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December 2004 Promoting Excellence Newsletter

Promoting Excellence is written to help leaders select and engage high impact performers. It also includes many suggestions on how YOU can become more engaged and effective.

Seasons Greetings:

To all of the readers of *Promoting Excellence*, I wish you a blessed and special holiday season.

Before going forward, I have to share something: Today I received the best compliment ever from a reader. She told me she has taken herself off every newsletter/e-zine list she was on EXCEPT Promoting Excellence. She said she learns from my newsletter and it makes her think. She says it helps her be more effective. Wow! What a gift she gave me.

Promoting Excellence has focused on a number of important business topics during 2004. Ideas for articles usually come from our experiences with our clients. We see what they are struggling with as well as what is making them successful. Usually, if it is affecting one person or client, it is affecting many of our readers.

As you know, Promoting Excellence focuses on selecting and engaging employees/associates. Articles are always about people-how to personally improve, how to hire the right ones for the job to insure satisfaction, retention and productivity, how to effectively motivate employees, how to manage yourself effectively, etc.

At the same time, while we can speak to the issues broadly in the newsletter, our coaching, training and other work with clients is much more detailed. This is why we spend a lot of time understanding a client's unique needs first and then customizing our solutions.

The measures we have of understanding whether the information in Promoting Excellence is being read and/or is of value come from:

- New readers registering (usually as the result of a referral from a current reader or a visit to the www.kennacompany.com website where they found some content they were interested in). Registrations increased by over 800 people in 2004! By our measures, this is a great result.
- Readers who took the time to call or write to comment on articles that were in a newsletter, or to suggest articles for the future and there were lots this year. The articles from 2004 that drew the most comments (all positive) were (in order), in case you missed any of them:
 1. [Are You Hearing or Just Listening?](#)
 2. [Find the Perfect Fit When Filling Leadership Positions](#)



3. [28 Day Challenge to Improve Your Personal Productivity](#)
4. [As a Leader, Do You Have the Right People On Your Bus?](#)
5. [I Quit But Forgot to Tell You-The Disengaged Worker](#) by Terri Kabachnick (terri@kabachnick.com)
6. [Why So Many Hiring Decisions Fail and What You Can Do About It](#)

NOTE: Additional articles are available in our [Free Resources](#) section of the website.

- A rather large number of people called or wrote to us to inquire about our products or services. Some we current clients who learned of additional services we provide. We are fortunate to have working relationships with a number of new clients this year - many of whom were readers of Promoting Excellence prior to becoming clients.

As we close this year and move into 2005, I'd like to leave you some thoughts about New Year's resolutions:

New Year's resolutions are often broken because we are not really committed to them. Resolve means make a firm commitment, but if that is indeed what we do, why are so many resolutions broken. Are we making resolutions because we truly believe in them or sometimes, are they driven by the word 'should'? For instance, I know I should lose weight. Then it becomes a New Year's resolution. We join a club. One month later, we stop going to the club. Actually, I think making New Year's resolutions is a bit trendy and not taken very seriously by most people. So what if you change the context?

What if this year you really focus on your goals? Goals are more positive. What would you really like to achieve or accomplish-so much so that you are willing to commit to it because you can understand the value of the benefits to you? Don't think of the process until you are committed to the goal. The goal can be personal, business, financial, spiritual, social or political. The key is being committed and understanding how you will measure your progress. Then you can start working on the process/plan for succeeding in accomplishing your goal-one step at a time. Perhaps you'll hire a coach or buddy up with someone to help you achieve your goal.

The key is, if you don't believe in it, if you don't commit, if you aren't willing to do what it takes-you won't achieve it. However, if you do believe, commit and accept whatever is necessary to accomplish your goals you will. This is as true on January 1 as it is any other day of the year.

Have a very joyous holiday season. Be safe. Be happy. Remember those less fortunate in your prayers. Please stay in touch with your comments, thoughts, ideas, articles and questions.

If, by chance, you'd like to see our Christmas letter and catch up on the McKenna family (and our first grandchild), [click here](#).

God bless,
Joe McKenna

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