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## Aspire Consulting, Ltd.

*Aspire... Higher*



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### **Aspire: Alphabetically Speaking**

#### **(B)**

Bouyancy according to dictionary.com; the power of supporting a body so that it floats; the ability to recover quickly from setbacks; resilience.

At **Aspire Consulting**, we have seen powerful examples of bouyancy with some of our customers. Bouyancy is seen in the power of loyal employees to create, plan ahead, and get things done to keep organizations afloat and propel them forward, regardless of outside influences.

[More Info about Aspire Consulting](#)



### ***Celebrate!***

Our partner, [Dura Tile & Stone](#) has received a 2009-10 Pinnacle Award for 'Best Bathroom Remodel' from the Builders Association of the Hudson Valley. The prize-winning bathroom is located in Rye, NY. Congratulations [Dura Tile & Stone](#).

### ***Check out our Blog!***

We are always looking for additional ways to get information out to our valued customers and decided that a Blog would support this effort.

Look for us at [Aspire Consulting Ltd. Blog](#) 



### ***Aspire Consulting, Ltd.***

combines passion, purpose and performance to achieve results driven solutions for our customers. We partner with businesses and organizations to stimulate individual, team, and organizational development.

Our highly effective solutions lead to dramatic and measurable improvements in several key areas for our customers including the ability to:

- Lead and Manage
- Grow and Innovate
- Capture and Retain Loyal Customers
- Fuel Financial Growth

The benefits to our customers include:

- Increased Internal and External Customer Loyalty
- Improved Profits
- Improved Productivity
- Improved Performance and Quality of the Services They Deliver

*We look forward to the opportunity to talk with you about how we can partner with you and your company.*

Our goal is to bring you timely, applicable information and thoughts that you could apply to your day.

Let us know what you think and want to hear more about!

## ***Tip of the Month***

### **Adapt or Change?**

If you place a frog in a pot of boiling water, it will immediately jump out. But if you place a frog in room temperature water and don't scare him, he'll stay put. If the pot sits on a heat source and you gradually turn up the temperature, something very interesting happens. The frog will do nothing. In fact, he will show every sign of enjoying himself. As the temperature gradually increases, the frog will become groggier and groggier, until he is unable to climb out of the pot. Though there is nothing restraining him, the frog will head to its demise. Why? The frog's internal apparatus for sensing threats to survival is geared to sudden changes in his environment, not to slow, gradual changes.

Similar things appear to be happening in organizations and businesses today. In some companies, boiling turmoil became familiar, and some even enjoyed it for a while. Now those companies and organizations move towards their demise. There are ways out if we stay alert to them. What are you doing to get out of the collective boiling pot and demonstrate your value to customers? Are you maximizing the great resources you have available and if not, how can you?

[More Info on Personal Assessments](#)

### ***Loyalty; The Key to Success***

The loyalty of all of your stakeholders is key to your success. Attaining this requires well trained managers, executives and supervisors, and paying attention to your employees who connect with your customers. How high is the return on your investment? Here are some statistics:

#### **Connecting external loyalty and outcomes:**

1. Companies who measure in the top 25% of loyalty have 12% higher customer advocacy, 18% higher productivity, and 12% higher profitability than bottom-quarter business units.



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## ***Food For Thought***

### ***A Plan for the Future***

We'd better pay attention to the future because that's where we're going to spend the rest of our lives. Success for any business is brought about by people with a clear picture of where the business is going. What will be the end result of your current plans? Many management teams right now focus on the present, put out fires, and manage by crisis. With all of the changes in the business environment of the last 24 months, that propensity is understandable; however, crisis management doesn't prepare your organization for future growth and opportunity. Planning your business's future is not optional. If you want to control the future of your business, you need to create it!

Preparation of a strategic plan is a multi-step process encompassing vision, mission, objectives, values, goals, and specific action steps. The process we use successfully with clients can be boiled down into these stages:

#### **Stage 1. Visioning**

A company's vision is a statement regarding where they see themselves in the future.

#### **Stage 2. Strategic Thinking and Planning**

Strategic thinking can be defined as the process that determines the future direction of the organization.

2. The bottom quartile of business units have 51% more inventory shrinkage, 31% to 51% more employee turnover, and 62% more accidents than business units in the top quartile.

#### **Connecting management development and outcomes:**

1. A security company invested in developing the attitudes, skills and knowledge of its managers and increased customer retention 4%, 2%, 2 % for each of three years. Each 1% increase in customer retention for the company translates to an increase of \$765,000 in revenue per year.

2. A large national retailer compared the results of managers who received professional development for a year and a similar group that did not and concluded that their revenue might have increased another 33.5 million had all received such professional development.

#### **Connecting loyal employees and outcomes:**

1. Hospitals with loyal nurses show lower mortality, 18 times lower likelihood of getting hospital acquired infections, and lower malpractice claims more than those with non- loyal nurses.

2. Manufacturing company's highly engaged employee groups produced 37% more than those employee groups that were actively disloyal.

#### **Connecting loyal customers to outcomes:**

1. The most loyal customers typically spend 23% more than the average customer.

2. One cargo carrier receives 24% more business from its fully loyal customers than from its actively disloyal ones.

3. Hospitals whose patient loyalty is in the top quarter of a national loyalty database earned an increase of \$519 per admission and \$113 per patient day compared to hospitals in the bottom quarter of the database.

#### **Managing internal and external loyalty together:**

1. By managing employee and external customer loyalty together, companies out-performed their 5 largest competitors by 26% in gross margin, 85% in sales growth.

[More Info on Customer Loyalty](#)

#### **In their own words...**

" Life is not about waiting for the rain to stop, it is about learning to dance in the rain." Viviane Greene

"You are always once choice away from changing your life."  
Unknown

"Courage does not always roar. Sometimes it is that quiet voice at

This process addresses all aspects of your business and its resources. Its foundation is a strategic analysis and its conclusion is a logical and well thought out plan that when implemented will ensure the organization's success.

#### **Stage 3. Business Planning**

Business planning is the process that brings the strategic plan to life. During the business planning process, your mission is broken into specific goal categories and these are then broken down into goals and actions steps.

#### **Stage 4. Implementing the Plan**

The real key to the success of this process is action.

Knowledge is not really power; applied knowledge is power. Likewise, vision alone does not ensure success.

Successful implementation of the strategy requires employees to have the appropriate attitudes, skills and knowledge to lead themselves and others to results identified in the strategic plan.

#### **Stage 5. Review and Continuous Improvement**

Continually measuring and gathering important information related to your mission is the way to keep your company on track. Make the "next best" decision as to actions, staying the course or changing. There is always something we can learn to become better!

Take a moment to critically consider whether you have a workable strategic plan for your business and the systems and people in place to implement it. If you are not sure that your plan is the best it can be regarding the critical areas of strategy, systems, or people, you are undercutting

the end of the day that says "I WILL try again tomorrow."  
Mary Anne Radmacher

your possibilities.

[More Info on Strategic Thinking and Business Planning](#)

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