



# Caswell **CORPORATE COACHING** Company

*Making companies better places to work - worldwide*

NEWSLETTER  
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**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](http://www.caswellpmba.com)

## ***Is Business Planning an Answer?***

A simple questionnaire

**We** at CCCC strongly advocate annual business planning. Perhaps this idea is new to you. If so, with reason you might ask, "Why get into planning at my company?" Perhaps you have no complete idea of what planning could offer you or perhaps you feel you don't need planning yet. Why not take a few minutes to answer this brief questionnaire. Then you will be better set to judge for yourself if you should consider any step towards planning as an option for your enterprise.

To proceed on with the questionnaire, please indicate with an "x" at all items from 1 to 20 that you believe are occurring, regularly, within your organization. When done, score your total and read *A Simple Questionnaire's\** interpretation that follows.

1. Low morale \_\_\_\_\_
2. Budgets not met \_\_\_\_\_
3. Negative cash flow \_\_\_\_\_
4. Insufficient teamwork \_\_\_\_\_
5. Meetings are too long \_\_\_\_\_
6. Sales quotas are not accepted \_\_\_\_\_
7. Changing priorities too frequently \_\_\_\_\_
8. Individual responsibilities are not clear \_\_\_\_\_
9. Inadequate top-to-bottom communications \_\_\_\_\_
10. People don't know what the real priorities are \_\_\_\_\_
11. Organization slow to respond to market needs \_\_\_\_\_
12. People, not situations, are blamed for problems \_\_\_\_\_
13. Too much administration, not enough production \_\_\_\_\_
14. Departments concerned primarily with themselves \_\_\_\_\_
15. Not enough information received about what is going on \_\_\_\_\_
16. Department (or organization) revolves around one person \_\_\_\_\_
17. Management too ambiguous on what it wants from subordinates \_\_\_\_\_
18. Sales people have sales orientation rather than profit orientation \_\_\_\_\_
19. People are expected to agree – even if they don't know what about \_\_\_\_\_
20. Hard to predict how 'actual' results will conform to 'budget' results \_\_\_\_\_

**Strategic  
Planning Seminar**  
**November 19, 2013**

8 am till 11 am  
Sheraton Ottawa Hotel  
\$177 + HST

Over a hot breakfast, learn step-by-step how to develop your own planning strategy that looks down the road 6 months, 12 months, 2 years, as well as 5 years ahead. Take home a planning manual with you so you can institute this program, yourself.

**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](http://www.respectrevolution.com)

**2. Learn** about the CCCC management methodology by attending the *Practical MBA* on Saturdays.  
**\$10,000**  
[www.caswellpmba.com](http://www.caswellpmba.com)

**3. Act** on the first step of resolving your key issues with a strategic planning session by CCCC at around **\$8,000**.  
[www.caswellplanning.com](http://www.caswellplanning.com)

Write down the total from the previous page here: \_\_\_\_\_

Interpretation of the Score Results for your Company

- 0-5 You are running well and probably won't benefit so much from more planning.
- 6-10 You can probably expect a 10% to 15% gain in sales next year, if you introduce a Planning session for your team.
- 11-15 We think you no longer really have much choice; support for your enterprise has to be done. Proper planning would get this organization off what appears to be its present treadmill. (Possibly the company is standing at no-sales-growth, or at a not-as-profitable-existence-as-desired level.)
- 16-20 We believe action is needed now! Strategic planning would help the company significantly. A properly organized planning session would put you on the road to turning ALL these issues around, some more than others.

A planning session led by an established planning process can deal with all the issues indicated in the questionnaire above. While most of the issues themselves will not be resolved within the typical 2-day planning session, all of the issues can be confronted and a plan laid out for dealing with them, one-by-one, over the next six months or so.

*\* A Simple Questionnaire: Note that any questionnaire is limited in the depth of understanding it can offer. Yet, you can be fairly confident that if your score is very low, your company probably is doing most things right.*

*Conversely, if your score is very high, your company probably needs to pause and ask questions. Specifically, your team should stop and examine what it is doing and how it is going about it.*

Planning offers a solid way to address most, in fact we believe all, of such concerns. Ask us how.

Good luck,

Bill Caswell  
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