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Break free to succeed!!!

Anita Greenberg, Board Certified Master Coach

INCREASING THE BOTTOM LINE MAY NOT MERELY BE A BUSINESS MATTER

August, 2011

Happy End of August Everyone!

In just a few days traffic will increase, kids will be back to school and the majority of us will turn our attention back to our businesses.

Mission statements, vision statements, strategic plans and business plans may be revisited in this last quarter of 2011 to determine whether goals will be met or whether they should be amended to reflect more reasonably the current state of the business and its immediate and long-term goals. And, in so doing, it would be wise to consider all those elements that served to attain or surpass your business goals so that they can be enhanced or promoted. As well, if goals were not met, then it is crucial to analyze what went wrong.

In many situations, what went wrong may not merely be an issue of the economy or bad business planning. Many times, the organization itself does not function at its optimum. The entire organization must be viewed as a team working together toward a common end. Problems will most certainly occur if the team is not working cohesively or if the common goal is not shared with everyone or if there is no communication from the top down or no method of communication from the bottom up. In addition, no team is any more or less than the sum of its members. If the team does not get along or if certain members of the team have personal problems or issues that are blocking them from giving it their all, then there are going to be problems.

Unfortunately, even organizations with Human Resources departments cannot effectively deal with some of these problems. The reason is simple: many people in an organization are afraid to speak to someone in that organization for fear of compromising their jobs. The promise of confidentiality is not believed and therefore, employees are not always truthful about what is going on in their personal lives that is

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having an effect on their business performance. Similarly, often a problem with a co-worker or worse, a superior, cannot be dealt with if these fears are present.

As a CEO, business owner or manager in an organization, it is crucial that you ensure that communication is flowing both ways and listened to on both sides. Every member of the team should be meant to feel as an important part of the process toward a goal that is shared amongst all and have a vehicle by which to safely express himself either positively or negatively. Similarly, every member of the team should get communication from the upper echelons including both positive and negative feedback. As a member of the team, you should ensure that, at the very least, you ask for this feedback on a quarterly, half-yearly or yearly basis.

Implementation of this process may not be as easy as it sounds and may require third party facilitation, but the results to the bottom line can be staggering! An Executive Coach or a Small Business Coach can be worth her weight in gold!!!

Sincerely,

Anita

Anita Greenberg
Board Certified Master Coach

Anita Greenberg is a Peak Performance Specialist with a coaching practice in Toronto, Canada. Her business experience spans the fields of real estate, law and property management. As such, she has been in the position of being an employee, a manager and an owner of a successful business and fully understands the challenges one might face from each perspective.

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