

Planning Possibilities

News & views brought to you by Michelle Coussens

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June 2014

Welcome to my June 2014 Issue!

It is hard to believe that another year of newsletters has come and gone. When I started writing this newsletter back in 2005, I never imagined that I would continue it for so long and share it with so many. Currently, more than 3,700 clients and contacts receive my emailing each month, and the list continues to grow! I hope that it has provided you with useful information and resources, and most importantly, that it has prompted you to be even more thoughtful in planning for your businesses—and for yourselves.

As I wind up to start my next year of newsletters, I hope you enjoy this recap of topics from July 2013-May 2014. I will “see” you next month with a whole new issue. In the meantime, stay cool, work joyfully, and as always, reach out should you need my services.

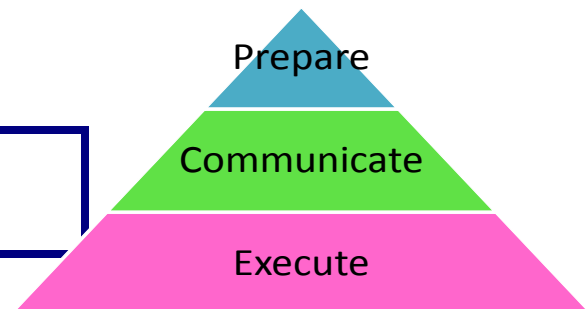
*Very best wishes,
Michelle*



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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.

During the past year, I focused on a variety of topics, many of which are applicable not only to your business, but to boards you may serve on, committees, volunteer efforts, and even personal and family planning topics.

As you plan for the rest of 2014, take a trip down memory lane with me in the pages that follow, and should you want to revisit a particular issue that you no longer have on file, drop me an email, and I'll send it your way.
michelledcoussens@yahoo.com

The Year in Review

- July 2013— Mining the Millennials: Some Key Stats
- Sept 2013— What I Learned from Coursera
- Nov 2013— Success Is In the Execution
- Dec 2013— Holiday Business “Gifts” of Advice to Help You Ring in the New Year
- Feb 2014— How Are You Addressing These Human Capital Trends?
- Apr 2014— Already Have a Business? How to Assess Your Human Capital
- Aug 2013— Improving Decision Making
- Oct 2013— The Importance of Mentoring, Training, and Succession Planning
- Jan 2014— Move from Human Resource Management to Human Capital Management
- Mar 2014— How to Pick the Right People at the Right Time
- May 2014— Common “People” Concerns When Starting a Business

Planning Predicaments

July 2013: Marketing vs. Sales—Separate or Together? August 2013: Multitask? Single-Task? No Task? September 2013: Thinking versus doing October 2013: Tactical versus Strategic November 2013: A single, a double, or a triple? December 2013: Business Lessons Learned from Some Holiday Book Classics January 2014: Early or Late Adopter? February 2014: Work the Follow-Ups or Work the Leads? March 2014: Investing in Today versus Investing in Tomorrow April 2014: tl; dr May 2014: Big Data— Friend or Foe?



Online Plug of the Month

Emarketingandcommerce.com

Targetmarketingmag.com

Fundraisingsuccessmag.com

Careersearchadventureguide.tumblr.com

Marketingprofs.com

Upstart.bizjournals.com

Openviewpartners.com

Charleneli.com

Talentmanagement.com

Nonprofitmanagementservices.com

Where
planning
concepts
meet
reality

Communication Corner

July 2013: Pictures & Images

August 2013: How do you safeguard changing memories and interpretations of past decisions?

September 2013: Are we connected to more people than ever before?

October 2013: Present yourself well to your audience

November 2013: Are you a good listener?

December 2013: How social media is evolving within enterprise organizations

January 2014: Should you go on a social media diet?

February 2014: Conference call etiquette

March 2014: Build awareness of your business

April 2014: Length ideals for social media

May 2014: How do you manage your emotions, body language, and facial expressions?



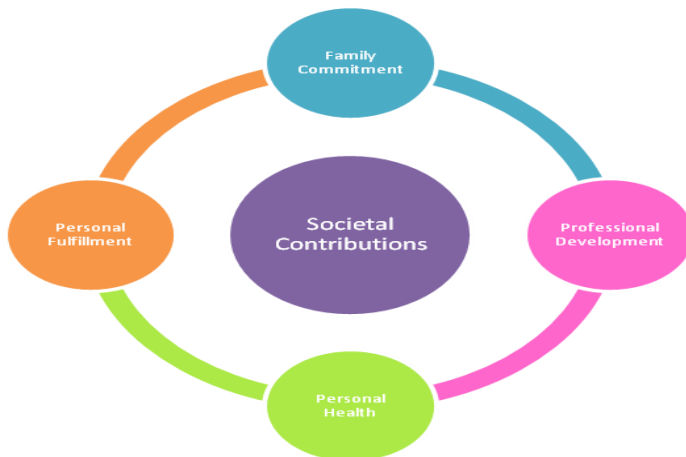
Book Banter List

- 1) Give and Take: A Revolutionary Approach to Success, Adam Grant, Ph.D., 2013, Viking.
- 2) Conscious Capitalism: Liberating the Heroic Spirit of Business, John Mackey and Raj Sisodia, HBR Press, 2013.
- 3) Effective E-Mail Marketing: The Complete Guide to Creating Successful Campaigns, Herschell Gordon Lewis, 2002, AMACOM.
- 4) How the Mighty Fall and Why Some Companies Never Give In, Jim Collins, 2009, Harper Collins
- 5) The 4-Hour WorkWeek: Escape 9-5, Live Anywhere, and Join the New Rich, Timothy Ferriss, 2009.
- 6) Talent leadership: A Proven Method for Identifying and Developing High Potential Employees, John Mattone, Dr. Jac Fitz-Enz, and Luiz Xavier, AMACOM, 2013.
- 7) The New Human Capital Strategy, Bradley W. Hall, Ph.D., 2008, AMACOM.
- 8) The Why of Work, Dave Ulrich and Wendy Ulrich, McGraw-Hill, 2010.
- 9) HR From the Outside In: Six Competencies for the Future of Human Resources, Dave Ulrich et al, 2012.
- 10) Human Capital Management: Leveraging Your Workforce for a Competitive Advantage, Mark Salsbury, 2013.
- 11) Cliches: Over 1500 Phrases Explored and Explained, Betty Kirkpatrick, 1996, St. Martin's Griffin.
- 12) Moments of Impact: How to Design Strategic Conversations that Accelerate Change, Chris Ertel and Lisa Kay Solomon, 2014, Simon and Schuster.

Be My Guest Reminders

- ◆ July 2013: The Stress of Not Planning, Michael Cozzi, mcozzi@havigs.com
- ◆ Aug 2013: Business Plan Presentations, Felicia J. Slattery, Felicia@transformativejourneys.com
- ◆ Sept 2013: Strategic Project Selection, Michael Bender, allybusiness.com
- ◆ Oct 2013: Prepare Your Website to Get the Most Out of Online Marketing, Biana Babinsky, avocadoconsulting.com
- ◆ Dec 2013: Stop Thinking and Talking, and Just Do It! Maryilene Blondell, maryilene@alsachicago.org
- ◆ Jan 2014: Why You Should Ditch the Resolutions and Make Rituals Instead, Daphne Gray-Grant, publicationcoach.com
- ◆ Feb 2014: Silence: Friend of Foe? Janet M Shlaes, Ph.D., jmshlaes@prodigy.net
- ◆ March 2014: Managing Planning, Dr. Bruce Bloom, bruce@cureswithinreach.org
- ◆ April 2014: "Will the Feds Really Fund My Project?" Nancy H. Abbate, nmabbate@aol.com
- ◆ May 2014: Planning to Hire, Leslie Orr, lorr@cwconnection.com

Personally Yours



A Column on Personal Planning

- July 2013: What holds you back?
- August 2013: 10 ways to be happy
- Sept 2013: Just trust me
- Oct 2013: Write your own performance reviews
- Nov 2013: Take a "group dive"
- Dec 2013: Resolve to keep your New Year's resolution
- Jan 2014: Have you completed end of year tasks?
- Feb 2014: Plan on showing up!
- Mar 2014: How do you spend your time?
- April 2014: Do you search or discover?
- May 2014: Women who mean business

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E-copies of back issues are available at no charge, upon request.

Distribution is never shared with or sold to third parties.

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

Coming in July...

- * **The start of another year of features, book discussions, advice, and guest articles!**



UPCOMING TRAINING & SPEAKING EVENTS

- * **06/26/14-06/27/14: Strategic Planning seminar, Lake Buena Vista, FL, register at amanet.org**
- * **07/21/14-07/22/14: Analytical Problem Solving seminar, Chicago, IL, register at amanet.org**
- * **07/30/14-08/01/14: Strategic Planning seminar, Chicago, IL, register at amanet.org**
- * **08/04/14-08/05/14: Moving from an Operational Manager to a Strategic Leader, Chicago, IL, register at amanet.org**
- * **08/07/14-08/08/14: Strategic Thinking seminar, Arlington, VA, register at amanet.org**
- * **08/14/14-08/15/14: Critical Thinking seminar, Arlington, VA, register at amanet.org**
- * **08/18/14-08/19/14: Developing a Winning Business Plan, Orlando, FL, register at www.nw.org**

Plan B Consulting offers practical business planning assistance through consultation, facilitation and training. Client services incorporate interactive collaboration combined with long-term follow-up and accountability. To obtain a free, no-obligation needs assessment, call (312) 685-0055 or e-mail: michelledcoussens@yahoo.com.

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

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.

Email me for details!