

# M Monthly Marketing Morsels

10  
24

A BLOG PUBLISHED BY SKYLIMIT MARKETING, MYERSTOWN, PA



#### JACK CANTWELL BUSINESS PHILOSOPHY

1. Provide ongoing value for Clients
2. Equally important - Give back to the Community

#### COMMUNITY INVOLVEMENT

##### Lebanon Valley Chamber of Commerce

Member of the Military Affairs Committee

Winner of General Frank Smoker Beyond the Call Award  
Ambassador of the Year

##### Community of Lebanon Association

Former Board Member (15 years)

Businessperson of the Year

Lester Leffler Community Service Award

##### Myerstown-Elco Rotary

Active Member, PR for Flags for Heroes

##### Mary Gate of Heaven Church, Myerstown

Lector, Cantor, Choir

##### Compeer of Lebanon County

PR volunteer

##### The Anne Fund

Sports Memorabilia Auction PR

##### Ithaca College

Former Board Member

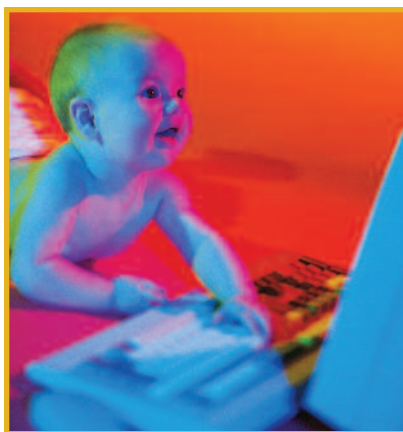
Edgar "Dusty" Bredbenner Distinguished Alumni Award



We Plan. I Write. You Win.

Call Jack Cantwell at SkyLimit Marketing  
717-269-0288 for a free consultation.

You can also email [jack@skylimitmarketing.com](mailto:jack@skylimitmarketing.com)  
or visit [www.skylimitmarketing.com](http://www.skylimitmarketing.com)



## DEVELOPING YOUR INTELLECTUAL CURIOSITY.

**H**ave you ever noticed that creative people are the most curious? To some extent, it is likely a God-given talent. But fear not, there are some steps you can take to improve your curiosity skills.

I checked my research department (aka Google), and will now share some things I learned on the topic of intellectual curiosity; if you invest some time, you could become better at what you do.

**Curiosity helps you think creatively.** Ask more questions as you focus on problem-solving. Yup, think outside the box. Questions can lead to new insights, and they also make you a more interesting person.

**Understand your work environment.** Curious people keep their antennae up. Be a good listener and learn from your smart colleagues. The processes they follow make them more valuable to the organization. How do they do it?

**Follow your interests.** Use your energy about a topic to dig deeper. You will likely come up with something that benefits the team.

**Challenge traditional ways of thinking.** Hide the rubber stamp when you are faced with next year's plan; the old way may not always be the best, It is good to put it under a microscope first.

**Know your Limits and Ask Questions with enthusiasm. In the end, it's better to ask an expert how to do something so that you can take it on yourself next time. Never pass up an opportunity to learn something new.**