

The Sinclair Advisor



E-News for our clients, prospective clients, and Associates

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Welcome to *The Sinclair Advisor*, a monthly electronic newsletter for clients and Associates of The Sinclair Advisory Group LLC. The Sinclair Advisory Group is a leading provider of strategic planning, leadership development, and expert advisory services to government agencies and private industry.

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NEW INITIATIVES AT SAG

There's an ancient Chinese proverb that reads: "To open a shop is easy; to make it grow is an art." In the next few months, Sinclair Advisory Group is planning to take a number of actions that will help our organization, and our Associates, grow and prosper. Here's what we're planning:

- We're going to hire a Director of Client Services to help us provide better and more focused services to our clients. The new Director will help ensure that all our work is of the highest quality, and our consulting and support services are the best in the industry;
- We're in negotiations with several financial institutions to enable us to add new capital to invest in the company;
- We're upgrading our payroll service; and
- We're in the process of expanding our presence on the Federal Supply Schedule, to make it easier for our Federal customer to hire us for facilitation services; human resources support; and information technology assistance.

"These new initiatives and others are designed to demonstrate to our customers that we're the real deal, and we're serious about their business," said Seth Sinclair, Member. "Some people have the mistaken belief that most of the work we do involves helping organizations fill temporary leadership vacancies. We do offer that service, but what we really are is a company of respected experts that always meet or exceed our clients' expectations, and do a great job on whatever projects we're asked to accomplish." For more information, contact Seth at seth.sinclair@sinclairadvisorygroup.com.

CREATIVE THINKING MODULE DEBUTS

Sinclair Advisory Group's core mission is to help our clients improve their organizational performance. One way in which we do this is by helping them build a culture of competent, inspired and committed leaders to own and execute their organizational strategy through our Leadership Training and Executive Coaching programs.

According to Managing Member Stan Sinclair, we've recently seen a trend in both programs. "Many of the leaders we work with are having difficulty in thinking 'out of the box,'" he says. "They tend to do things the way they've always been done." To combat this, Stan has developed a new training module on Creative Thinking to help leaders and organizations improve their abilities in this area.

One way to improve creative thinking in an organization, according to Stan, is to establish a strong link between creativity and visionary leadership. "The process of coming up with an organizational vision is a great way to encourage creative thinking," he explains. "When you get leaders together to focus on what the future can look like, you're really giving them the freedom to be creative in their thought processes."

The new Creative Leadership module will be immediately available as part of Sinclair's Leadership Training and Executive Coaching programs. "This is how our services evolve," Stan concludes. "We're constantly evaluating our programs through our clients' perspectives. When we find there's a capability they require, we put together the materials they'll need to address the issue."

For more information on the Creative Thinking program, or other aspects of our Leadership Training and Executive Coaching programs, contact Stan at Stan.Sinclair@Sinclairadvisorygroup.com.

SAG, CTP CELEBRATE FIRST ANNIVERSARY OF SUPPORT

The Center for Tobacco Products (CTP) of the U.S. Food and Drug Administration (FDA) has the vital mission of protecting Americans from tobacco-related death and disease by regulating the manufacture, distribution and marketing of tobacco products and by educating the public, especially young people, about tobacco products and the dangers their use poses to themselves and others.

Sinclair Advisory Group recently completed its first year of support to CTP in helping them accomplish this mission, and also of supporting them in achieving their noble vision of making tobacco-related death and disease part of America's past, not America's future, and by doing so ensure a healthier life for every family. Among the services SAG has provided are:

- Developing a leadership development coaching program for the Center's executives;
- Helping CTP create a strategic planning process that is both organized across and communicated to the entire organization;
- Facilitating "The Work Itself" for several CTP offices, helping CTP employees identify and complete tasks that directly support the organization's mission, vision and key strategies.
- Providing other services including facilitation, strategic planning, leadership development and executive coaching.

CTP has built a remarkable record of accomplishment in a very short time period (the Center was first established in August 2009.) The office, led by Dr. Lawrence M. Deyton, has established a Scientific Advisory Committee to provide advice, information and recommendations on health and other issues related to tobacco products; taken actions to reduce the number of children who start to smoke; held discussions with state and local tobacco control officials, manufacturers and growers, minority communities and public health advocates; and announced new, evidenced-based initiatives to make health warnings on cigarette packages and in advertising larger and more prominent.

“Our work with CTP demonstrates how our company can really make a difference for Americans through the expertise of our Associates,” said Managing Member Stan Sinclair. “We look forward to providing CTP with many more years of outstanding support.”

For more information, contact Stan at Stan.Sinclair@sinclairadvisorygroup.com

SAN DIEGO SUPPORT SYSTEM

According to the Office of Personnel Management, the Senior Executive Services is comprised of the men and women charged with leading the continuing transformation of government. The final report of a “Thought Leader Forum” convened by OPM in 2007 to address the future of SES, however, concluded that “mentoring, coaching, and role modeling programs by and for senior executives” were essential to the success of new SESrs who “are immediately thrust into an all-consuming job with little fanfare.”

Sinclair Advisory Group is proud to have many retired members of the SES corps ready, willing and able to support federal agencies and their Senior Executive Leaders with mentoring and coaching services. On March 10-11, 2011, four Associates traveled to San Diego, California to participate in a quarterly Network Leadership meeting with senior leaders of the Department of Veterans Affairs’ Veterans Health Administration. The Associates helped facilitate the meeting and provided support and guidance during many of the discussions that took place.

SAG performed these services under its contract to provide coaching services to the Veterans Health Administration. VHA has used that contract to support its SES corps in a number of innovative ways: not only to obtain support for meetings like the one in San Diego, but also to provide mentoring services for new leaders; get quick help and support for facilities in crisis; support leadership transitions; and advise and support hospital directors and other senior staff on issues of importance. If your agency is interested in a similar arrangement, contact Seth Sinclair at Seth.Sinclair@sinclairadvisorygroup.com.

ASSOCIATES’ AREA

Welcome Maura Parda: Sinclair Advisory Group is pleased to be working with Maura Parda in her role as Executive Advisor. Ms. Parda is an Executive Coach with a certificate in Leadership Coaching for Organizational Performance from George Mason University, and a Master of Business Administration from the University of Rochester. Maura has 20 years of experience in strategic human capital, sales and business development, and program management. She’s held leadership positions with Fortune 500 organizations including IBM, Xerox and Booz Allen Hamilton (BAH). At BAH, she led sales and delivery of human capital and management consulting services.

Maura has worked with private sector, non-profit and government organizations to help them achieve business objectives and organizational change through strategic planning, talent management, and effective leadership. Her coaching area of expertise is in helping current and emerging leaders lead more effectively and optimize team performance.

"We're excited to partner with Maura to become major players in helping the Federal Government to develop its workforce," said Member Seth Sinclair. "We're looking forward to leveraging her expertise to help meet our clients' needs." Welcome Maura at Maura@512leadership.com.

Welcome an Even Newer Associate: On March 19, 2011, Thomas Edward Sinclair, son of Seth and grandson of Stan, arrived in the world, weighing 6 pounds, 10 ounces. Thomas's mom and two older brothers are doing fine. Seth is attempting to prove that sleep is an overrated activity. Congratulations to everyone!

THE LAST WORD

You are receiving this newsletter because you either are, or have expressed interest in becoming, a client or Associate of Sinclair Advisory Group LLC. To unsubscribe, click [here](#), and type "Unsubscribe" in the subject line of the memo.

Sinclair Advisory group is located at 13665 Dulles Technology Drive, Suite 200, Herndon, VA 20170. Our telephone number is 703-885-8180. We are a Veteran Owned Small Business, an Equal Opportunity Employer, and a GSA Contract Holder (Contract Number: GS-10F-0272V.)

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