

Ease and Do

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A New Year– A New Look

Welcome to the New Year, a time steeped in tradition- party hats, noisemakers and of course the ever present resolutions. More on my resolutions later but I do want to share that as of the March issue, Ease and Do will be delivered via a dedicated e-mail marketing provider. This means a new look, improved security and tools that will enable me to manage the delivery process more efficiently. I will be looking forward to your feedback.



...what's new for E & D Associates in 2007?

I like to think of the New Year as a time of transition. I suppose it is just another day, but somehow the notion a new year has begun inspires me to believe things can be different now. Like resolutions we make to improve our personal lives this is a time when many of us look to make changes to improve our businesses as well. I am

looking at the new year with a lot of excitement and hope. Here are some of the things on my 2007 agenda:

- I've witnessed many folks who suggest that their business is bigger than it really is. I will remain committed to portraying myself with integrity. Humility is not a character flaw, even in business!
- I will invest more energy in the networking process; I know of no single activity with a greater ROI.
- I will strive to maintain my core values and convictions even when doing so may reduce my competitiveness or accentuate my disadvantages; bottom line is this, long after you shut the office door you still have to live with yourself– it is best you feel comfortable in your own skin.
- I am going to endeavor to be more mindful of the value of what I have to offer. I need only look at a client who 'gets it' now and is able to move on with their plans. What I do (for a living) is a very personal matter and it comes at a price- my time and effort. It is critical that we are able to appreciate the value of what we offer and at the same time our need to be fulfilled.
- Last but not least I am going to continue to believe in me. It is not reasonable to expect that others will believe in me if I don't; and if I don't believe in me I have no business expecting somebody else to step out on that ledge.

Check in next year to see how I do!



...and how about you?

What will the New Year bring for you and your business? Is this the time to grow, to retreat, to chart a new course or seal off an old one? Perhaps you will shut one door and open a new one. Whatever course you take this year I encourage you to navigate it with these four things in mind:

- Clarity- always be aware of where you are and what you are striving for
- Strategy- let your plan be illuminated by your vision
- Synergy- recognize that you are never alone; always avail yourself of the resources that surround you
- Accountability- always remain in control of your own destiny

Happy New Year to all! I will see you in March.

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