



The Success Connection

QUOTES TO DO BUSINESS BY

"Management by objectives works if you first think through your objectives. Ninety percent of the time you haven't."

PETER DRUCKER,
MANAGEMENT CONSULTANT

To succeed as a Team is to hold all of the members accountable for their expertise.

MITCHELL CAPLAN, CEO,
E*TRADE GROUP INC.

In the business world the rearview mirror is always clearer than the windshield.

WARREN BUFFET, CEO,
BERKSHIRE HATHAWAY

SCI is a Full Service Consulting Practice!

Our services include:

- Business Growth and Development
- Business & Action Plans
- Raising Capital
- Corporate Turnaround
- Executive Coaching
- Full Marketing Services
- Strategic & Business Planning

A Message From the President

Through my many years of consulting, I have found that effective leadership translates into successful companies. What qualities make for a great leader? Effective leadership requires communication, delegation, and team building skills, all of which can be developed and honed. Steering your company through good times, as well as economic downturns, requires a leader with commitment and vision.

Powerful leaders must be visionaries. They understand that it is equally important to develop good strategy as it is to implement it. Their strategy is consistent and focused.

One of my favorite quotes about leadership comes from Management Guru Peter Drucker, "When you see a successful business, someone made a courageous decision."

Here's to your business leadership, success, and profitability!

Valerie Maitland-Smith

President, SCI Business Consulting

Valerie Maitland-Smith, consultant and entrepreneur, has been connecting business and corporate executives with success for 25 years. She uses her expertise and unique coaching skills to help small to mid-size businesses focus on opportunities, establish goals and develop action plans.



TALK OF THE TOWN

"Valerie of SCI Business Consulting has been instrumental to my professional and personal growth as I entered into a period of major expansion in my real estate company, namely opening up a second real estate office. Valerie helped me clarify my goals, leverage my strengths, focus on priorities, and understand how to adapt my style to an evolving business. Working with Valerie has positively impacted my bottom-line business results and has allowed me to focus on my long-term growth objectives. Valerie also helped me approach work/life issues and figure out how to take back some time for myself. The quality of my life and work life has benefited tremendously."

Linda McCaffrey, President, McCaffrey Realty Professionals

The Art Of Delegation

Your employees are the most valuable part of your business and your biggest single investment. Managing your employees effectively can make them the best return on your money. Here are a few quick tips:

- Meet with your staff individually on a regular basis
- Both you and your employee should set an agenda for the meeting
- Keep to the agenda and time-frame
- Manage people differently depending on their individual style
- Set goals together and agree on the dates for their completion
- Follow-up with employees based on individual styles and requirements
- Remember that delegation is not abdication

PUMP UP YOUR PROFITS: FIVE KEYS TO GROWING YOUR BUSINESS

1 Create a business plan in writing

The main purpose of a business plan is to achieve clarity and set the stage for growth. Be sure that the goals are clear, measurable, and achievable so your staff understands what is expected of them.

2 Manage by objective rather than crisis

Use action plans to manage your staff—and yourself. Avert crisis situations by meeting regularly with your staff to ensure they are on track with their timelines. The larger your business gets, the more you benefit from improving productivity. Creating flow charts, step-by-step instructions, and systems diagrams will reveal bottlenecks and present ways to cut waste and eliminate some processes.

3 Build a strong management team

This can mean hiring an office manager, a COO or an entire team. As you grow, your staff will need to write job descriptions to ensure that everyone understands what is expected of them. This also guides you as you develop training programs. It may be time to hire a sales team to get your products or services out to the marketplace. This will require having a sales plan and systems in place to maximize results.

4 Review your marketing program

A strategic and focused marketing program is more likely to achieve your growth objectives. The plan should include PR, advertising, and website development. Be sure to identify your target audience, what key message and benefit you want to communicate, and how you are going to achieve this. It is most important to develop and maintain a branded environment that reflects one look, feel, and voice across all mediums.

5 Capital needs

As your company grows, your need for capital is likely to grow with it. The good news is that a company with a track record is more attractive to lenders than a start-up. Banks, venture capitalists, and angel investors require documentation such as income statements, cash flow projections, and balance sheets. If possible, establish a capital account to set a percentage of your company's profits aside for future investment.

Recommended Reading

The Practice of Management
By Peter Drucker

Rivers of Revenue
By Kristin Zhivago

Good to Great: Why Some Companies Make the Leap and Others Don't
By Jim Collins

Profitable Growth is Everyone's Business: 10 Tools you can use Monday Morning
By Ram Charam

The Art of Profitability
By Adrian Slywotzky

The Essential Drucker: The Best 60 Years of Peter Drucker's Essential Writings on Management
By Peter Drucker

In Search of Excellence: Lessons from America's Best Run Companies
By Robert H. Waterman Jr.

The Tipping Point: How Little Things Can Make a Big Difference
By Malcolm Gladwell

Execution: The Discipline of Getting Things Done
By Larry Bossidy

NOT ENOUGH HOURS IN THE DAY?

You can't manage time, you can only manage yourself. The secret here is to plan. By allotting 15 minutes of planning prior to leaving the office, you will create at least one extra hour the following day. Use the calendar in Outlook or invest in a Daily Planner and start prioritizing your daily tasks by putting them into time slots. Be realistic about the time it takes to complete a task and allow yourself some leeway. Telephone calls and e-mails should be completed at one time. You should also build flexibility into your daily schedule for the inevitable interruptions. Commit to sticking to your plan and, whenever possible, delegate!