

JTS Associates Inc. Newsletter

Issue 2



Welcome to JTS Associates' second email newsletter. Our goal is to assist former, current, and prospective clients, associates, and friends with "words of wisdom", helpful tested information from my consulting, coaching, and teaching activities, tips, Q & A, and recent anonymous consulting accomplishments.

Our focus statement: Providing personalized leadership, selling, and influencing skills to Business Owners, Executives, Entrepreneurs, Management, Professionals, and Mavericks (including a few near- miracles), since 1985.

We hope you find the information we bring to you informative and helpful in growing your business. If you have suggestions or ideas, please let us know how we can improve our newsletter.

Note: Our new Email address is shown below.

John Shoup

Catastrophe Katrina



In the early morning hours of August 29, many of us were sleeping. Perhaps those of us still committed to our New Years resolution were on our way to the gym, some of us were planning our week's activities, perhaps some of us were beginning to focus on the thought of a hectic day.

Soon thereafter, Hurricane Katrina hit the coastlines of New Orleans, Mississippi, Alabama, and the Texas Panhandle with 160mph winds, destroying everything in their path, in what would

become the worst natural disaster in our history. Levees in New Orleans were breached, and water engulfed the city. 80% of the city was underwater. At once we had a tragedy of such magnitude, it temporarily muted stories of war and terrorism.

Like a criminal, a catastrophic event holds us prey. While we do our best to prepare and protect ourselves, we cannot, in our wildest imagination, know when, or with what severity, one will strike.

Today, our neighbors to the south face almost unsurmountable challenges. But, the entrepreneurial spirit is alive and well. Many individuals and organizations all over our country are doing great things to help our friends in need. It must be our choice to act with conviction, to share the burden our fellow Americans carry. It is simple when faced with terror to place blame, it is heroic to take action.

Cleveland media has reported that there are fraudulent Katrina funds appearing rapidly. To date, more than 1500 bogus operations have been discovered. Below are links to two reputable funds. You can also call the Red Cross directly at 1-800-HELP NOW.

- [American Red Cross-Katrina assistance](#)

- [The Salvation Army-Katrina assistance](#)

Helping People Succeed

Revised

Since our August issue, we have received a lot of great feedback and suggestions, and our readership has increased 30%. Several clients scored themselves on the ten main elements. If you would like to try this yourself, do the following. Score each element for yourself or your organization:

- Finding the right people.
- Conducting effective interviews and selection.
- Managing the entry of new people into your organization.
- Articulating purpose, Vision, and Mission in a way that people will invest, follow, and take initiative.
- Communicating expectations.
- Insuring organization/person fit.
- Providing training, feedback, and coaching.
- Establishing relationships based on strong two- way communication and mutual respect.
- Rewarding people who exceed your expectations.
- Correcting and redirecting people who aren't meeting or exceeding your expectations.

1. Needs improvement
2. Average

3. Very good

Then, evaluate your overall score as follows:

10= Unsatisfactory – Immediate action suggested.

15= Needs Improvement – Develop and execute an action plan for low scoring items

20= Average – Don't be satisfied with this.

25= Above Average – How can you get to 30?

30= Outstanding – Congratulations! Consider strategies on how to maintain.

THE PRINCIPLES OF INCREASING YOUR VERSATILITY

Part 1 in a 10-Part Series



IYV is the most sought after program that JTS Associates provides. In each of the next 10 issues, we will describe the principals of Versatility. JTS Associates defines Versatility as the ability to improve your work relationships by:

- Relating effectively to a variety of people and situations at work.
- Adapting quickly and effectively to dynamic work environments.
- Thriving on change.

PRINCIPLE #1 - COMFORT ZONE

We all have developed our own norms for how we behave and interact at work. This is our basic behavioral tendency or “Comfort Zone”, our distinct way of thinking, feeling, and acting on the job. There are four basic tendencies: Dominant; Influential; Supportive, and Conscientious/Analytical. Our basic tendency tends to remain stable because it reflects our own individual identity or personality, and it is often viewed as predictable by others.

We all have some amount of each basic tendency in our personality. However, one or two stand out in each of us. In fact, approximately 60% of us have two strong behavioral tendencies, while approximately 30% have one. Which are you? Contact us and we'll send you a simple questionnaire that will answer this question.

email: johnshoup@jshoup.com

web: <http://www.jshoup.com>

Next issue:

- IYV Principle #2
- More valuable information on how to make you and your business more successful