

# 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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## CUSTOMER SATISFACTION SURVEY BEGUN

Readers of The Sinclair Advisor will recall our announcement that on May 2, Chris Domergue became SAG's first Director of Client Services. He came from IBM as an Associate Partner in their Customer Relationship Management (CRM) practice and has spent a career advising customers on how to improve their customer interactions (including many government clients). Chris manages existing client relationships for our company, ensuring that our clients receive exceptional service and that we are meeting their needs. In August, Chris began a new and significant program on SAG's behalf: conducting formal customer surveys with our clients.

The web-based survey, which is being administered using Survey Monkey, has been sent to our customers at the Center for Tobacco Products (CTP) in the Department of Health and Human Services. Chris plans to follow up on the results of the survey with one-on-one discussions with selected CTP leaders, and will use the results of the survey and the discussion to improve our ability to support CTP's mission. Other SAG clients will also be surveyed once the CTP assessment is completed.

"Our goal is to ensure that all our work is of the highest quality," said Chris, "and that our consulting and support services are the best in the industry. Getting feedback from our customers on a regular basis is the only way we can accomplish that goal."

For more information on the survey, on SAG's Client Services program, or how SAG can help you improve your interactions with customers, contact Chris at [Chris.Domergue@sinclairadvisorygroup.com](mailto:Chris.Domergue@sinclairadvisorygroup.com). By the way, Chris has also recently penned the third in his series of blog posts on how organizations, especially Government agencies, can improve their customer service programs. The posts can be found on our *Sinclair Speaks* blog located here <http://sinclairadvisorygroup.blogspot.com/>.

## TERI SWITEK NEWEST SAG ASSOCIATE

Teresa A. (Teri) Switek, who recently retired from the Department of Veterans Affairs, is Sinclair Advisory Group's newest Associate. Before her retirement following 38 years of Federal Service, Teri was a Human Resources Consultant in the Veterans Health Administration (VHA)'s Workforce Management and Consulting Office.

Teri was the chair of VHA's national Strategic Human Resources Advisory Council, and developed, coordinated and insured the implementation of programs and initiatives that were chartered by VHA's National Leadership Board Human Resources Committee. She also served as VHA's representative on national Department of Veterans Affairs workgroups to develop Human Resources initiatives, programs and policy, such as VHA's HR Delivery Model, Succession and Workforce Plan, and the Department's HR Modernization efforts.

Teri, who lives in Buffalo, NY, is a member of the Buffalo Niagara Frontier Chapter of the Society for Human Resources Management; a certified facilitator and mediator; and has completed more than 2,300 hours worth of coursework in various HR and supervisory-related areas. "Hiring Teri as an Associate adds significant expertise and experience to our already-strong roster of HR professionals and leaders," said Seth Sinclair, SAG Chief Operating Officer. "We're very pleased she's chosen to work with us."

## SAG JOINS NATIONAL ASSOCIATION OF GOVERNMENT CONTRACTORS

Sinclair Advisory Group has joined the National Association of Government Contractors (NAGC). NAGC is an organization of business owners engaged or interested in contracts with government, universities, and private corporations. Since 1957, the organization has been dedicated to expanding contracting opportunities for small businesses and those new to the procurement process.

NAGC offers education programs, graduate certificates and publications to help guide members through the government procurement process. It also offers government contract leads, teaming partners, contract legal review and proposal writing services for government contractors.

"Through our association with NAGC, we hope to tap into a reservoir of advice and experience that will help us to win more contracts and manage our existing contracts better," explained Seth Sinclair. "We're especially interested in the training they provide, and the seminars they offer." Sinclair Associates interested in participating in NAGC programs should check out their website at <http://web.governmentcontractors.org>, and then call Seth for additional information.

## AUGUST BLOG POSTS

Here are the articles that appeared in our *Sinclair Speaks* blog in June. Check them out, and all our posts, at <http://sinclairadvisorygroup.blogspot.com/>.

- *Getting the Most out of Your Relationship With Your Mentor*, by Stan Sinclair. Nearly all young leaders can benefit from having a good mentor. Here's what a mentee should "bring to the table" in order to get the maximum amount of benefit from the special kind of coaching only a good mentor can provide.

- *Providing Your Customers With Consistent Information*, by Chris Domergue. The third article in Chris Domergue's series on customer service offers some hints on how organizations—especially government agencies—can provide their customers with the best possible experience, by saying the same things, in the same ways, to everyone with whom they come in contact.
- *How Federal Managers Can Meet the New Budget Challenges*, by Tim Shea. Now that there will be no debt default, Federal managers will have to learn how to live within new budget realities. Reviewing budget information, creating useful financial data and analyses, and aligning budgets to agency strategic plans are all ways for agencies to meet the demands that are now placed upon them.
- *Putting Stakeholders' Interests First*, by Seth Sinclair. Recent research shows that CEOs who put stakeholders' interest ahead of profit generate greater workforce engagement-- and deliver superior financial results. In our work with Federal agencies, SAG employs a similar philosophy.

Got an idea for a future blog post? Want to write one yourself? Email Ev Chasen at [Everett.Chasen@sinclairadvisorygroup.com](mailto:Everett.Chasen@sinclairadvisorygroup.com).

## ASSOCIATES' AREA

- Siddharth Rajagopalan, one of SAG's two interns, has returned to the University of Virginia for his senior year of school. We thank Siddharth for his many contributions to our company over the summer, and wish him every success in the coming school year and in what we're sure will be a very bright future. (Our other intern, Erica Eng, is still very much a part of our company, and is currently working on designing a face lift for our [www.sinclairadvisorygroup.com](http://www.sinclairadvisorygroup.com) website. Watch for it!)
- Once again, don't forget to follow us on Twitter at #SinclairAG, and to friend us on Facebook, at our Sinclair Advisory Group page. Thanks!

## 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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