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the **EXECUTIVES PROFIT™**
Coaching leaders to a brighter future

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In late 2007 we set our plans for 2008 with great hope for the future. We are

now one month into the year and time to check if we are on plan. As we review every area of the company comparing the plan to actual results, we may have to make course corrections. At first you make your decisions; now is the time to make them right. You do this by managing your business, by making the necessary changes to either get you back on plan or to make modifications in your plan, based on new information. This information can come from a variety of sources that include your clients, vendors, your sales group, marketing research, etc. Whatever the

About EP. The Executives Profit, based in the Chicagoland area, provides individual coaching and consulting for executives on a variety of business issues. We understand that leadership does not occur through systems alone. We believe it is as essential to develop skills to foster a learning attitude, results-driven behavior, flexibility and an open mind to improve on a continual basis. In addition, we understand that business basics - the fundamentals of blocking and tackling - must be solidly in place and in top working order. At The Executives Profit, we take into consideration all aspects of running a successful business. We aid in designing a strategy to improve across a variety of disciplines - that are both measurable and sustainable, such as:

- We help companies grow to the next level.
- Help companies stop the loss of profitability.
- Aid in the building of infrastructure.
- Add process to the organization.
- Take a wholistic approach to the business.
- Work with Owners, Founders, CEOs, Entrepreneurs to build a sustainable, profitable, growing business.

Contact us for a free consultation!

source, the information should be evaluated and the proper business decisions should be made to get you back on course. Fix the problems now while the year is still young so the revised plan has time to grow and mature.

To learn more about The Executives Profit and how we can get you back on course, click [here](#) to check out our website!

Best Regards,

Rick Mazursky

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We're Hiring!

The Executives Profit is currently looking for Coaches to add to our team. Click [here](#) for details about the position and how to apply.

[Rick's Tips](#)

Taking the Steps to Delegate

- Communicate the task
- Explain why the task has to be done
- Agree on realistic and obtainable standards
- Grant authority to complete the task
- Provide support...money, training, resources
- Confirm your expectations, understanding and commitment to complete the task

[Book Recommendation](#). This month we have asked one of our good friends and a prominent Chicago attorney Lyle Genin to offer a book recommendation.

"The Effective Executive" by Peter Drucker

As a managing partner of a law firm, I am always looking at new books and recipes for successful businesses. There are a handful of business books published every year that rise to the level of bestsellers but don't offer anything new or offer new but questionable strategies.

I tend to stick to the classics. Peter Drucker is the founder of management principles that have been applied to small and large businesses in the U.S. and across the world. The principles are sound and simple. One takeaway from Drucker's, *The Effective Executive*, is that successful managers need to manage in both directions - up and down. Its not only about getting buy-in from employees but also about getting buy-in from your partners, especially from those above you. Managing in both directions takes more effort, but provides me with vision and my employees and partners with a solid feel that we are all at the helm of the ship.

Lyle S. Genin
Managing Partner
Beermann Swerdlove LLP

February is a great time to review your goals!

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