



TIP OF THE WEEK

March 25, 2008

No one can be good at everything – even yours truly. I go to the recording studio about four times each year to record these tips. I'm lucky enough to use the studio at BWE Enterprises in Springfield, Massachusetts. Stefan, the owner, manages my sessions and gives me pointers between takes about inflection and emphasis. He coaches me about what is working and what sounds stiff.

In our organization, Jennie Markens is a certified master coach. Like Stefan helps me with the tips, Jennie helps business people focus on the areas that need work, how to amplify the things they do well, how to deal with colleagues, how to resolve problems in a constructive way and how to communicate directly and honestly in a professional way.

Sometimes outside objective advice is just what's needed. A coach can look at all sides without having a personal stake in the outcome. We all can benefit from a different point of view when the pressure is on and we lose our perspective.

Even Tiger Woods needs a coach.

Good luck. Work **ON** your business. Stay in touch.

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