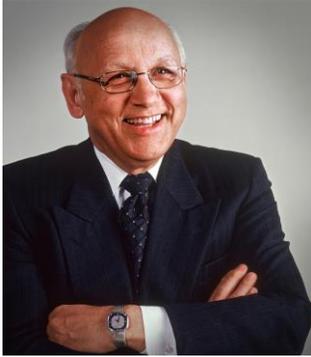




NEWSLETTER
Jan/Feb 2014
Volume 14, Issue 1



William E. Caswell

Bill Caswell is an experienced coach of CEOs and senior executives around the globe. The author of 14 books, Bill has penned the 12-book series *The Respect Revolution* written, by a CEO for CEOs, as a guide to getting your company to *Excellence* and keeping it there.

An “MBA” for you?

Earn your Practical MBA in a 18-session face-to-face seminar over 3 months on Saturdays.

When:
11 September 2014 to
29 November 2014

Where: Ottawa face-to-face or, online from anywhere

Price: \$10,000

Limit: 10 persons only

Register now before all seats are taken.

www.caswellpmba.com

A Team of Two

(Or Management Made Easy)

Confusion exists in many enterprises about who is responsible for whom, who is to do what, who has authority over this or that, who is to blame, and which deliverables are needed to ensure a successful job.

A simple concept called “A Team of Two” quickly reduces confusion down to a much better order. Here is how it works.

Every business situation is viewed as a team of two: one worker and one supervisor.

1. When a problem arises, the team of two must ask: “What does this team of two have to do to move things, problems or a situation forward?” It is about ‘us’, not ‘you’ – a team of two. There is no room for blame – but rather positive action to move things forward.
2. Since it is a team comprised of supervisor and worker, it is the job of the worker to please the supervisor – i.e. provide what the supervisor expects.
3. Therefore, it is the job of the supervisor to inform the worker, clearly, as to what is expected.
4. Just as important, it is the job of the worker to figure out what the supervisor expects, to enquire, adjust, and adapt. It is that simple. Why the worker? Because it is the worker that stands to suffer most if the job does not work out. This is not ‘fair’ or ‘right’ but it is a simple fact of the hierarchical situation. (Not unlike the contraception issue between men and women)
5. The supervisor should rate each employee weekly, if the supervisor is pleased or not, with the worker’s labor that week. And, if the supervisor is not pleased, the supervisor must discuss immediately why not, giving the worker important feedback and a chance to adjust with that new information.

CCCC has 3 basic products:

1. Read about the CCCC management methodology for **\$40** electronically or **\$400** with a set of 13 books (3,000 pages) in a hardboard case.
www.respectrevolution.com

2. Learn about the CCCC management methodology by attending the *Practical MBA* on Saturdays.
\$10,000
www.caswellpmba.com

3. Act on the first step of resolving your key issues with a strategic planning session by CCCC at approximately **\$8,000**.
www.caswellplanning.com

Bill Caswell is always available for comments or questions at
bill@caswellccc.com

Caswell Corporate Coaching Company (CCCC)
Ottawa Canada
613-232-1243
www.caswellccc.com

6. It involves delegation, training, mentoring, and honesty by the supervisor.
7. It involves not trespassing onto other teams of two, especially by supervisors two levels up.
8. With a team of two, there is no confusion of who reports to whom and who has to provide results to whom.
9. The entire company is nothing but a set of teams of two.

Bill

Caswell Corporate Coaching Company (CCCC)
www.caswellplanning.com

© W. E. Caswell 2014

CCCC delivers accelerated business growth and performance improvement. Problems that limit growth are solved holistically (viewing one end of the company to the other) with the client team. As CCCC trains and energizes, through in-depth, practical, hands-on mentoring, the customer is provided with a kit of tools and methods that will endure long after CCCC has left the client premises.

Seminars
Spring 2014

8 am till 1 pm
Sheraton Ottawa Hotel

Best-Kept Management Secrets \$525

A mini-version of the **\$10,000 Practical MBA** by CCCC
A 3-part seminar combined (or, each session as a stand-alone)

April 2, April 30th and May 28th 2014

\$250 for one session, **\$400** for two sessions, or **\$525** for all three sessions

For information, call (613)-232-1243 or email anika@caswellccc.com