

# Planning Possibilities

News & views brought to you by Michelle Coussens

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June 2013

## Welcome to my June 2013 Issue!

*I feel like I was just writing my June 2012 newsletter and instead am now completing my eighth full year of issues. Where did the time go? As I reflect on the past year of issues, I am reminded of the changes I have undergone in both my personal and professional life—largely extremely positive, but not without sacrifice, determination, and some uncertainty. I firmly believe that if you approach your business and your life with passion and conviction—being courageous and deliberate, fulfillment for you and others in your life will follow.*

*Enjoy this compendium issue highlighting the features from the past year. As I move into my next year of issues, I will be surveying readers for suggestions and also updating and distributing my business book recommendations list. I look forward to and appreciate your input and feedback.*

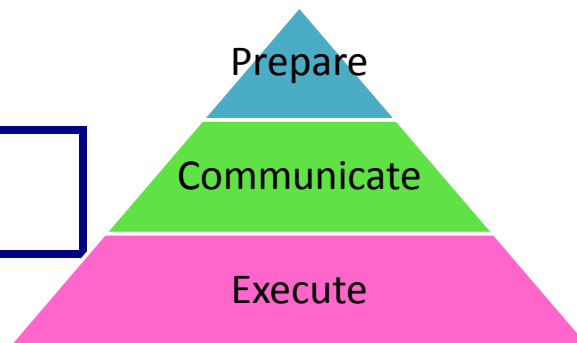
*Michelle*



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### Planning for Good Decisions



### PLAN B CONSULTING MISSION STATEMENT

**To assist nonprofit organizations and small businesses become more effective and more efficient through practical business planning, resulting in meaningful and measurable impact on both the organization and its community.**

This past year, I wrote decision making articles about a variety of topics related to change—everything from functional aspects to consider, such as the marketplace and its environment, to risk and associated influences and opportunities. Check out page two for a listing of those topics, and should you wish to receive a copy of any back newsletter issues related to those topics or others noted in this issue, drop me an email.

## Decision Making Article Titles

- ◆ July 2012: Opportunity Cost Revisited: Life's Decisions
- ◆ August 2012: The Value of CBA (Cost/Benefit Analysis)
- ◆ September 2012: Swap One for the Other
- ◆ October 2012: Risky Business— Tolerating Risk
- ◆ November 2012: Don't Resist! Why We Resist Change
- ◆ December 2012: Mitigating Potential Risks
- ◆ January 2013: Blooming from Taxonomy
- ◆ February 2013: Influence versus Persuasion
- ◆ March 2013: Include the Market in Your Plan
- ◆ April 2013: Diversity and Your Bottom Line
- ◆ May 2013: Practice Can Make Perfect

## Planning Predicaments: Review of the Past Year's Predicaments

Where  
planning  
concepts  
meet  
reality

- \* *Compete or Collaborate?* (July, 2012)
- \* *How far is too near?* (August, 2012)
- \* *Short-term gain or long-term bet?* (September, 2012)
- \* *Coloring outside the lines* (October, 2012)
- \* *Ambition and Pride— Good or Bad?* (November, 2012)
- \* *Over or Under?* (December, 2012)
- \* *Does adversity breed or stifle creativity?* (January, 2013)
- \* *Inclusion versus efficiency* (February, 2013)
- \* *Does strategy rely on finance or does finance rely on strategy?* (March, 2013)
- \* *Think about thinking, or think about acting?* (April, 2013)
- \* *Make your predicament a "predictament"* (May, 2013)



## Online Plug of the Month

- ⇒ Sba.gov
- ⇒ Crain's Small Business Calendar, smallbizcalendar@gmail.com
- ⇒ home.chicagobusiness.com/
- ⇒ <http://www.transformingit.org>
- ⇒ Businessdictionary.com
- ⇒ Kendall College School of Business workshops videos & slides, <http://business.kendall.edu> **and at** [http://www.youtube.com/watch?v=\\_1Q85mhi328](http://www.youtube.com/watch?v=_1Q85mhi328)
- ⇒ Capsim Management Simulations, Inc., [www.capsim.com](http://www.capsim.com)
- ⇒ Quirks.com
- ⇒ [www.coursera.org](http://www.coursera.org)
- ⇒ [www.greenbookblog.org](http://www.greenbookblog.org)

## Communication Corner

- \* *Do you take the time to debrief when a project or plan is completed?* (July, 2012)
- \* *Writer's block happens to all of us, or at least most of us.* (August, 2012)
- \* *How much do you use visual imagery when communicating your message?* (September, 2012)
- \* *Consider how the audience best receives information* (October, 2012)
- \* *Top social platforms by country* (November, 2012)
- \* *Grammar Matters* (December, 2012)
- \* *Echoic Retention* (January, 2013)
- \* *How definitively do you plan your outreach?* (February, 2013)
- \* *How do you conduct your event marketing?* (March, 2013)
- \* *Reminders as you respond to or evaluate an RFP* (April, 2013)
- \* *What R.S.V.P means* (May, 2013)

**Be My Guest! My Guest contributors from the past year**

- July 2012: A Simplified Strategic Planning Process, by Marilyn L. Donnellan, MS, president of Nonprofit Management Services, LLC, [www.nonprofitmanagementservices.com](http://www.nonprofitmanagementservices.com).
- August 2012: A “Rustic” Approach to Planning: How Rustic Road Brewing Company Plans for Its Future, by Alexander Boyd, Rustic Road Brewing Company 510 56th St. Kenosha, WI, 53140 [www.rusticbrewing.com](http://www.rusticbrewing.com).
- September 2012: Nurturing the Creative Process, by Nancy Probst, Log Cabin Consulting, [logcabinnp@mindspring.com](mailto:logcabinnp@mindspring.com), (originally from March, 2010).
- October 2012: Planning Through a Conversational Lens, by John B. Lazar, MA, MCC, [www.lazarconsulting.com](http://www.lazarconsulting.com), [jblcoach@lazarconsulting.com](mailto:jblcoach@lazarconsulting.com).
- November 2012: The Small Business Development Center (SBDC): Your Small Business Partner to Success, By Jan Bauer (originally from September, 2008), <http://wpdi.clcillinois.edu/sbdc>.
- December 2012: Leveraging LinkedIn for Long-Term Benefits By Liuan Chen Huska, freelance writer, [www.inscriptink.com](http://www.inscriptink.com), [info@inscriptink.com](mailto:info@inscriptink.com).
- January 2013: Finding the Magic Words, By Bonnie Low-Kramen, former Personal Assistant to actress Olympia Dukakis and author of “Be the Ultimate Assistant”, [www.bonnielowkramen.com](http://www.bonnielowkramen.com).
- February 2013: Reduce Overwhelm with Unplanning; Tips to Mindful Calm Moments, by Gail Sussman Miller, Chief Obstacle Buster, Inspired Choice, [www.inspiredchoice.com/emotional-intelligence](http://www.inspiredchoice.com/emotional-intelligence) (originally from September, 2010).
- March 2013: Stop Wishing. Start Planning. By Natalie Carpenter, designer and technology consultant at Red Humpy Design, [WebsitesRevealed.com](http://WebsitesRevealed.com).
- April 2013: The Strategic Planning Process, by Bernard Liebowitz, PhD. (originally from December, 2006).
- May 2013: The Personalities of Planning, by Dr. Bruce Bloom, President and Chief Science Officer of Cures Within Reach (formerly Partnership for Cures), 585-542-8737, [bruce@4cures.org](mailto:bruce@4cures.org), [www.cureswithinreach.org](http://www.cureswithinreach.org) (originally from July-August 2005).

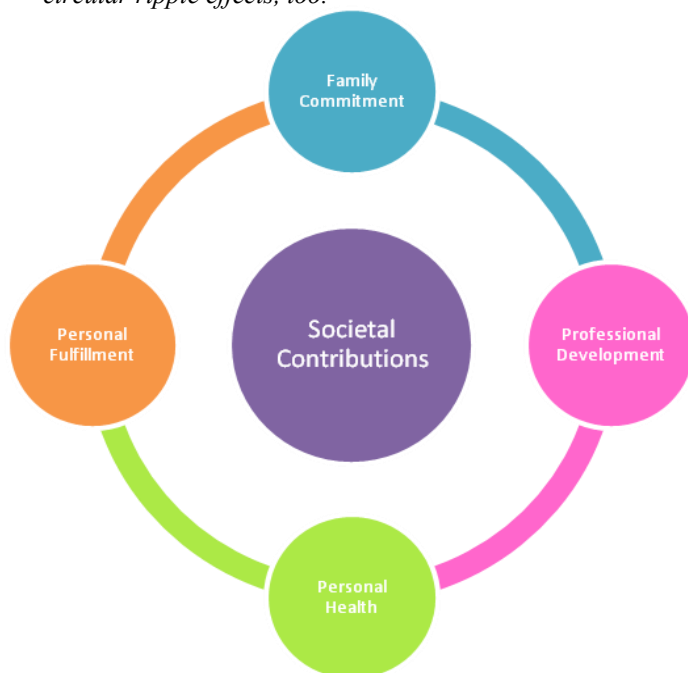


- \* Readers Recommend List (July/August, 2012)
- \* Academically Adrift : Limited Learning on College Campuses, by Richard Arum, 2011, The University of Chicago (September, 2012)
- \* The Art of Living, by Epictetus (A New Interpretation by Sharon Lebell) (October, 2012)
- \* Freeing Your Creativity: A Writer's Guide, by Marshall Cook, 1992, Writer's Digest Books. (November, 2012)
- \* The Truth About Making Smart Decisions, by Robert E. Gunther, 2008, Pearson Education, Inc. (December, 2012)
- \* 21 Ways to Make Money Speaking, by Felicia J. Slattery, M.A., M.Ad.Ed. (January, 2013)
- \* The Advantage, by Patrick Lencioni, 2012, Jossey-Bass. (February, 2013)
- \* The Social Animal: The Hidden Sources of Love, Character, and Achievement, by David Brooks, 2011, Random House. (March, 2013)
- \* The Five Most Important Questions You Will Ever Ask About Your Organization, Peter F. Drucker with Jim Collins, Philip Kotler, James Kouzes, Judith Todin, V. Kasturi Rangan, and Frances Hesselbein, 2008. (April, 2013)
- \* Audience, Relevance, and Search: Targeting Web Audiences with Relevant Content, by James Mathewson, Frank Donatone, and Cynthia Fishel, 2010, IBM Press. (May, 2013)

## Personally Yours

### *A Column on Personal Planning*

*I started this section of the newsletter in my January 2006 issue. In a play on words, I applied some of the philosophy of the well-known phrase "circle of life" to create my "Circles of Life". The premise is that continued efforts over time in each of the four quadrants can lead to increasingly meaningful and significant "Societal Contributions", as well as increasing circular ripple effects, too.*



**July 2012:** What business relationships have you built?

**August 2012:** Advice to job seekers looking to change industries

**September 2012:** How do you spend your time?

**October 2012:** Looking for that dream job in a tough economy can feel a bit like looking for a needle in a haystack

**November 2012:** What are you resolving to do to be even more successful in 2013?

**December 2012:** Recharging when you are tapped out  
**January 2013:** How can we become both more efficient and more effective?

**February 2013:** The value of advisors, and one of mine

**March 2013:** How far are you willing to go to create a lifestyle that allows for personal health, balance (if balance truly exists), and fulfillment?

**April 2013:** We are the average of the five people we spend the most time with.

Know someone who would like to subscribe to this newsletter? Forward a copy to them. They can then email michelledcoussens@yahoo.com and put "SUBSCRIBE" as the title of the email. Anyone preferring a hard-copy mailing of current or back issues can send a self-addressed, stamped envelope with their request to:

**Plan B Consulting**  
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Batavia, IL 60510  
Attn: Newsletter Request

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**Services include:**

- Training in planning and business management
- Personal coaching sessions on business performance and management
- Assistance in strategic/business plan development, update, review, and/or revision
- Customized market research and competitive intelligence analysis
- Strategic facilitation of the planning process

**This newsletter is intended to provide useful information but should not be construed as legal or financial fact, advice, or opinion.**

**Coming in July...**

- \* **Information, advice, and insights on planning for good decisions**
- \* **A guest feature from Michael Cozzi— *The Stress of Not Planning***
- \* **A book discussion of Give and Take: A Revolutionary Approach to Success, by Adam Grant.**



Have an idea or comment to share? Have a topic suggestion or planning question? Send it in! I would love to hear from you!

**Be My Guest/Reader Feature**

Look for this regularly featured column to introduce you to people and their planning stories. Have a planning success or horror story? Have some tips for others? I would love to feature you. If you are interested in being included in a future newsletter, let me know if you would like to write a guest column or be interviewed.

**UPCOMING TRAINING EVENTS**

- \* **08/21/13: Using Simulations to Assess & Develop Managers, Sponsored by Capsim Management Simulations, Inc., 11:30 am-1:30 pm, Chicago, [www.capsim.com](http://www.capsim.com) or contact [joe.livigni@capsim.com](mailto:joe.livigni@capsim.com). Free with advance registration.**
- \* **Did you miss my recent Diversity Council webinar (*Whether you Own the Company or Own Your Job... How to Be More Effective in the Workplace*)? If so, contact me for more information.**

*Email me for details!*