



Newsletter

Congruous Leadership

March 2010

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Jeff Matthews



"I really enjoy speaking to those who wish to gain more knowledge in the IT industry. I'm building my business around my experience of working with great technology companies with a vision of the future."

When I'm not speaking to audiences around the country, I'm busy operating a Dallas based Consulting and Web design Company.

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Dear Jeff,

This month's newsletter will be insightful and great reading, I've been traveling a great deal this year working with my clients around the country. Based on US News articles, the market is growing and looking better for 2010.

Please, we welcome your feedback.

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Congruous Leadership

I'm confident to believe that most have heard the saying "Leadership starts from the top down." Whether a company realizes it or not, they will always market and promote their company to their consumers, from the inside out. This occurs because the way a company operates together as a functioning unit will directly impact their current and potential customers. In the California CPA June 2003 publication, Mary Richardson wrote an outstanding article titled "Building the future from the inside out (Succession Planning)."

Mary detailed the danger some companies face with "Founder's Syndrome." Therefore, I personally prefer a management style approach known as "side by side leadership." Both the management leaders and their employees working together for the betterment of the company and it's consumers.

With today's economy, businesses often face extreme competition regardless of their industry. Which makes both inter-office and outer-office customer service crucial in regards to customer retention levels, maintaining future stability, and also reputability within the company's infrastructure. I reaffirm



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that the company's success is birthed from the inside out. Yes, your company may have a solid mission and vision statement in place but I always say that a vision is rendered useless when it fails to produce change. Does your company desire to be that positive change a customer has been searching for? If so, allow us to help your company properly equipped each and every employee to operate as part of a Congruous Leadership team!

JM Speaker offers extensive Customer Service training to better equip your employees to excel in meeting the demands of your customers. Please visit <http://www.jmspeaker.com> for more information.

Thank you,

Miranda Saylor
Technical Writer
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i.e.

Richardson, Mary W., California CPA (June 2003). *Building the future from the inside out (Succession Planning)*. Retrieved March 1, 2010

<http://www.allbusiness.com/management/569003-1.html>

As one of the top members of National Speakers Association, Jeff gives presentations, breakout sessions, keynote speeches and seminars to of thousands of people each year.



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