

"Think Zink" April Newsletter

Strategic Planning

April 2008

(Do You Want to Win or Not?)

In This Issue

Need a Speaker?

Do you Want to Win..or Not?

Strategic Planning = Control

Dear Sarah:

I wish I was...

Too many times I hear business professionals say that they wish they had more control over their professional careers.

The surprising news to many is that you are the **ONLY** one who has control over your success.

It's time to take control of your success by **PLANNING**



We all SAY we want to win, but I have to ask people who face perpetual challenges in their business life - **DO YOU REALLY** want to win?

Failure to plan is planning to fail, period. We've all heard (ad nauseum) the saying, "Luck is where preparation meets opportunity", but it's true.

Do you really think that without a concrete plan you can achieve any measure of success? How in the world will you arrive at your destination if the only map you use is "I want to be rich one day," or "I want to be manager," or my favorite, "I want to be the best (fill in the blank) there is."

to succeed. Your plan doesn't have to be complicated, it just needs to work.

This month's newsletter gives you hints, tips and tactics to make a strategic plan that you can put into place immediately, and see results soon after.

If you have any ideas for future newsletter topics, [contact me](#) and let me know.

Writing a newsletter and need some "snippets" of information? You are welcome to quote anything in this e-zine, provided you give me credit.

Warm Regards,


Sarah Zink

Looking for a fun and interesting speaker for your group?

If you are a program director for a chamber or special-interest group, it's hard work to find interesting speakers.

Some of my keynote topics are listed below, and I'm always willing to customize

It's great to WANT to be successful, but that type of focus is like saying "I want to be thin," while munching on chips and cookies. It just won't happen. You have to plan your success, while at the same time being ready for opportunities when they show up.

This newsletter is full of hints, tips and tactics to help you develop your strategic plan, and to initiate habits that will supplement your wishful thinking. Read carefully, be honest with yourself, and learn to be a powerful strategic planner.

[Five Reasons Sarah's Clients Train With Her](#)

Strategic Planning is About Control

Control the goals - even when someone else sets them - if you don't like them, find another job. If you DO control the goals, take a moment to consider how you're going to reach them, don't just grab some random numbers. Back into your goal. If you want to make \$1 million dollars in sales, what is it going to take to get there? Achievable monthly goals will be much easier than panicking in the third quarter.

Control the strategy - many times, employers just give you the goal, the "how we've always done things" speech, and set you off on your own. Too many business professionals jump into the deep end of a project without so much as 30 minutes of contemplation. STOP and think about how you will reach your goal. Consider available resources within your company, online resources, human capital, etc.

Control the time- stop wasting time griping about how things aren't as they should be, or you've been given a bum deal, or you just "don't know what to do", etc. Stop chewing your pencil and staring at the screen, stop TALKING and talking and talking.... make a plan, put some meaningful action items in it, and go after your success!

Control the failures - stop playing the 'blame game' when anything goes wrong: "Who did this?" "Why did this happen?" and start playing the game to win: "What happened here, and how can we make sure it doesn't happen again?"

[More About Sarah Zink](#)

any speech for a group.

- Powerful Communication
- The Art of Networking
- Leadership is Action, not Position
- Fearless Living
- Empowering Your "IT"
- Women and Power
- Who's in Charge of Your Destiny?
- The Myth of Motivation
- Do You Want To Win or Not?

[Contact me](#) to check availability and rates. There is no charge for most chamber events.

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- **Delegation - more than telling people what to do!**



- **Time Management**



- **Leadership**

