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## Aspire Consulting, Ltd.

*Aspire... Higher*



### ***Inside This Issue... December 2010*** ***We wish you a healthy and happy New Year!***

- Aspire: Alphabetically Speaking
- Tip of The Month
- The Real Value of Strategic Planning
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- Celebrate

### ***Aspire: Alphabetically Speaking*** ***(J)***

Jump start according to dictionary.com: is to enliven or revive.

At Aspire Consulting, we understand the value of consciously attending to your business throughout the year and also taking time each year to perform a comprehensive review and take stock of your strengths and the opportunities that exist. Our customers find that this is a key time to develop or refresh their strategic plan, and jump start their success for 2011.

[More Info about Aspire Consulting](#)

### ***Celebrate***

Congratulations to Judy Herguth of DuraTile and Stone, featured in the September 2010 Tileletter article, [Real Women In Tile](#), which talks about her transition from a not-for-profit Executive Director to a partner in a successful business focusing on high end residential projects.

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

#### **Change in the Business World**

Our Iceberg Is Melting is a fable about doing well in an ever-changing world based on the award-winning work of Harvard's John Kotter.

The fable is about a penguin colony in Antarctica. A group of beautiful emperor penguins live as they have for many years. Then, one curious bird discovers a potentially devastating problem threatening their home, and pretty much no one listens to him. The characters in the story, Fred, Alice, Louis, Buddy, the Professor, and



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

***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