



## New Article

Here is a recently published article with a technique your leadership teams may find helpful in strategic decision making meetings.

[BB Chart: A Method for Targeting Benefits and Barriers in Business Opportunities](#)

You may want to review these [SWOT analysis tips](#) too. Plus see blog updates below for more leadership and goal setting tips. Please note that you can find links and reprint guidelines for most of the articles I have written on my website if you see something you want to use in a company newsletter.

## Web Changes

Thanks for your suggestions and comments! I've reviewed the few book suggestions I got last month and added them to the [on-line store](#). Many items in this store are eligible for Free Shipping on orders totaling over \$25. Keep sending me more recommendations and I'll keep looking for more books and tools to add.

Some changes to the [ShirleyFineLee.com website](#) have also been made. I could use more testimonials on some of the web pages. If anyone has worked with me in the past and you have something you are willing to share, please email the testimonial to me or add it on [LinkedIn](#). The next change for the website I am considering is the logo/banner at the top of the website and this newsletter. Please vote by going to [MeetingWizard Facebook](#) page to let me know which logo you think I should use (the multi-color version currently on website or the new blue and white version shown on this newsletter). Thanks in advance for your continued support.

## Blog Updates

Below are the newest postings from the To Be Productive blog:


- [30 Coaching Principles for Breakthrough Success](#)
- [5 Business Time Management Tips](#) (Video)
- [2 Types of Motivation: Extrinsic or Intrinsic](#)
- [Leadership Time Management with the 4 D's](#)

Keep watching this blog for potential book summaries or excerpts from the following new publications:

- [Wholesale 101](#)
- [The Work of Leaders](#)
- [Customer Service Solution](#)

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