

Business Energizers eNewsletter—February 2016

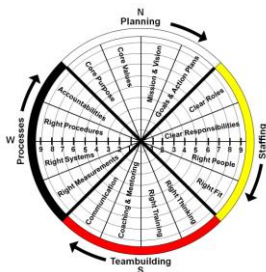


Greetings!

I hope your desires and intentions for 2016 are already beginning to manifest.

In this newsletter, I have assembled some valuable tools to keep your momentum for the New Year moving forward.

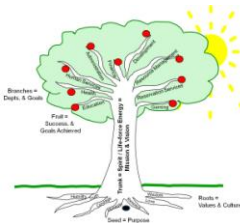
How to Assess the Success of Your Organization in 10 Minutes



Before you begin your 2016 strategic planning process, take this quick and easy assessment. The Circle of Success is a simple assessment tool that will enable you and your employees to see at a glance the "flat spots" in your organization as well as the areas in which you are maximizing your potential. I consider it an organizational medicine wheel.

I have been using this simple, yet revealing strategic planning tool for many years when I work with the organizations I serve. It provides leaders, like you, with a quick visual assessment of many of the ingredients that generate success and profitability in organizations. It's also a remarkable, engaging teambuilding exercise. Here's how it works: ([Click here to read more](#))

Wisdom I Learned from an Ojibwe Leader about Success



On a frigid December day in northern Minnesota, I was facilitating a strategic planning retreat for the Leech Lake Band of Ojibwe. More than 75 people from different departments within the tribal government were meeting in small groups in the ballroom of one of their casino enterprises. I was introducing elements of the strategic planning process, step-by-step, and the participants were storyboarding their input on flipcharts at their tables. Many of the participants had never been asked to participate in a strategic planning process like this before, so part of my time was spent teaching and coaching about the different elements.

Two hours into the morning of the first day, Vicki, a leader from their Education Department, came up to me on a break and shared a metaphor of the tree, relating it to the strategic planning process. It described perfectly the significance of each element of the process and how each is related energetically and how all are connected to the whole system.

That night I captured her thoughts in the graphic shown in the figure above, "The Tree of Organizational Success." That tree became our guide for the next several days of our process. People got it! Since that day, I have continued to use it as a tool to guide groups in their strategic planning processes. Here's the essence of what she shared with me. ([Click here to read more](#))

The Power of Purpose: Know Your "Big Why"



Martin Luther King Jr. clearly understood his "Big Why"—his purpose for creating one of the most successful Civil Rights movements the world has known.

Do you know your "Big Why"—your Core Purpose? If not, lasting success may elude you.

The core purpose of your organization is like the seed of an apple. "You can count the number of seeds in an apple, but you can't count the number of apples in a seed." No one knows the potential yield of your organization and how much your employees can produce in the lifetime of your company.

"Cause and effect, means and ends, seed and fruit, cannot be severed; for the effect already blooms in the cause, the end pre-exists in the means, the fruit in the seed."
~Ralph Waldo Emerson

Your organization has a unique core purpose for serving the world. This is your "Big Why?"—why your organization was started in the first place—beyond just making money. What's yours? It is most likely the original heartfelt reason you decided (or are deciding) to take a leap of faith and start a business.

Knowing your core purpose keeps you centered on what's most important—during good times and challenging times. ([Click here to read more](#))

Infuse Your Culture with Values



What does your organization stand for—your core values? Successful business owners understand how vital a company's core values are to creating a company culture that results in happy, productive, successful employees, which, in turn, leads to happy customers and a healthy bottom-line.

Jim Collins & Jerry Porras (authors of *Built to Last*) say...

"The only truly reliable source of stability is a strong inner core [purpose and values] and the willingness to change and adapt everything except that core."

Values are your guide for weathering ethical dilemmas. They become the fabric for weaving good sound decisions. Values become your employees' moral compass. For your company's values to permeate throughout your organization, it will take conscious, consistent, deliberate actions.

Core values form the root system of your organization. Values nourish and stabilize your company. They represent the ideals that your organization stands for. They form your legacy. The more widespread and deeply imbedded your values, the more likely it is that your organization will stand the test of time. A company that knows and practices core values can weather storms and the winds of change. ([Click here to read more](#))

Much success and fulfillment,

Ray



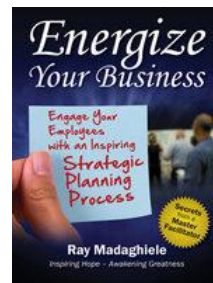
(Adapted from the Introduction and Chapters 1, 2, and 3 of *Energize Your Business: Engage Your Employees with an Inspiring Strategic Planning Process* by Ray Madaghiele. Learn more or purchase at www.EnergizeYourBusiness.biz .)

P.S. ~ Have you downloaded the FREE companion Strategic Planning Guidebook yet?

If not, go to www.EnergizeYourBusiness.biz now!

It is designed to help you get the most out of the book's valuable tools and tips so you can apply them to your own organization.

Also, download your free Circle of Success Assessment Guide at www.EnergizeYourBusiness.biz.



Please contact me at ray@businessenergizers.net or 480-495-7152 if you would like to explore how my facilitation, speaking, training, and leadership coaching services can help you and your organization reach the next level of success.

Please feel free to share this Newsletter with your family, friends and associates.

Ray Madaghiele, Chief Inspiration Officer
Business Energizers

Get Clear ~ Get Organized ~ Get Going ~ Get Results

480-495-7152

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