

TITAN TIMES NEWSLETTER

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TITAN BUSINESS DEVELOPMENT GROUP, LLC



The Situational Assessment

In past articles, we have discussed the importance of strategic planning. It must include an assessment of the organization's environment because no organization operates in a vacuum. The very definition of strategic planning stresses the importance of focusing on the future within the context of an ever-changing environment - the myriad of political, economic, social, technological, demographic, and legal forces that change our world daily.

Skill at assessing the environment and then being proactive in responding to that environment (i.e., strategic planning, thinking, and management) determines who is effective in using their resources and, ultimately, who survives. The situation assessment outlines the process of gathering and analyzing the information needed to make an explicit evaluation of an organization in its environment. The situation assessment includes the following activities:

- > collecting internal and external stakeholders' perceptions about the organization
- > evaluating products' impact on clients
- > evaluating products through cost/benefit analysis
- > analyzing products through competitive analysis
- > defining previous implied strategies

At the conclusion of a situation analysis, a strategic planner will have a database of quality information that can be used to make decisions and a list of critical issues which demand a response from the organization -- the most important issues the organization needs to deal with in the strategic planning process. Here at Titan Business Development Group, we work with many of our clients on developing situational assessments and then incorporating them into strategic plans. Contact us if you would like to learn more and explore the opportunity to work together on your ever-evolving operating plans.

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Six Ways Leaders Communicate

“It is simply impossible to become a great leader without being a great communicator.”

It is simply impossible to become a great leader without being a great communicator. While understanding great communication skills, being able to appropriately draw upon those skills fluidly can take some work. Oddly enough, the key to becoming a skillful communicator is rarely found in what has been taught in the world of academia. From our earliest days in the classroom we are trained to focus on annunciation, vocabulary, presence, delivery, grammar, syntax and the like. In other words, we are taught to focus on ourselves. While I don't mean to belittle these things as they're important to learn, it's the subtler elements of communication that are rarely taught in the classroom (the elements that focus on others) that leaders desperately need to learn. It is the ability to develop a keen external awareness that separates the truly great communicators from those who muddle through their interactions with others. In this article, we will share a few of the communication traits that if used consistently, will help you achieve better results in the workplace.

Try not to speak disparagingly about others. In the majority of cases, people don't trust or open up to those that have a demeaning attitude or reputation. Trust is created and can't be demanded.

Get closer than an arm's length away. If you don't allow yourself (or others) to get close, you may only end up with a sanitized version of the truth. Don't be afraid to develop meaningful relationships.

Communicate with clarity. It is critical that you know how to cut to the chase and hit the high points, and that you expect the same from others. Without understanding the value of brevity and clarity it is unlikely that you'll ever be afforded the opportunity to get to the granular level as people will tune you out long before you ever get there. Your goal is to weed out the superfluous and to make your words count.

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Focus on the leave-behinds not the take-aways: Simply said, when possible, try to leave the other party with something new, informative or exciting – let them feel they’ve received more from the conversation than perhaps you did. It usually leaves them wanting more exchanges with you.

Practice your listening skills: communication is a two-way street. Otherwise, it is just a speech, plain and simple.

Speak to groups as individuals: Leaders don’t always have the luxury of speaking to individuals in an intimate setting. Great communicators can tailor a message such that they can speak to 10 people in a conference room or 1,000 people in an auditorium and have them feel as if you were speaking directly to each one of them as an individual. Knowing how to work a room and establish credibility, trust and rapport are keys to successful interactions.

Bottom line...The leadership lesson here is that communication is largely about clarity and personalization. It’s about helping others by meeting their needs, understanding their concerns, and adding value to their world. If you can better do that, then you have become a more effective leader.

Masterful Quotes

"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."

- Tony Robbins

Titan Business Development Group, LLC

Titan: One of prodigious size, strength or achievement