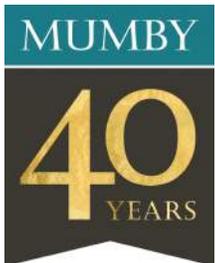




For over 40 years Mumby has enjoyed serving Canada's architects, design professionals, and other businesses with expert advice and outstanding service.



As part of our 40<sup>th</sup> anniversary, we will be providing this industry newsletter to a select number of firms in Ontario.

We hope you find this newsletter to be very useful and informative.

*Anthea Mumby & Douglas Punell*

## We Can Help You With:

- ☑ Professional Liability
- ☑ Directors & Officers Liability
- ☑ Professional Offices
- ☑ Health & Dental
- ☑ Life Insurance
- ☑ Disability
- ☑ Critical Illness
- ☑ Mortgage Protection
- ☑ Cyber Liability
- ☑ Executor Liability
- ☑ Home Insurance
- ☑ Farm Insurance
- ☑ Tenant Insurance
- ☑ Condo Insurance
- ☑ Seasonal Property
- ☑ Builders Risk
- ☑ Special Event Liability
- ☑ Automobile
- ☑ Commercial Auto
- ☑ Antique Vehicles
- ☑ Snowmobile, ATV, Watercraft
- ☑ Apartment Buildings
- ☑ Condominium Buildings
- ☑ Townhouses



*Are Your  
Strategic Plans  
Being Carried Out?*

## How to Increase Your Bottom Line Results in 2015

Adapted From John Akinyemi  
CEO, GoalRecorder.com

Risk management is a fundamental part of running a business. In addition to general business risks, individual businesses have to prepare for industry-specific risks. These risks, if not curtailed, could potentially cause business failure.

To survive and thrive, companies must create sound, profitable and growth-enhancement strategies. Even more important than having a great strategic plan is the execution of the plan.

Leaders of companies need to be alert, able, and ready to quickly revise their strategies when necessary. They also need to continuously monitor the outcomes of their strategic execution in order to act promptly when actual results deviate from planned outcomes.

Continued on page 2

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Often, companies develop a strategic plan, only to find that it is not being implemented and resources are being wasted or going to other areas of business operations that are not aligned with the strategic plan.

Research done by the Harvard Business Review concluded that, "An average of 37% of financial targets in strategies are being lost to misalignment. This means that a \$6.3m company should quickly grow into \$10m if they can resolve their strategic misalignment problem."

### Barriers to Strategy Execution

Our conversations with several businesses reveal common barriers to strategy execution.

1. No specific person is responsible for the execution of strategic plans.
2. Executives are reluctant to effect changes due to potentially harmful performance outcomes.
3. Strategic plans are not communicated to all stakeholders across the organization.

4. Plans are not cascaded down to employees who are expected to execute the plans.
5. Senior management mostly measure the outcomes of strategic plans. They do not measure and adjust the activities that achieve the outcomes.

### Becoming Great at Strategy and Goal Management

The following simple steps can help business leaders become great at strategy and goal management.

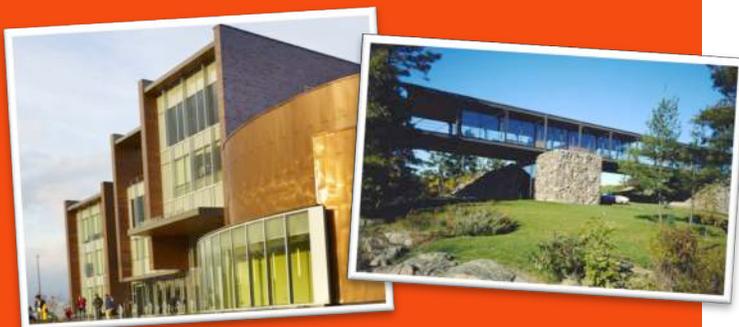
1. Ensure a senior-level executive is responsible for executing strategies and business goals.
2. Be willing to do whatever it takes to succeed, such as embracing necessary changes in the organization to improve overall performance.
3. Communicate and make strategic plans and business goals visible to all employees.
4. Cascade strategic objectives to departments, teams, and individuals.
5. Monitor the state of strategy execution to quickly detect misalignment between employee activities and strategic plans.

*Find This Article Useful?*

There are lots more free resources like this on our blog. Visit [www.mumby.com/blog](http://www.mumby.com/blog)

## Congrats to the 2014 OAA Award Winners!

Every year we are blown away by the amazing designs that are recognized as OAA award winners. Congratulations to all of the winners from 2014. Your hard work and dedication is much appreciated and truly inspiring!



Seen above are Centennial College Library and Academic Facility by Diamond and Schmitt Architects Incorporated (left) and Wandich Cottage by Strasman Architects Inc. (right)

## News At Mumby!

This year Douglas has accepted two positions in the design community. He will be acting as the Social Officer for the **CSC Grand Valley** and will also be serving as a Board Member for **SDA Canada**.

Douglas looks forward to working with both of these great organizations!





## Live Well, Work Well

# Dealing With Allergies

While there is no cure for a food allergy, diet and medication can help an individual control allergic reactions and live a healthy life.

### Food Allergies

A food allergy occurs when a person's immune system incorrectly identifies a food as harmful and creates specific antibodies to fight off that food. Then, the next time that particular food is eaten, large amounts of chemicals are released in an attempt to protect the body. These chemicals cause the allergic symptoms.

**Research suggests that 90 per cent of all allergic reactions are caused by foods, including milk, eggs, peanuts, tree nuts, fish, shellfish, soy and wheat.**

Food allergies are most common in the first few years of life due to immaturity of the digestive system, but sensitivity typically declines by age 10. Food allergies are commonly found in people with a family medical history of asthma, dermatitis, or pollen and mould allergies.

### Signs & Symptoms

Symptoms of a food allergy usually occur within minutes or up to two hours after eating the allergy-causing food:

- A tingling sensation in the mouth
- Swelling of the lips, tongue and throat
- Itching, hives and a rash throughout the body
- Cramping, diarrhea or vomiting
- Wheezing and difficulty breathing
- Nasal congestion
- Dizziness or light-headedness
- Loss of consciousness

## Allergy Treatment & Prevention

### Treatment

No medications are currently available that cure food allergies. Fortunately, once you identify which foods trigger your allergies, you can avoid them to prevent an allergic reaction.

However, in the case of anaphylaxis (a sudden and severe allergic reaction), epinephrine should be administered as soon as possible.

A health professional can administer this medication in an urgent care facility or emergency room, or if prescribed by a physician, it can be self-injected as soon as symptoms appear.

### Prevention

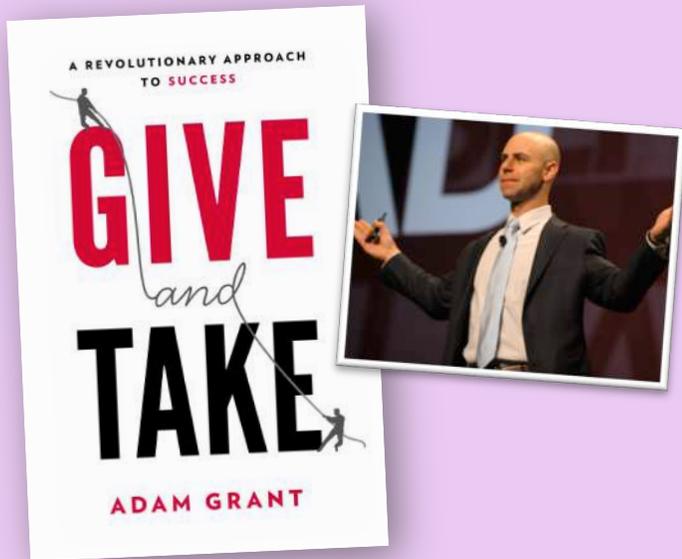
Get into the habit of knowing what is in the food you make and order. When shopping and when preparing food, check ingredient labels.

When eating out, be sure to ask about ingredients and food preparation so you know what to expect.

**Would anyone on your staff benefit from reading this article? Pass it on!**

### Did you know?

Your full-time staff are eligible for our exclusive home and auto insurance programs that can **save them up to 60%**! They can call us anytime – **1.800.446.4745**



## Anthea's Book of the Month **Give and Take** by Adam Grant



This is good news for those people who give without expecting anything in return!

Grant's book combines research studies with very interesting stories used to illustrate how giving value to others brings many unexpected benefits.

Of course there is a tipping point where those who give too much can get burnt out, but Grant does a good job of sharing insights as to how to avoid that.

Chapter 3 focuses on creative people, and features studies on architects, turning the spotlight on Frank Lloyd Wright. I think you'll find this section especially relevant and interesting.

The final section of the book, "Actions for Impact", provides some practical steps you can take, including some valuable ideas to incorporate in a business. I'm planning to incorporate the "Love Machine" concept with our team this year (learn more about it at [www.lovemachineinc.com](http://www.lovemachineinc.com))

## FREE Pizza Night!

In 2015 we'd like to thank all of our valuable clients who tell others about their positive Mumby experiences.

If you know someone who could benefit from our services, visit [www.mumby.com/customer-referrals](http://www.mumby.com/customer-referrals).

We'll send you a FREE pizza to enjoy with your family for each of your referrals!

We're also giving away **\$100 Amazon Gift Cards** and **Big Screen TVs**. Every referral gets you a chance to win!



## Winter Feeling Too Cold?

We've got a **\$2500 travel voucher** to give away ([www.mumby.com/sweepstakes](http://www.mumby.com/sweepstakes))

Go someplace warm and forget about the snow, ice, and cold weather back here in Canada!



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