

Aspire Consulting, Ltd.

Aspire... Higher



Inside This Issue... December 2011

- *Tip of The Month*
- Aspire: Alphabetically Speaking
- 5 Reasons to Use an Outside Facilitator
- Food For Thought

Aspire: Alphabetically Speaking

(V): Value: according to dictionary.com; relative worth, merit, or importance.

Aspire Consulting helps organizations and businesses capture the value that their strategy, people, and efficient and effective processes bring to their business results and success.

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Tip of the Month



The "A" Team

The boards of the two fiercely competitive companies decided to organize a rowing match to challenge each other's organizational and sporting abilities. The first company was strongly 'theory B': ruthless, autocratic, zero staff empowerment, etc. The second company was more 'theory A': a culture of developing people, and developing responsibility and decision-making.

Race day arrived. The A company's boat appeared from the boathouse first with its crew: eight rowers and a helmsman. Next, followed the B company boat and its crew -eight helmsmen and a single rower. Not surprisingly, the A company's boat won an easy victory. The next day the B company board of directors held an inquest with the crew to review what had been learned from the embarrassing defeat that might be of benefit to the organization as a whole and any future re-match. After a long and weary meeting, the B company board finally came to a decision. They concluded that the rower should be replaced immediately because clearly he had not listened well enough to the instructions he'd been given.



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Wouldn't it be great to work with a company that listened to you, understood your pain and implemented solutions that not only solved those things that keep you up at night now, but give you and your team the ability to continue your success?

Our customers develop a clear vision for where they want to take their business and know how they are going to get there. Their employees develop and apply the attitudes, skills and knowledge needed to accomplish the plan.

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

The Aspire Advantage:

- We are deeply rooted in our communities and are here to stay
- Once a customer always a partner for long term success
- We are part of a group of senior executives that give us access to the best in research, industry experts, tools and technical support

We always start with a no cost consultation. To find out about how the Aspire Advantage can help you, [lets talk.](#)