

"If you are fired up about what you do, others will be too!"



# BUSINESS TIPS & NEWS

Art of Business Analysis, LLC

Jump-start your business growth today with our suite of Limited Professional Services designed to increase your revenue realization! !

Donna Lovelace,  
President & CEO



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## Volume 4 - Issue 1, February 2007

### Market Analysis 101

You may have a **great strategic plan on paper and yet it is sitting on the shelf and collecting dust.** Use the ideas of periodic, productive, perpetual, and protective to get that plan off the shelf. **Periodic:** Continuously review and update the plan to allow for market and company changes. **Productive:** make the plan work. Keep the information up to date and accurate. Is the direction (mission and vision) accurate (mission and vision) accurate? Are the goals being met? Why not? **Perpetual:**



managers must monitor for progress and push employees to strive for the goals listed in the plan. **Protective:** assist your fellow employees in the process to help it along. Involve all employees from all levels. [www.IOMA.com/law](http://www.IOMA.com/law) "How to Take Your Plan From Paper to Implementation".

### TODAY'S TECH TIP

Independent bookstores have found the secret to success is to use technology and have books printed once an order is received instead of buying books before a market is determined. What lesson is here for non-booksellers? **Use search engines to place ads for your company, use those same search tools to locate your market.** Ads (or "sponsored links") can bring higher traffic to your website than relying on hit or miss searches possible can. While potential customers search for you, you search for them. Once located, then tailor your ads and communication to change the potential into actual, recurring custom-

ers.  
"Distribution is everything for US Indies." Armin, Janine Bookseller, 1/5/07 Issue 5262

### WHAT'S HOT!

Employee health costs causing you to feel ill? Try **changing your work environment using a holistic method.** Consider re-designing your office space to allow room for human needs. Allow for natural light, use ergonomics, and encourage balance between work and employees' lives.

### SHAPING YOUR BIZ

**Four questions for strategic planning are:** 1. How do customers view your company? 2. How do YOU view the company's environment? 3. How do you see the future? 4. What are you going to do about it? When determining customer's views, it is important to determine why customers stop using your company, not just what current customers think. Ask your employees, past and present, what they think of the company. If you allow your employees to voice their opinions, they will be more likely to buy into any changes needed for greater growth. Use your knowledge of your industry's driving forces to imagine possible futures for your company. Consider extreme changes as well as nearly no change when developing your scenarios. With all this information, now decide what are you going to do. Strategic Planning Process" by Bernard Liebowitz, Ph.D., C.M.C.

Creating a better environment has been proven to decrease health risks and increase worker productivity. "The work compatibility improvement framework" Genaidy, Ash, et al. [Ergonomics](http://www.ergonomics.com) 1/15/07, Vol 50 Issue 1, pg 3-25.

**Accelerating concepts into profit\$!**

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Photo by Wendy Nelson Blue Fox Photography

# Upcoming Events

## Todd Buchholz, "Competing and Thriving in the New Global Economy"

- ◆ February 26, 2007 7:30 P.M
- ◆ Colorado College, Gates Common Room
- ◆ Free to public

## Peak Venture Group Breakfast and Security Forum

- ◆ March 9, 2007 7:00 a.m.—4:00 P.M.
- ◆ UCCS The Lodge
- ◆ Register at [www.Peakventure.org](http://www.Peakventure.org)

## Hi-Tech Thursday Tech Talk: Market Analysis—the Key to Growing your Busine\$\$!

- ◆ February 22, 2007 3:30 P.M.
- ◆ SRC Computers
- ◆ RSVP to [shaun@mcnerney.us](mailto:shaun@mcnerney.us)

## Peak Venture Group Breakfast

- ◆ May 11, 2007 6:30 a.m.
- ◆ Wyndam
- ◆ Register at [PeakVenture.org](http://PeakVenture.org)



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*Providing you with strategic information  
to grow your business*

# BUSINESS TIPS & NEWS

# Questions & Answers

**Question:** I need to train my employees, but lack in-house training programs. What can I do?

**Answer:** Make use of training provided by supplier, distributors or other local sources. Banks often don't have in-house training programs so they use third party providers to train staff. Trying to build your own training program should only be attempted when you have the time and resources or the necessary training is not available elsewhere. "Outlook 2007 Fast Forward" [Banking Wire 1/10/07](#)

**Question:** I have equity that I want to invest should I consider mutual funds or stock and bonds?

**Answer:** A survey of financial advisors show that 72% plan to sell mutual funds more often than stocks and bonds. When considering investing, remember to match your goals to the correct product and shop and compare. "Outlook 2007 Fast Forward" [Banking Wire 1/10/07](#)