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Aspire Consulting, Ltd.

Aspire... Higher



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A S P I R E

Discover potential. Get results.

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Aspire: Alphabetically Speaking

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Trust according to dictionary.com; is reliance on the integrity, strength, ability, surety, etc., of a person or thing; confidence.

Successful individuals and organizations trust in the future.

What are you doing to prepare to take advantage of the upwards movement in our economy? Our most successful customers have been and will continue to nurture their customers, whether they are active customers or not. Our most successful customers are also refining their processes and taking great care of their employees so they will be in a position to support others in a growing economy. If you have not taken these steps, we can support you in this. Let us know how we can assist you.

Tip of the Month

Ethical Leadership

We have been through some difficult times and there are those who have questioned the integrity, values and ethics of leaders at many levels. Setting the tone and structure from the top will guide others in their decision making.

John Buell suggests there are six behavioral traits of ethical leaders:

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

- Ethically conscious: These leaders have an appreciation for ethical dimensions and the implications of their actions.
- Ethically committed: These leaders are devoted to doing what is right, all the time.
- Ethically competent: These leaders have the knowledge to make the right, ethical decision.
- Ethically courageous: these leaders have the willingness and commitment to do what is right even if it is unpopular.
- Ethically consistent: These leaders set the tone and act on those standards unequivocally without letting the thought and behaviors of others influence them. They challenge decisions that they think are ethically flawed.
- Ethically candid: These leaders are open and forthright about how ethical decisions are made and actively advocate for ethical conduct.

Leaders must ensure that their organization's daily functioning is guided by ethical principles. They should be incorporated into all actions and decisions.. Leaders must take the initiative to both lead by example and ensure that their employees act ethically in all matters. It's especially important to be known as an ethical company in times of economic stress. If your company is known as one that will do what is right and treat its customers fairly, it will prosper.

[More Info on Executive Leadership](#)

Communication for Results



Employees believe that their managers are poor communicators and managers feel they are quite effective communicators who spend too much time on communication. In fact, one study showed that 80% of managers think they are better communicators than they really are. The good news is that once the situation is acknowledged, communication and understanding from both parties tends to improve.

We need to have a major shift in our thinking. We must concentrate on the outcomes, not on the process itself. Here are some key outcomes of communicating.

Building Trust

People will only follow a leader they trust. Without trust in the person, whatever is being communicated may not be fully understood, accepted and supported. It will be significantly distorted by looking through a foggy lens. Trust is at the core of effective communications. Lack of trust creates a barrier or disconnect that is difficult and time consuming to overcome. No

you and your company.

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Food For Thought

Learning to Lead Well is Your Responsibility

Leaders are made, not born. We each hold within us the capacity to lead. Try these ideas:

1. Pick good role models.
2. Find a mentor or two or three.
3. Ask your mentors how you're doing.
4. Critique your own performance.
5. Talk to other leaders.
6. Seek development opportunities.
7. Take classes.
8. Get a Coach.
9. Have a plan.
10. Review regularly.

By reviewing and revising your plan regularly, you can be working in the areas that are the most important for you.

You are the person who will determine what kind of leader you become. You are the

matter how important or impressive a title someone holds, no matter how big their bank account or how much authority they have, what is really important is that others trust him or her and what is being communicated.

Sharing Knowledge

Bob Noyce, one of the founders of Intel, the high tech giant that runs most of our computers, once said, "Knowledge is power and knowledge shared is power multiplied." That is one of the guiding principles that caused Intel to be so successful. When someone shares his or her knowledge with you to help you finish a project, make a decision, or solve a problem, they help focus the lens through which you see them. You feel pretty good about them, they've shared and you've succeeded. The collective knowledge base is greater than any single individual's knowledge base. Better work can get done. On a broader scale, if you share with an individual or team of people where and how they fit into the bigger mission, you're creating value and gaining their trust. Sharing knowledge is the basis for understanding - the foundation of co-workers' cooperation, loyalty and support.

Providing Feedback

Change is continual, change is renewal, and change is progress. It also creates the need for an effective feedback mechanism so managers and employees can stay on target. According to author David Cottrell, "Everyone has basic feedback needs. A good feedback system encourages connected communications between managers and coworkers by addressing those needs." Employees need to know what is required of them, especially during times of change. Employees need to know how they are doing. It's not enough to just tell them at the annual or semiannual performance reviews. Feedback should be ongoing. Employees also need to know their manager cares about them and about how they are doing. Be available when they need you. Get them involved in decision-making by asking their opinion. Ask them for information on how you are communicating.

By changing your way of communicating to focus more on the results rather than the process, you will have taken a significant step towards better communications.

[More Info on Team Leadership](#)

In their own words...

"And in the end it's not the years in your life that count. It's the life in your years."

- Abraham Lincoln

"A person who never made a mistake never tried anything new."

- Albert Einstein

"Coming together is a beginning, keeping together is progress, working together is success."

- Henry Ford

person who will set direction, gather feedback, and make course corrections.

[More Info on Leadership](#)

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