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Aspire Consulting, Ltd.

Aspire... Higher



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Aspire: Alphabetically Speaking

(U): Unlimited: according to dictionary.com; boundless; infinite; vast; without qualification or exception.

Aspire Consulting helps people understand their natural talents and discover their unlimited potential at home and at work. Employees working in their strengths results in individual and business successes.

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Tip of the Month

Sustainability Level 3: Implementation

As we have been discussing, sustainability can be defined as maximizing the efficient and effective use of all resources without compromising product or service quality, competitiveness or profitability.

We continue to detail a 5 step functional model from the Institute for Sustainability as a method to increase your company's engagement in sustainable practices in a predictable and measurable way. In this issue, we focus on level 3, which involves starting the implementation of sustainable practices as they relate to your employees and your processes. At level 3 we see a shift as senior leadership openly adopts sustainability as a strategy. Senior leadership has developed a vision of how they see the company employing sustainability and has identified and communicated clear objectives organization-wide. Employees are becoming engaged and can more clearly see their contribution in the success of the strategy. Larger sustainability projects are identified with defined metrics. In general, the whole company is committed to learning how sustainability applies to them and their stakeholders. We will continue to detail the other levels in upcoming newsletters; however, if you are interested in taking a short online assessment about your organization, please click [here](#) and take the sustainability business assessment on the right side.

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ASPIRE

Discover potential. Get results.

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

Email Communications - Boom or Bust?



The subject of email inevitably comes up when we talk about communication. Everyone has a story. Some tell stories how they first found out about major changes in their work via email. Others tell stories about inadvertently sending the email to exactly the wrong person. We also hear from others about how a misunderstood tone or misplaced punctuation started unintended disagreements.

Here are some basic rules to follow:

1. Write a clear subject line, and if the topic changes, change the subject line too.
2. Start your email with a greeting and end it with a closing.
3. Use proper spelling and grammar.
4. Use email to relay facts, rather than to have discussions.
5. Do not use email to relay important information for the first time. Do not send email when you are highly emotional. Take time to cool down and consider whether a conversation might be better.
6. Respond to email in a timely manner.
7. Keep email brief. If your email is getting long, consider a conversation.
8. Do not use emoticons in business email.
9. Have a signature with your contact information. Be thoughtful about who you copy on an email. If you are copied, unless you know otherwise, consider it an FYI and something you do not need to reply to.
10. Before you send an email, reread the email, check spelling and grammar one last time, check the subject line to make sure it corresponds with the information in the email, check the people you are sending it to make sure you have the correct people involved.

While email has made communication easier in some ways, it lacks tone and body language and other important components of face to face or verbal communication. We would love to hear your thoughts about email etiquette.

When you use email, use it appropriately and professionally, but not as a substitute for good communication.

You are communicating that you are indeed listening actively. This will prompt further communication while keeping costly, time-consuming misunderstandings at a minimum.

[More Info on Management](#)

In their own words...

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

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Food For Thought

Accountability

In the book Change the Culture, Change the Game, by authors Tom Smith and Roger Connors, they identify four steps required to achieve accountability in your organization.

Accountability steps:

- **See it:** In order to see what needs to be done, you must take responsibility for reality. If you see something that needs to be done, gather the perspectives of others and get it done. Be passionate about resolving issues.
- **Own it:** You accept being personally invested in the outcome of tasks and responsibilities. Take risks and learn from successes and failures. You recognize alignment of your role with the company's goals and work towards those objectives.
- **Solve it:** When you encounter barriers to success, reach across functional lines to seek other potential solutions. Solve the problems with an eye towards organizational excellence. See beyond what would have slowed you down in the past.
- **Do it:** Or as Nike says "Just Do It". You must focus on top priorities, overcome obstacles, do what you say you will, and avoid blaming others.

Where there is a culture of accountability, people willingly become part of the solution. This is

"Success is how high you bounce after you hit bottom." ~ General George Patton

"You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win." ~ Zig Ziglar

"You can never have an impact on society if you have not changed yourself." ~ Nelson Mandela

what we see in the highest performing organizations.

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