

Aspire Consulting, Ltd.

Aspire... Higher



***We hope you have a healthy and prosperous
New Year!***

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Aspire: Alphabetically Speaking

(J)

Journey: according to Dictionary.com; traveling from one place to another, usually taking a rather long time.

Knowing your journey's destination is important. Combining passion and purpose to guide you will smooth the road and catapult you to higher levels of success. The Aspire Advantage is in our people, processes and tools. They support individuals and organizations achieving sustained improved results.

Tip of the Month

Top Reasons Why Businesses Do Not Maximize Their Growth Potential

Which of these are familiar to you?

1. Lack of knowledge of the business they are in
2. Lack of vision and purpose
3. Lack of financial planning and review
4. Overdependence on specific individuals
5. Failure to establish goals
6. Competition/lack of market knowledge
7. Inadequate capitalization
8. Absence of quality program
9. Owners concentrating on the technical rather than strategic work.



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.

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What will you do differently in 2009 to change your results, discover opportunities and maximize your potential?

[More Info on Strategic Planning](#)

No Time Like Now to Chart Your Course for 2009

"Luck is what happens when preparation meets opportunity." - Seneca

- Now is the time for creative and passionate thinking
- Now is the time to broaden your thinking and find new opportunities
- Now is the time to plan for your success



"A ship is safe in harbor, but that's not what ships are for." - William Shedd

- Now is the time for renewed hope in yourself your business, and your family, community and country
- Now is the time to focus everything on action and results
- Now is the time to venture out and do something differently

"We are all faced with a series of great opportunities brilliantly disguised as impossible situations." -Charles R. Swindoll

- Now is the time to increase knowledge and skills and to create new healthy habits
- Now is the time to be responsible for your attitudes

"Knowing is not enough; we must apply. Willing is not enough; we must do." -Johann Wolfgang von Goethe

- Now is the time to network, market and advertise
- Now is the time to give to others
- Now is the time to reinvest in yourself and in your employees.

"If you give people tools, and they use their natural ability and their curiosity, they will develop things in ways that will surprise you very much beyond what you might have expected." -Bill Gates

- Now is the time to put fear behind you
- Now is the time for positive attitude and on-purpose activities!

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Food For Thought

Employees Are Not Discretionary

As you cut discretionary expenses, you need all employees to focus their discretionary energy. Loyal employees go beyond commitment and passion. They have a laser focus on keeping the company moving towards its goals and mission. This is true in good times and bad.

Especially in turbulent times, we need employees to stay focused and productive. This may include taking on the work of laid-off colleagues, quickly shifting priorities, and ignoring the distraction of the latest headlines or bailouts. To make things even more difficult, the worst employees will stay and continue to get their paychecks while undermining other's work or the work atmosphere. A disengaged manager can not engage employees; check your engagement level. Think about the things you love about your job. Keep those in the forefront of your mind.

As a leader, it is even more important to balance the organization's values and goals with your personal commitment to your employees. This should be less either/or and more "How can we ...".

Stay closer and communicate more with your employees. Make sure they have the latest information about the

If you want results tomorrow and throughout 2009, you need to act now to create them! See 2009 as you want it to be. Believe it can be yours. Achieve it through focused action.

[More Info on Leadership Development](#)

In their own words...

"Yesterday is not ours to recover but tomorrow is ours to discover."

- Lyndon Johnson

"I find the harder I work the more luck I seem to have"

- Thomas Jefferson

"If you don't have the time to do it right, when will you have the time to do it over?"

- John Wooden.

company's goals, and how what they do is important. Reassess and continue to find ways to let them work in areas of their strengths. Take time to continue to develop your employees, especially those who continue to show innovation and initiative. Reward creativity loudly and often. Most importantly, this of all times is the time for you to model the type of leadership that would inspire you.

[More Info on Development](#)

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