

WAYNE GRIMM TENURED STC ASSOCIATE SINCE 2004 !



Stutler User Group Feb, 2011 !

STC BUSINESS PLAN 2006 – S.W.O.T. ANALYSIS

STC Company Strengths

- ✓ Multi-faceted And Technically Diverse Organization.
- ✓ Practical, Real-world Experience
- ✓ Expertise With Convergence In Wireless Oriented Voice & Data Technologies.
- ✓ **Company Profile Synergistic With Targeted Markets.**
- ✓ Financially Secure Customer Base.



OBJECTIVE TO CONCLUDING COMMENTS

- ✓ Identify One Initiative Stimulating Immediate Action
- ❑ Resulting In Positive \$\$\$\$ Growth In 2011 !!!!

✓ Challenge Recognized In Fluid Telco Vertical Market Categories Not “one size fits all” business plan / market strategy however, fundamental trends run throughout

Tier 1 - Verizon, AT&T, Sprint, T-Mobile

Tier 2 - i.e. US Cellular, cellular one, Alltel (the new one)

Tier 3 - Rural Telco company currently owning or operating a cellular/4G network i.e. Nextech, West central Net, United

Tier 4 - Rural Telco currently having access to a cellular/4G frequency such as 700, AWS, or 2.5 GHz. Probably doing some fixed wireless today and is not set up entirely to handle the complex retail, billing, and support of a true cellular operation by itself.

Tier 5 - Rural Telco generally small in nature with no spectrum relying exclusively on unlicensed frequencies for fixed or mobility.

Making Your Way In Wireless

✓ Pivotal Success Factors

❑ 650 + Companies, 16 Countries, 35 years!

1. Leadership ... Mentors / Role Model To Compliment Style
 - ❑ Business
 - ❖ Dr, Stephen Covey ... “7 Habit Of Highly Effective People”
 - ❖ Blanchard & Johnson “One Minute Manager”
 - ❖ Spenser Johnson “Who Moved My Cheese?”
 - ❑ Sports / Coaching
 - ❖ John Wooden (UCLA) ... “Pyramid Of Success”
 - ❖ Morgan Wooten (Demata High School) ... “Coaching Basketball Successfully”
 - ❑ Whose Your Daddy (Mentors – Role Model)?
2. System Of Simplistic / Practical Processes To Organize, Align, Measure, Facilitate Desired Results
 - ❑ Business ... Strategic Business Plan
 - ❑ Sports / Coaching ... System
 - ❑ Challenge ... Track To Run On
 - ❑ Unique “Free =Almost” Vehicle To Construct & Receive Council / Mentorship
 - ❖ SCORE = www.score.org Local chapters = www.browardscore.org
 - “Plan Your Work – Work You Plan”
 - “Those who fail to plan – plan to fail”

Browser navigation bar with address bar (http://www.browardscore.org/index.html), menu (File, Edit, View, Favorites, Tools, Help), search bar (what does score mean), and utility buttons (Translate, Define, Wikipedia).

SCORE®

Counselors to America's Small Business



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Tons of Useful Stuff!

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Welcome to SCORE – Counselors to America's Small Business Serving Broward County, Florida



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Upcoming Broward County Chapter Workshops & Special Events –

Using Social Media to Grow Your Business

Let us show you how to use social media sites such as Facebook, Twitter, and Linked In to build brand awareness, drive traffic to your website, and increase sales. Join us for an informative and interactive workshop.

Date: Tuesday February 15, 2011

Location: Margate Community Center
6199 NW 10th Street Margate, FL 33063

Workshop fee: \$25/person, advance registration
\$35/person at the door

Time: 5:00 PM – 8:00 PM

[Learn More >>](#)

Setting up Your Office at Home

The MUST DO's, the Don't Do's, and The \$\$\$ savers

In today's tight economy many entrepreneurs are starting with no capital investment. After all who needs a suite of offices overlooking the Atlantic for your landscaping business? This Broward SCORE workshop will take you through the basics of setting up your new business in your back bedroom, or the dining room, or, even the garage. Remember Hewlett Packard began in a garage !!!

Date: Thursday February 17, 2011

Location: Ikea Sunrise
151 NW 136 Ave, Sunrise FL 33325

Workshop fee: \$25/person, advance registration
\$35/person at the door

Time: 6:00 PM – 8:30 PM

[Learn More >>](#)

THE 7 HABITS HIGHLY EFFECTIVE PEOPLE ...

Habit 1: Be Proactive

Habit 2: Begin With The End In Mind

Habit 3: Put First Things First

Habit 4: Think Win-win

Habit 5: Seek First To Understand, Then To Be Understood

Habit 6: Synergize

Habit 7: Sharpen The Saw

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About Stephen R. Covey

PERSONAL BIO

Recognized as one of Time magazine's 25 most influential Americans, Stephen R. Covey has dedicated his life to demonstrating how every person can truly control their destiny with profound, yet straightforward guidance. As an internationally respected leadership authority, family expert, teacher, organizational consultant, and author, his advice has given insight to millions.

Some of Stephen R. Covey's milestones:

- Over 20 million books sold (in 38 languages)
- The 7 Habits of Highly Effective People was named the #1 Most Influential Business Book of the Twentieth Century
- Authored four titles with sales exceeding one million copies each: First Things First, Principle-Centered Leadership, The 7 Habits of Highly Effective Families, and The 7 Habits of Highly Effective People
- Latest book, The 8th Habit, has sold nearly 400,000 copies
- International Man of Peace Award
- National Fatherhood Award (father of 9, grandfather of 44)
- Author of the best-selling nonfiction audio in history (The 7 Habits of Highly Effective People)
- No. 1 best-selling hardcover book on family (The 7 Habits of Highly Effective Families)
- MBA from Harvard, doctorate degree from Brigham Young University
- Board of directors for the Points of Light Foundations
- Co-founder and vice chairman of FranklinCovey, the leading global professional services firm with offices in 123 countries
- International Entrepreneur of the Year Award
- Awarded eight honorary doctorate degrees

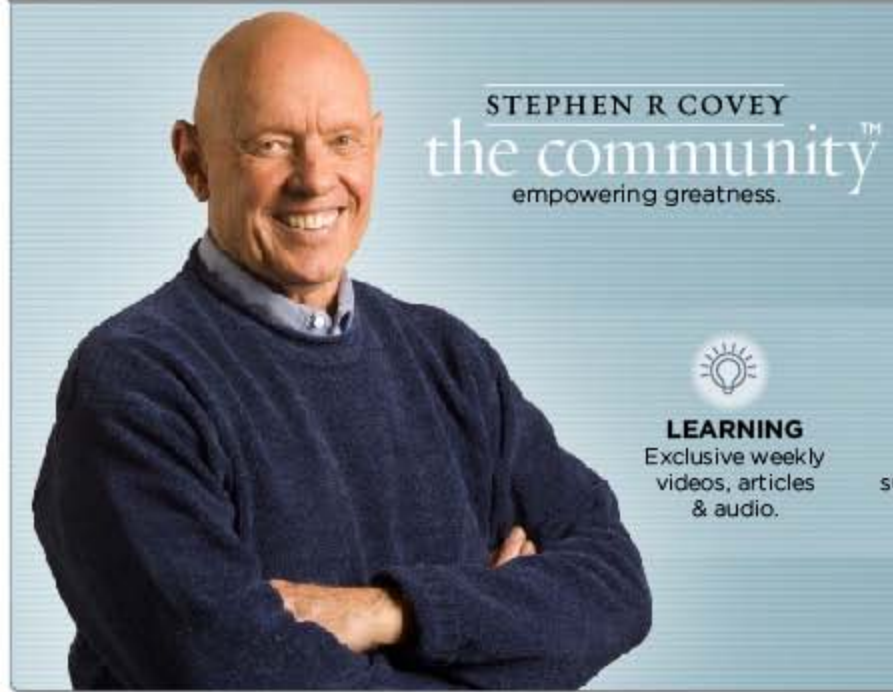


"Voice is unique personal significance—significance that is revealed as we face our greatest challenges and that makes us equal to them."

Dr. Stephen R. Covey, from The 8th Habit: From Effectiveness to Greatness

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ABOUT DR. COVEY BOOKS THE COMMUNITY SPEAKING TRAINING & EVENTS NEWS STORE BLOG



STEPHEN R COVEY
the community™
empowering greatness.

The Stephen Covey community is an Internet-based community where individuals from around the world are coming together to achieve personal greatness through four areas: learning, goal setting and tracking, making friends and global support networks, and online journal writing.

- LEARNING**
Exclusive weekly videos, articles & audio.
- SHARING**
Principle-centered support forums, blogs and groups.
- TOOLS**
Online goal tracking and management tools.

[Learn More](#)

USA WEEKEND

Stephen Covey exclusive:
7 highly effective ways to

8th Habit Book Tools

Enjoy complimentary films, articles, challenges and exercises that enhance your reading of the 8th

Follow Dr. Covey

MAKING YOUR WAY IN WIRELESS

✓ Pivotal Success Factors

650 + Companies, 16 Countries, 35 years!

3. People Selection & Development

- Sam Walton “Made In The USA” “Associates”
- Most Prized Company “Asset” Care For Your Most Cherished Asset “Customer
- Selection Leaders Develop The “Art”
- Highly Recommend “Invest” In People
- Always Recruiting Talent

4. Execution Measure Monitor Add / Delete / Modify

- Not Confusing “Activity Vs. Productivity”
- Proactive To Change

5. Focus On End Users Customers Needs

- Zig Zigular “Help enough people get what they want, you always get what you want..”
- Of better forms of advertising “a satisfied customer!”
- Happy customers cornerstone of success “Out service the competitors.”



Today Is The Oldest You Have Been

And The Youngest You Will Ever Be Again

So Enjoy Today While It Last !!!!

Thank you !!!!

May the STC & Airspan “force” be with you !!!!

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