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Volume 2 of the Character, Leadership, and Strategy Newsletter
from Ken Vaughan

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Character, Leadership, And Strategy Summary Thoughts from Ken Vaughan



Volume 2
July 2017

Welcome to the second volume of the CLASS Newsletter from New Horizon Partners, Inc. presenting articles on character, leadership, and business strategy written by Ken Vaughan. In early 2016 we began writing a monthly series of blog articles on leadership for a client, [PolymerOhio](#). In mid-2016 we updated the New Horizon Partners [website](#) and we began posting articles on character, leadership, and strategy about once a week.

This newsletter is intended for valued members of our network who might not have the time to consistently follow either of our blogs. Once each quarter we will provide this newsletter with a quick summary and link to the articles that have been the most popular during the previous few months. We hope that you enjoy it and we look forward to your feedback.

CHARACTER

“React or Respond”

Two words that sound
very similar in describing
how we might reply to



how we might reply to things that people around us might say or do – react or respond. Yet there is a big difference between the two words, both in how we reply and the consequences of our reply. Read the full [article](#) here.



LEADERSHIP

“Dealing With Conflict”

One of the important elements of an organization’s culture is how it deals with conflict. Most often the way that the organization deals with conflict is a reflection or a result of the way that leadership deals with conflict. Conflict is often viewed as negative but it does not need to be. There are three general ways in which organizations deal with conflict: they allow negative conflict, they avoid conflict, or they strive to keep conflict positive. The difference between these three is the way in which conflict is managed and modeled by leadership. See the full [article](#) for more.



STRATEGY

“Understanding Market Attractiveness”

Whether reviewing business strategy and current performance, considering entering a new market, or evaluating an acquisition or investment, understanding market attractiveness is an important step. Market attractiveness analysis provides a view of profit potential based on an examination of the underlying market factors. While the operating performance of a business determines the actual level of profitability, market attractiveness sets the boundaries around profitability potential. A company operating in a market that is highly attractive has the potential for high returns, while a company in a market with low attractiveness is likely to struggle to achieve an acceptable return. Read the [article](#) for a description of the factors that define market attractiveness.

We continue to recruit members for our cohort leadership development group. If you know someone that might be interested in learning more about this opportunity to grow as a person and a leader, please either connect us, forward this newsletter, or refer them to our website at <http://newhorizonpartners.com>.

We would appreciate your feedback regarding this newsletter. (Feedback, by definition, can be positive or negative.) Please drop us a note via [email](#) or leave a message on our website [contact page](#).

Thanks for reading!

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