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# The Strategist®

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## Letter From the Editor

It's a new year and so, it inevitably becomes a time of reflection for most of us: we need new jobs, more money, better relationships, and the list goes on.

In this edition of The Strategist, **Wring Out the Old, Bring in the New** will put things into proper perspective.

Are you still recovering from the stress of Christmas shopping, and want to avoid the mad dash this year? Our guest writer, Dr. Patricia Louison, will share tips on how to be a strategic

shopper in **Everything In Moderation**.

In Health Strategy, our friend, Erin Owen of Health Catalyst, shares some of the ways she helps clients avoid stress and maintain healthy lifestyles.

**MinorityPROS** is our featured business this month. Host of the Making Moves strategic seminar in Philadelphia, owner Tanya Guy hopes to give business leaders tools for building better businesses.

Yours truly will be

hosting the event, so come out and network with other businesses in the area.

Due to popular demand, our **Networking Dinner** returns on Tuesday, February 21 in Philadelphia (visit [www.ksgsc.com](http://www.ksgsc.com) for details).

We're looking for more guest writers. Interested? Email [editor@ksgsc.com](mailto:editor@ksgsc.com).

Happy Reading!

Kesi Stribling

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## Wring Out the Old, Bring in the New (and Improved)

It is customary during the end of the year to re-evaluate our lives, relationships, and our physiques. We spend hours pondering how we can improve ourselves, get rid of toxic people in our lives, and lose a few pounds as quickly as pos-

sible.

The same zest with which we vow to commit ourselves to improvement and growth in our personal lives should also mirror our commitments to our success and pro-

gress in the workplace. Whether an entrepreneur, manager, or entry level employee, we should all strive to shed our old ways of thinking and operating, and bring in a new attitude, commitment to task and

## Everything in Moderation Dr. Patricia Louison



**Dr. Patricia Louison**  
Contributing Writer

Most of us have recovered from Christmas gift-buying angst, and have already forgotten about the ubiquitous Internet and television ads urgently reminding us of how we waited until the last minute to buy presents.

What would happen if we decided to make our New Year's resolution to

start shopping earlier this year? Join me and the legions of Americans who start their Christmas shopping on December 26th annually.

In the beginning, I thought it was a crazy idea. How can you start shopping so early when you're still recovering

from the trauma of the 2005 shopping season? Since the purpose of giving Christmas gifts is to add joy to the world of your loved ones, here are five tips to help get you avoid the Christmas shopping rush in 2006:

**Pick a theme.** This year, everyone on my list is getting something they *continued on page 4*

### Wring out the Old, Bring in the New (and Improved) *continued from page 1*



*“An optimistic attitude can make all the difference between a good year and a bah-humbug existence.”*



and improved and positive outlook.

I've spent many years as a consultant to businesses., and while companies may differ, there's a universal theme in what exasperates employees causes them to resolve to get a better job in a better environment, to create a better life for themselves.

A lack of opportunity for career growth, cantankerous coworkers, and difficult supervisors are typical complaints that cause many of us to change jobs in the New Year, hoping for a fresh start in a new environment. The sentiments and aspirations are noble, but we don't often

do the prep work to help us improve our career situations. So, we sometimes fail at our objectives because we haven't laid the ground work for change.

If an employee wants to get a new career, he won't be successful if he hasn't updated his resume or engaged in training to help increase his skills set, making him more attractive to potential employers.

Some of us desire to start our own businesses. Dreams of successful companies with abundant clients often fill the heads of aspiring entrepreneurs, but if they haven't developed a strategic plan a blueprint for

success- they may not get the financial backing to start a thriving business.

So what can you do in 2006? Prepare for change by improving your skills, join a local professional association, and talk with your current supervisor about ways to increase your work responsibility and hopefully, your pay.

Surviving a tough workplace is hard. Tight budgets and increased work loads can be daunting. But, an optimistic attitude can make all the difference between a good year and a bah-humbug existence.

## Health Catalyst Helps Clients Stay Healthy and Stress-Free

A few years ago, Erin Owen was a successful professional, who consulted with international clients on managing complex projects and organizational change. She was a rising star at her organization, and even received corporate stock; however, she suffered with high levels of stress, problems with weight and digestive problems, and her personal relationships were strained. While Owen was “intellectually stimulated” at work, she felt “emotionally disconnected,” and found it difficult to be optimally productive at work and at home.

After struggling with a series of increasingly debilitating health issues, Owen made the choice to leave the corporate world behind, and start Health Catalyst. Now, she is two dress sizes smaller, illness and prescription drug-free, and uses her personal challenges to inspire her clients. Owen, who holds a Masters in Business Administration from Northwestern University, received instruction at the Institute for Integrative Nutrition in New York and the Hopkins-Nanjing Center for International Studies in Nanjing.

A certified Holistic Health Coach, Owen consults with busy professionals and corporate executives and managers on how to reduce stress, make healthier food choices, and encourage healthy living. Earlier this year, Owen led a discussion on Heart-Healthy Living to local health practitioners during the National Heart Health Month.

Primarily, Health Catalyst works with corporate clients who want to decrease *presenteeism* in their employees (workers who are physically present at work, but are not productive due to illness or other diseases, including hypertension, as defined in Harvard Business Review, October 2004, Vol. 82, Issue 10), and conducts workshops and makes presentations to companies, including Philadelphia area health and pharmaceutical businesses that want to increase their employees productivity.

"Employers are beginning to make the connection," observed Owen "that the choices employees make about food, exercise - even relationships - affect how present and productive they are on the job, and that affects the bottom line."

In addition, Health Catalyst conducts individual sessions with moms and mothers-to-be on balancing family responsibilities and personal needs, and coaches health practitioners on taking care of themselves, while providing comfort and care to others.

Judy Evans (last name changed to protect the re-energized) completed the Health Catalyst program in fall 2004. With a busy calendar, late work days and nights, and few days to just rest and relax, the sixty-plus community service advocate needed more balance in her life. Evans gained the tools to help her balance her life and decrease stress, including the supporting materials, hands-on healthy food demonstrations, and shopping excursions that Health Catalyst offered.

"There's a need for balance," Evans opined, and having completed the health Catalyst program, she is more aware about making healthier food choices, and has even lessened work hours. "No more burning the midnight oil," Evans enthused.

continued on page 5



***“Employers are beginning to make the connection that the choices employees make affect how productive they are on the job.”***

***Erin Owen***  
**Health Catalyst**





## Everything in Moderation Dr. Patricia Louison

continued from page 2

can regularly use. Some will receive a subscription to a magazine that I know they like, but haven't taken the time to subscribe to yet. While it may not have the splash of the new iPod Nano, your gift recipients will think of you every time they sit down to read their new favorite magazine.

**Focus on one to two people per month.** It can be overwhelming to shop for everyone on your list at the same time. So, choose one to two people you'll shop for during a particular month. As you see and speak to them, be observant and make note of their interests and things they say they'd love to have.

**Keep a running list of gift ideas.** Every time a friend or family member mentions something that is on his general wish list, record it and give him a surprise he truly wanted. With websites like Amazon.com, the guesswork is taken out of gift-giving if you ask your loved ones to create a wish list. Avoid giving people what you think they want because you are looking for last-minute gifts in a hurried frenzy.

**Use your new philosophy to save money.** These new shopping tactics help you benefit from year-round sales, and your wallet will love you for it. Instead of condensing your shopping and the amount you'll spend during the Christmas season, spend as you go before December, and I guarantee you will spend less when your focus is on spreading love and not beating the deadline.

**Enjoy every minute of the savings.** Don't forget one obvious benefit of starting your 2006 Christmas shopping in January: you can take advantage of the after Christmas sales and benefit from deep discounts, and stock away gifts early and save yourself some time as a bonus.

So what do you think? Is now the time to turn over a new leaf and become a well-rested Santa from all of the sleep you will save throughout the year? Bring the love back to Christmas gift-giving.

**Dr. Patricia J. Louison is an educator and founder and lead consultant of the Beanstalk Consulting Group in Philadelphia, PA. Visit her online at [www.beanstalkgroup.org](http://www.beanstalkgroup.org).**

## Business Spotlight **MinorityPROS**

You may not have heard of **MinorityPROS** yet, but if you're a business person in the Greater Delaware Valley community, you'll want to get to know the company that helps business owners of virtually every industry offered connect with potential clients. But business match-making isn't the only service **MinorityPROS** founder, Tanya Guy, offers.

The talented and reserved force behind **MinorityPROS** is hosting Making Moves: A Networking Session for Minority Business Women on February 23, 2006 in Philadelphia. A panel of seasoned professionals will share insight on what business owners can do to stay relevant in an ever-changing market.

Keeping with the company's mission to connect local minority and women-owned businesses to resources, potential clients, and each other to promote growth in a local marketplace, the **MinorityPROS** website allows business owners to register their businesses, find info on upcoming programs and events, and participate in conferences.

Guy, who founded **MinorityPROS** in 2005, states, "I started this business because I want to provide useful services to the local business community, promoting the visibility and growth of minority business." Her goal for the future is to "focus first on a local market and expand to national markets and beyond."

When asked what advice she has for aspiring business owners, Tanya Guy says that business owners should have a (business) plan, get feedback from clients, and be "organized and polite."

The **MinorityPROS** upcoming networking session, Making Moves, will help give tools to participants to help them reshape their business plans, adapt to business changes, and network with other minority and women business owners.

"Networking," Guy says, exposes "one to information they may not have known they wanted or needed. As a business owner, you need a variety of services and getting referrals, options, and alternatives are the benefits of networking."

For more information about **MinorityPROS**, visit [www.MinorityPros.com](http://www.MinorityPros.com).



*"I started this  
business  
because I want  
to provide  
useful services  
to the local  
business  
community."*

*Tanya Guy  
MinorityPROS*




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## Health Catalyst continued from page 3

Steve Dolan, a forty-two-year-old IT management consultant, was working at a "fairly stressful job" that required him to frequently travel throughout the Philadelphia, PA and Washington, DC areas. When he began consultations with Health Catalyst, Dolan's primary goal was to "be able to manage my personal time." Married with children, Dolan found that he was rarely spending quality time with his family – his life was out of balance.

After working with Health Catalyst during the six-month coaching session, Dolan said that his primary goal was to learn how to "wrestle control over life and (work) demands," and as a result of coaching sessions, he's learned how to balance "work and home and spirituality and children." Steve Dolan now has regular "date nights" with his wife, and he's started a schedule to help separate work responsibilities from family time. Dolan has even implemented a time each day to exercise. "I was wound tight as a top," Dolan said, but now he's "relaxed and feeling good about having a plan." For more information about Health Catalyst, visit [www.HealthCatalystonline.net](http://www.HealthCatalystonline.net) or call (215) 771-8968.

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**KSG Strategic Consulting** has helped clients improve, promote, and sustain their business through enhanced operations & management; marketing & public relations; and, human resources consulting and training.

**Host of the Minority Business Strategies Conference™**, KSG Strategic Consulting convenes the interactive seminar to synergize minority business owners and executives, and provide networking opportunities.



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