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

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Pick that scrap of paper up off the floor. If you don't do it, no one will. When your

team sees you doing things like that they get a message from you that you want to keep the office and work space clean. This message is passed along throughout the organization that quality is important to you. Providing your customers with quality products or service is the backbone of any successful organization. You do not want to compete on price--- anyone can make things cheaper. Quality is something we all should strive for and hopefully get a premium for when we sell it. The quality message must be shown in all phases of your business from the clean floors, to the way your team

[Rick's Tips](#)

Remember: The Devil Is In the Details

- "Make no small plans". . . there are no small details.
- "Measure twice and cut once". . . check and re-check.
- Have fresh eyes review documents.
- Get others involved.

[Book Recommendation.](#)

This month's book review is from Bill Rossi, President of AW Specialty Papers, LLC and All Weather Products Company, LLC. These businesses are leading suppliers of creative solutions to the heat transfer market and to the graphic arts industry with substrates for signage. The companies provide distribution on a worldwide basis to a large number of customers in a variety of industries. Bill and his team have enjoyed success with the growth of the companies. He is currently in the process of starting another new venture. We have promised to play some golf together this summer. I truly enjoy our client/coach relationship.

"*The Tipping Point*" by Malcolm Gladwell is a great

is treated, to the products and service you provide.

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.

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reaffirmation of how important connecting with people, economizing and the process of being able to pass information along generates interest in your life/business.

He goes on to discuss the strategies of networking, economics, and marketing within a given society or business in many stories. How they created a cause and effect to where a tipping point of great change had evolved. Where the little actions within many layers down society/business; in connecting with a few can have great effect in causing change within that environment. As lean as we are here in the states, I'm thinking the tipping point of economical change will be from the increased cost of oil. Then again there is an obvious tipping point in where the price of oil greatly escalated. The Tipping Point greatly influenced me where many questions and their answers have come to mind.

William S. Rossi

President

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[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!

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