



Volume 2, Issue 1

January 2011

*Understanding customer needs and trends.
Honing your message and strategies to meet market demands.
Building a reputation to create and sustain your leadership.
Demonstrating value.*

These are all paramount to your success.

Inspiration and ideas come from a wide variety of sources. The ability to integrate new thoughts and make the strategy + communications + leadership link helps companies and executives alike elevate their performance.

Because it's challenging at the top, [The Aerie Company](#) offers you useful and thought provoking ideas to help you soar to new heights. Enjoy these latest insights.



In This Issue

[Demonstrating Your Value in the Decade Ahead](#)

[New Links](#)

[About The Aerie Company](#)

Quick Links



Demonstrating Your Value in the Decade Ahead

It's more than just a new year. There are certainly new goals to achieve. Your company may have new products to introduce or need to overcome an industry challenge. Perhaps you're new to a job, new to an organization, have new staff and/or leadership. No matter where you find yourself or your company, it's very likely you have many new stakeholders to engage.

Now is the time to demonstrate your value in new ways so you can have an impact and play the kind of

role you want in the decade ahead. It's challenging to become and sustain a market leadership position. Be proactive and get ready to soar into the future rather than waiting for a crisis to motivate you into action. A new mindset or recommitment to demonstrating your value should be at the top of your market leadership agenda. Consider the following approaches to enhance your corporate and professional reputation.

Take a first 90 days in office approach – this timeframe is considered a key business milestone when you are expected to have solid plans in place and show that you've achieved some significant traction. These key steps should become part of your individual and company mindset to continually demonstrate value.

- Keep both your mind and lines of communication open so you can gather, synthesize and share information.
- Complete a thorough audit and engage project influencers so to get a clear understanding of opportunities and what will be perceived as success.
- Match your strategies to the right situation – Harvard Professor [Michael Watkins](#) created the STARS model of business evolution for analyzing a business to determine whether needs are for start-up mode, turnaround, realignment or sustaining success.
- Pay particular attention to how strategy, infrastructure, systems, skill sets and culture are aligned as they must work together to achieve goals.
- Identify critical alliances and cultivate your network to gain buy-in and ongoing support for your plan.
- Assess the most effective and frequent ways to communicate and appropriate styles for your conversations.
- Secure some early wins to build momentum and get teams, customers and other stakeholders engaged around new objectives.
- Most importantly, continue to communicate always aligning progress, success and new learning with the company or project objectives.



Be accountable – Accountability is associated with high-performing individuals and organizations. Simply stated this is your responsible promise to provide what is expected, however this becomes a challenge when there is not a clear definition of purpose. Be sure at the onset of any initiative that all parties mutually agree on expectations and your freedom to take action. To hold yourself, your team and your organization accountable, there must be metrics and timeframes established so you can measure advancement and success. At The Aerie Company, we've adapted leadership guru Marshall Goldsmith's [Questions That Make a Difference Every Day](#) approach to help us and our clients stay on track. We focus on both the big picture and specific initiatives to ensure we are doing what we should to advance toward our goals. Just remember that a vital part of being accountable is communication to promote the difference you have made and where you add value. You should maintain an ongoing dialogue to share information, seek feedback, report progress and acknowledge achievement.



Brand yourself for success – in the today's ultra competitive world, reputation is your most valuable company, individuals need a strong and distinctive reputation or brand

to show how they add value and outdistance competitors. Your market leadership brand is the intersection of your passion, talent, experience, strengths, ideals and values and how you achieve your goals while adding the greatest value to your team, organization and company. It is not about creating a false image for the outside world or being self-centered or self indulgent. If your personal brand isn't advancing your market leadership, invest the time to identify and articulate how you create impact or accentuate bottom-line results day in and day out. Focus on your personal assets, the unique ingredients you contribute to your organization, industry or project objectives. Commit to clearly and consistently expressing yourself, conveying information and sharing insights. You'll gain increased credibility and visibility as you communicate your unique promise of value through your appearance, behavior, writing and speaking.

Make this the decade you accelerate results. Get ready to soar into 2011 and beyond. If you need resources and support to help identify, articulate and communicate your value and impact, [The Aerie Company](#) is here for you and your company . Please contact us at info@aeriecompany.com or 847-556-8873.

New Links

Links to help you communicate more effectively.

There are significant opportunities to become more accountable and more engaged in communication as we advance from being on social media to using social media. No matter where you are in your evolution, here's important food for thought going into the new year - [10 Ways Social Media Will Change in 2011](#).

Want to learn more about how to create career distinction in 2011? The Aerie Company is recognized as certified REACH personal branding strategists. We currently have three openings to help professionals jump start their personal market leadership efforts. [Contact us](#) or check out additional information on the approach we incorporate from [REACH](#), the global pioneers in personal branding.

See our website at www.aeriecompany.com for more links.

About The Aerie Company

Because it's challenging at the top, The Aerie Company collaborates with organizations and executives to identify, articulate and communicate their value.

For more information on how we can help you build market leadership that demonstrates your distinctive benefits and communications impact, visit our website or contact us at info@aeriecompany.com.



Suzanne Jones

Click [here](#) to check out previous insights from The Aerie Company on best practices, advice on communication and building market leadership.