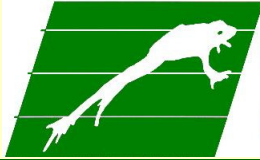
 The content in this preview is based on the last saved version of your email - any changes made to your email that have not been saved will not be shown in this preview.

You're receiving this email because of your relationship with Calaveras Business Coaching, LLC.

You may [unsubscribe](#) if you no longer wish to receive our emails.

May 3, 2010



Calaveras
Business Coaching, LLC.



The Coach's Corner

For when you're tired of thinking small!

In This Issue

[Coach's Quote Of The Week](#)

["Silver Level" Weekly Business Coaching](#)

[Are You On Autopilot?](#)

[IDAL Workshop - Keep Your Pipeline Full](#)

Quick Links

[More About Us](#)
[Coaching Events](#)

Coach's Quote Of The Week:



Dear Mark,

I looked at the calendar the other day and realized it's already May - time flies! In a couple of days I will be picking up my daughters from University after their freshman year.

In business, one thing about time flying by is that it is easy to fall into the trap of focusing on one area of your business while new problems develop in another area.

You're working hard on sales, and suddenly you realize your cash flow situation has gotten out of hand. How do you keep your eye on all aspects of the business at the same time?

This month's article focuses on Key Performance Indicators - the warning lights in your business. Few business owners have them in place - everybody should.

Read the "Autopilot" article below, check out our website and gain some understanding as to how Calaveras Business Coaching can help re-energize you and your business, help move it forward, and make it fun again.

Mark van Stolk
Licensed Professional Business Coach

www.Calaveras-Coaching.com

Are You On Autopilot?

On a plane, an autopilot is designed to perform many of the tasks normally done by the pilot.

Level" weekly Business Coaching

Our affordable 1-1 coaching program producing more modestly paced progress.

a) 1-1 personal Coaching based on our proven "Business Leapfrog System"™ (click here)

b) The "Silver Level" is a less intensive level -Intended for small business owners who have limited opportunity to delegate implementation.

c) Meetings every other week for 1 hour or more to establish vision, set and review action plans and ensure implementation

d) Phone and email accessibility for questions and consultations between meetings

e) 12 month minimum support period insures sustained changes - longer periods provide superlative outcomes.

Autopilots range in complexity from just holding a course, to flying the plane all the way from take-off to landing - about the only thing they can't do is taxi to the gate.

Many business owners, especially those who have been in business for more than a few years may have put their business on autopilot. What they may not realize is that autopilots on planes have a multitude of input devices that provide continuing information for fine-tuning the course.

In business those input devices would be measurements - so-called "Key Performance Indicators" ("KPIs"), the critical numbers that tell you that your business is performing up to plan. On a car, these KPIs would be things such as "engine temperature", "fuel gauge", "check engine light". In your business, they may be as simple as tracking the cash balance of your checking account, number of transactions per day, etc.

The KPIs differ depending on the nature of the business and the business' strategy. They help to evaluate the progress of a business towards its vision and long-term goals, especially toward difficult to quantify knowledge-based goals.

In our client-businesses we establish, measure and track a number of KPIs, such as: sales (Daily and month to date) - against pre-established goals; sales conversion rates - against target/historical averages, inventory levels and inventory turn-over; accounts receivable aging; accounts payable aging, cash collected and cash disbursed.

In selecting KPIs, simply think: "If I were spending my time in a beach chair in Destin with one cellphone call per day, what 5-6 numbers would I need in order to determine that everything was OK at work?"

With systems in place to gather this information easily (easily - VERY important!) they are available, each and every morning for use by the management team. As a result, they are able to quickly identify which area of their business is not performing up to plan and make the course corrections necessary to achieve the desired goals (destination). Has this strategy been successful? YES! - it is impossible to make improvements without measurements!

Are you on autopilot? Are changes in the current economy catching you unprepared or at a loss of what to do? Are you catching problems only after they have been festering for a while?

If your answer is "no" - congratulations, your autopilot

And, of course, this includes our 30-day "better than money back" guarantee.

Call Coach Mark van Stolk at 901-753-3753 or [click here](#) for more details

has been calibrated well. If it is "yes", you are not alone, there are many who were cruising to retirement only to have to make serious re-adjustments - there is help, you can recover.

Give us a call for a free "Jump-Start" Coaching Session so we can discuss your KPIs!

Article: *Mark van Stolk, LPBC.*

Coach Mark speaks for IDAL Meeting

"Stay off the Sell/Do Seesaw - Keep Your Pipeline Full"

On Wednesday, May 12, from 5:15-6:15pm, Mark van Stolk will be speaking at the Seabrook Design Center, 601 Mendenhall Road in East Memphis for the "International Decorative Artisans League".

Don't you just hate it when:

- You go out and sell your services -
- Then you do the job (& make money) -
- And then you have to **start selling all over again?**

This is what Coach Mark van Stolk calls: the "Sell/Do seesaw".

Come to our May IDAL Meeting and learn how to stay off the seesaw and keep your pipeline full!

Call Heather Moss at 901.461.1869 if you are interested in attending.

[Click Here For More Info](#)



[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to info@calaveras-coaching.com by news@calaveras-coaching.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Calaveras Business Coaching, LLC. | 1910 Glenbuck | Germantown | TN | 38138