successful" are compared with the "losers" or "less successful" to isolate the factors that make a difference. The results suggest that most of the critical success factors are attitudinal and behavioral.

Let's look at some overall differences between the attitudes and behaviors of those people in key positions who fail and succeed at bringing about a fundamental transformation in their organizations.

First, let's examine the most prominent characteristic attitudes and behaviors of "less successful" companies. They are unsure and unaware of the needs of others. They are cautious and fail to inspire and motivate. Losers are also reactive. They respond to events and often fail to anticipate the need for change. They confuse operational with strategic business issues. They fail to notice what is important and the biggest opportunities for performance improvement.

Next, let's examine the most prominent characteristic attitudes and behaviors of "winners." Winners tend to have a longer-term perspective. They are confident, positive, and pro-active. They create compelling visions. They encourage innovation, trust other people, and share information and opportunities with them. They understand their customers and concern themselves with increasing customer retention. Winners value relationships, empathize, ask for feedback, and are good listeners.

Winners have a plan. Winners, in the challenge to change, transform, and re-invent, are very different. They recognize that change can be stressful and can disrupt valued relationships. They only change what they need to change. They communicate why change is necessary.

## Conclusion

In a changing environment, in order to be a winner, management's first responsibility is to identify processes or behaviors that are inhibiting productivity and replace them with ones that are more effective. Once changes are identified, it is important for managers to estimate the organizational and individual employee impact on many levels including technology, employee attitude and behavior, organizational processes, etc. At this point, management should assess the employee's anticipated reaction to the desired changes as they are being implemented. In many cases, change can be extremely beneficial with lots of positives; however, certain changes do sometimes produce a tremendous amount of resistance. It is the job of management to provide support to their team through the process of these changes, which sometimes are very difficult. Management must help employees accept change and help them become well adjusted and effective once these changes have been implemented.

By Pablo J. Perez, Executive and Corporate Coach, ACTIVATE GROUP, INC.

a company has thousands of people working in various locations worldwide or just a handful working in one small office, teamwork is vital to success. So, how can you ensure that your teams are performing at their fullest potential? How do people contribute to the team differently? Have you built effective teams?

To begin answering these questions, you must learn how to really understand each member of the team to identify their work style and how it compares to others in the group. You also need to look at the inherent strengths that each person brings to the table. Not their expertise or their background, but those things they seem to be good at just because that is who they are.

Once you understand the team members, you can not only build a team with the most effective combination of strengths, but you can also learn how to leverage each individual's strengths for a dynamic team that works at its highest potential. Only then will teams reach goals that have been unattained by individuals, work at levels of productivity no single person can achieve, or impact the bottom line more effectively as a group. In fact, maybe we should revisit the assets of an organization. Perhaps TEAMS are more important than people on their own?

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## About Executive Advantage

At Executive Advantage, we are committed to providing results-based business and management consulting, leadership development, and coaching support. We partner with organizations and professionals to manage strategic change, innovation, process improvement and cost reduction, performance, cultural transitions, and goal achievement. We use proven processes, and we tailor our approach to meet the specific needs of each client.

To learn more about Executive Advantage, contact us at [inquiries@execadvantagellc.com](mailto:inquiries@execadvantagellc.com).