

Ernst Enterprises Newsletter



It's Time To Re-Engage For Professional Development

I was talking with a client last week and he said he needed to reconnect with his peers and fellow entrepreneurs at professional association meetings and conferences. He, like many of you, hunkered down during the recession, cancelling or putting on-hold association memberships, skipping professional conferences and meetings, and limiting any "unnecessary" spending. But he is now realizing how much benefit he got from those conferences. He was keeping up with the industry and business trends, learning new techniques, and "recharging his batteries."

Stephen Covey speaks about the importance of "sharpening the saw" in reference to professional development. It's important to remember that despite the recession technology continued to change, processes became more efficient, and productivity and quality improved. While waiting for the recession to end, the world and our competition continued to change in response to customer's changing needs.

CONNECTING AT CONFERENCES AND SEMINARS IS MORE THAN A LUXURY---IT'S A NECESSITY

When we hunker down one of the unintended consequences is that we lose contact with other business owners and leaders. We lose the opportunity to talk about our issues, gain other insights, perspectives, and new ideas. We can have a tendency to get wrapped up in our business, our problems and spend our time focusing on the negative pulling us down, when we should focus on the balancing effect of new information and support from others facing similar challenges.

Now is the time to reactivate your membership or plan to attend those important business owner conferences. At a minimum sign up for webinars and make sure your employees attend.

At Ernst Enterprises we can be a valuable outside resource that helps you maintain your balance

At Ernst Enterprises we can be a valuable outside resource that helps you maintain your balance and bring objectivity and insight to your business.

NEXT STEPS

Call Dawn Bremer today at 847/456-6334 to schedule your Dashboard review to help you find those opportunities that can be hiding, often times in plain view, but because you are so busy working your *in* business you haven't had time to work *on* your business.

How secure are your IT systems? Take our [systems security quiz](#) to learn more.
To read more, see [Newsletters](#). Follow us on our new blog, [Be a Better Manager](#).

What keeps entrepreneurs up at night? Take our newest [SURVEY](#) and see how you compare.

Sincerely,

Mark

Mark Ernst
Ernst Enterprises, LLC

 **Ernst Enterprises, LLC**