



## Strengthen Your Foundation

Ann Golden Eglé, MCC

March 2010

Too many CEO's and business owners focus more on their products and services than upon their foundation. With a solid foundation on which to operate, stronger products and services grow. Without it, the bottom can fall out.

You wouldn't build a twelve story building on a weak foundation, why would you build your business on one?

What creates a foundation? It's a blend of your identity, accomplishments and your reputation. These are all factors on which your buyers base their decision to do business with you.

**Identity**—is not your product or service, it's you. What do you stand for? What is important to you? Why are you in business? This is the 'inside' of your organization whereas reputation is gauged from the outside.

Are you a person/company of integrity, excellence, compassion, innovation, commitment to quality? How do your employees know and exude this?

How impressive would it be to walk into a business and have an employee recite their company's mission and value statement as a way they intend to serve you?

A solid identity draws customers to you. It creates loyalty whereas a confusing identity based on price one week, quality the next and customer service the following week is complicated. Customers have no reason to stay with you.

**Accomplishments**—are a solid part of your foundation. Too many business leaders rush from one accomplishment to the next without taking note or celebrating how far they've come. Their focus is on what's next.

While moving forward into what's next is important, it is vital for your staff as well as your customers to celebrate your successes. These days we all crave success stories. The more triumphs in your foundation, the stronger it is.

**Reputation**—is an outgrowth of how strong your identity and accomplishments are. It's how well you've educated your customers and the public.

Your reputation is your customer's 'take away' from doing business with you. What is their story about you? Is it what you want it to be?

While knowing your identity and accomplishments is under your control, staying on top of your reputation is more challenging.

Consumer studies show that a satisfied customer may share their story with one or two people whereas dissatisfied customers share their story for years to come.

Client surveys, immediate action on feedback (positive and negative), constant top level communication with customers provide valuable information. We've all heard stories about customers lured into doing business by a high ranking individual only to never see them again. Stay involved.

Strengthening your reputation in turn strengthens your foundation.

To succeed in today's business climate mandates a strong foundation. If yours has cracks in it there's no better time than today to strengthen it.

Your clients and customers deserve the best from you. Having a strong foundation on which to grow your products and services will provide that.

Read all of Ann's Writing and Wisdom at: <http://gvasuccess.com/writing-and-wisdom.htm>

*Executive & Leadership Coach Ann Golden Eglé, MCC, has steered highly successful individuals to greater levels of success since 1998. Ann is President of Golden Visions & Associates, LLC, serves on the Board of the City Club of Central Oregon and can be reached at 541-385-8887 or [www.GVAsuccess.com](http://www.GVAsuccess.com). *Subscribe* to Ann's internationally acclaimed 'Success Thoughts' e-zine on her website.*



Golden Visions & Associates, LLC  
Coaching for Success  
PO Box 1696, Bend, Oregon 97709  
541.385.8887 1.888.831.8883  
[info@GVAsuccess.com](mailto:info@GVAsuccess.com)

[GVAsuccess.com](http://GVAsuccess.com)