

Business Energizers eNewsletter—April 2016



Greetings!

With Spring in the air, it is a great time to "get going" with your business. This newsletter will focus on some valuable tools to help you develop your action plans, overcome fear of public speaking, and hire and train a high-performing team.

**Please join me at the Greater Phoenix SCORE office
for a valuable, exciting workshop ...**

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## **A Strategic Planning Process that Energizes Your Business**

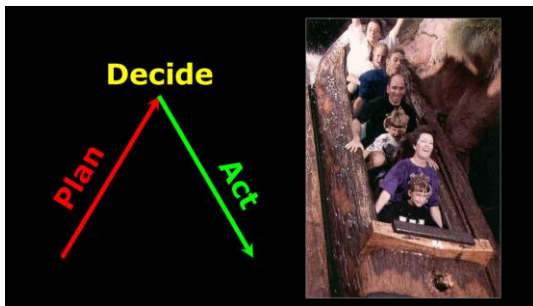
**Thursday, May 26, 2016  
1 pm - 4 pm**

**Greater Phoenix SCORE**  
2828 N Central Avenue, Ste. 800  
Phoenix, AZ 85004

**[Register Here](#)**

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Plan - Decide - Act



While developing your strategic plan (i.e., purpose, values, mission, vision, goals, objectives and strategies), you are building potential energy, similar to that of roller-coaster cars climbing the initial big hill. Then it's time for kinetic energy to take over as the roller-coaster cars rush down from the top of the hill—as you put your plans into action! It can be very exciting—and sometimes a little scary.

Action plans are what brings your strategic plan to life—to identify the detailed tactics (action steps), to schedule the timeline for accomplishing them, to identify the resources required, and to assign people to each task. This is the proverbial “rubber meeting the road.”

Dale Carnegie, author of *How to Stop Worrying and Start Living*, wrote, “William James said, ‘When once a decision is reached and execution is the order of the day, dismiss absolutely all responsibility and care about the outcome.’ He meant that once you have made a careful decision based on facts, go into action. Don’t stop to reconsider.”

[\(Click here to read more\)](#)

How to Overcome Fear and Enjoy Public Speaking



Do your palms sweat, knees shake, heart race, and stomach fill with butterflies whenever you are asked to speak to groups? Mine used to and I would let the fear stop me from saying yes. Guess what? I still feel those sensations but have learned some valuable tips that help me to channel that nervous energy and get the butterflies flying in formation so I can seize opportunities that arise. You can too.

Several weeks ago I had the honor and pleasure to speak at the 2016 Phoenix SCORE Small Business Symposium. During my preparation and delivery, I reminisced about some of the public speaking techniques that I have learned during my past 30-years as a public speaker and facilitator.

Prepare

- Build up a reserve of information—be ready with 100 times the amount of information than you can possibly share in the allotted time.
- Develop clear written objectives, an agenda, and bullet points about what you would like to accomplish. Resist writing out your presentation word for word. Instead, let your slides and bullets prompt your thoughts.
- Arrive at the room early enough in order to get everything set up and ready to go before the first participant appears. I have found that there is always something that needs to be tweaked to match my preferences. Test all the equipment that will be used. Technology doesn’t always cooperate as intended, so be ready with an alternate plan if necessary.
- Keep everything organized and professional-looking to reduce distractions and optimize your efficiency (i.e., chairs orderly, supply table neat, posters straight, attractive handouts, layout highly technical training tools).

[\(Click here to read more\)](#)

Hiring and Training a High-Performance Team



Developing high-performing teams is vital to the success of any business. As business owners we all can benefit from valuable, practical tools and tips designed to attract and build a team of "Eagles" whose performance and decision-making align with the highest and best interest of our organization. How well do you...

Attract and select the right and perfect people for your team by...

- 1) assuring resonance and passion with your "Big Why"?
- 2) infusing your organization's culture with lofty behavioral values?
- 3) assessing team member fit and training needs?

Build a synergistic team that strives to deliver exemplary service by...

- 4) understanding the natural, dynamic Cycle of Teams?
- 5) creating a culture of O.W.N.E.R.S.H.I.P. and self-accountability?
- 6) strengthening team member relationships and communication?
- 7) formulating Individual Development Plans that encourage continuous improvement?

Here are some of my thoughts for each objective listed above.

[\(Click here to read more\)](#)

Much success and fulfillment,

Ray



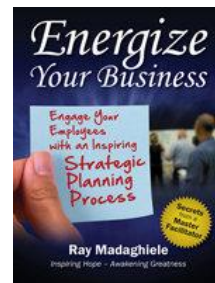
(Adapted from *Energize Your Business: Engage Your Employees with an Inspiring Strategic Planning Process* by Ray Madaghiele. Learn more or purchase at www.EnergizeYourBusiness.biz.)

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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