

# AWARENESS IS POWER®

## Insights for Business

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BAYLEY & BENDER, INC  
SUCCESS THROUGH INSIGHT!

### *Are You Onboard The Economic Optimism Train?*

Everyone has been affected by the state of the U.S. economy and has seen how slow job growth, lack of consumer spending and a decrease in profits has derailed some businesses. The state of our economy is not projected to last forever which has recently led to some seeing a light at the end of the tunnel when it comes to the economy.

#### *Should you be optimistic?*

According to the CFO Outlook Survey, a substantial number of chief financial officers say yes. The survey, distributed by Zicklin School of Business (Baruch College) in conjunction with Financial Executives International (FEI), noticed a significant increase in CFO confidence when it came to talk of hiring new employees in 2011. According to those who participated in the survey, when it comes to business, their optimism levels are high.

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*Are you prepared for rainy days or do you see blue skies and sunshine ahead?*

### *Understanding The Cost Of A 'C' Team*

To comprehend the cost of a 'C' team, it is important to understand what a 'C' team is. 'C' team members are unhappy in their position within an organization, are unfulfilled and, more often than not, disengaged. A team member exhibiting these characteristics has a negative effect on team morale and motivation, resulting in poor work performance.

**Integrating Existing Team Members into 'A' Teams** – To make improvements to employee morale, increase job performance, and ultimately to net an increased profit, begin by restructuring the members of the organization. An employee assessment is a crucial part of this strategy. The purpose of the assessment is to select areas and roles best suited to individual employees.

#### **Characteristics Included in the Assessment Process**

- ✓ Experience
- ✓ Intelligence
- ✓ Skills
- ✓ Behaviors
- ✓ Attitudes / Values

An employee's experience for a managerial position may look good on paper, but having the right experience does not always directly correlate with having the proper attitude or behaviors needed to become a success in the position.

An effective employee assessment delves into what motivates the employee in life, both personally and professionally.

*Continued on page two – 'C' Team Cost*

Continued from page one – **'C' Team Cost**

Motivated employees are happier, work harder, and strive to succeed.

### Analyze Employee Competence

After completing the assessment, analyzing employee competence is fundamental. Look for high proficiency in the job skills needed to maintain high performance within the organization. These include:

- ✓ Personal Accountability/Accountability for Others
- ✓ Developing/Influencing/Leading Others
- ✓ Self-Management/Self-Starting
- ✓ Team Work/Interpersonal Skills
- ✓ Conceptual Thinking/Objective Listening/Empathetic Outlook
- ✓ Conflict Management/Problem Solving
- ✓ Continuous Learning/Goal Achievement/Results Orientation
- ✓ Planning and Organization/Decision Making
- ✓ Diplomacy and Tact/Flexibility/Resiliency
- ✓ Customer Focus

**'A' team** members must possess the qualities and job skills needed to work as a productive team member, implement self-management, and to keep pace with a growing organization.

After analyzing the assessment, use the resulting data to ascertain whether existing employees fit into the currently vacant positions. Restructure positions and terminate employees if needed.

In some cases, an employee may already hold the best position for them and the organization. Consider which factors motivate them and add motivating responsibilities to their job descriptions. Adjusting positions to fit employees will encourage them as well as maintain high employee retention rates.

These twenty-three skills are recognized universally and are integrated into many organizations as part of the employee training process.

*Continued on next column –*



### Tailored Employee Training Programs

Employees and job positions are not one-size fits all. While assessments are used to place and hire employees, they are also used to benefit employee training programs. Personalizing training programs saves an organization both time and money while keeping the employee undertaking the training both stimulated and motivated.

After hiring the right employee for the job, the assessment should be used to create a training program based on individual needs. Assessment analysis provides organizations with the strengths and weaknesses of each existing and potential employee. The assessment also highlights particular skills that the employee possesses. Implementing these skills in training and in the workplace is a highly motivating factor for employees and leaves them with a sense of being valued. Employees that feel justified in adding value to an organization strive to perform at their best and achieve to their fullest potential.



### The Results

Eliminating C teams is a highly effective strategy that is cost effective and performance boosting. Possessing the knowledge of how an existing employee works and what motivates them to do so, is valuable information that can be used to build an **'A' team**.

**'A' teams** consist of individual team members that work well together, and benefit from the skills and experience each possess. An **'A' team** member will step forward when another team member is struggling and use their job skills to teach and motivate. The whole team draws on each other's strengths and make up for their weaknesses; real teamwork. ♦

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*"Teamwork is so important that it is virtually impossible for you to reach the heights of your capabilities or make the money that you want without becoming very good at it."*

~ Brian Tracy

## Who's Hiring?

- 64% - Number of CFO's projecting to hire supplementary employees within the following six months
- Ford Motor – Plans to hire an estimated 7000 workers in a two year time period
- Lowe's – Confirmed they will be hiring between 8000 to 10,000 employees slated for weekend sales associate positions

## What's to be Expected

A percentage of CFO's are still cautiously optimistic when it comes to their own spending tactics. A majority of survey participants felt that growth in revenue may still be a challenge in the beginning of 2011 but they felt an improvement was on the way.

- 10.5% – Projected growth in revenue
- 16.6% – Projected growth in earnings
- 47% – Number of CFO's continuing to spend cautiously
- 30% – Number of CFO's spending without fear
- 69% – Number of CFO's investing in technology to increase capital

## Areas Showing Highest Optimism Rates

Overall, full-time work in the United States is expected to increase by 2% in 2011. Employment optimism in the U.S. has fueled nations from around the world to expect a boost in their own economic outlooks for 2011. Which sectors are expected to do the most hiring? The technology and the service/consulting industries, especially research and development and advertising sectors, should see a spike in hiring as well as investments.

Why are CFO's focusing on these industry sectors? These areas are consistently expressing signs of economic improvement and continue to rebound from the nation's economic crisis. In addition, both growth and return investments involving the technology and service/consulting industries are predicted to steadily improve. These sectors have established roots in the United States and do not heavily rely on international sales and foreign suppliers as other business sectors do. Local businesses are more likely to benefit from such measures than from U.S. companies that deal mostly in foreign markets.

## Optimism Continues to Spread as 2011 Progresses

As 2011 pushes onward and upward, CFO optimism continues to spread, thanks to signs that America is about to bounce back from the worst economic catastrophe since the Great Depression. ♦



## One Minute Ideas

### Focus on Problems to Improve Your Service or Product

Work on low-ranking problems. It's very likely that the most important issues are being taken care of by everyone, so they become generic. What you're looking for are problems that you can solve that others are not dealing with. They will often be lower-ranked problems, but annoying enough to be noticeable. For instance, in dog food, top- ranked problems such as a well-balanced diet and taste are handled by most products. But lower-ranking problems, such as #17, dogs have dirty teeth, and #16, dog food smells bad, are still ranked high considering the annoyance and likelihood ratings. This gives you a place to start positioning your product to carve out a new territory. The technique doesn't work well with emotionally-driven products, but it's a good place to start to do your homework.

Source: Kevin Clancy and Robert Shulman, authors of *The Marketing Revolution: A Radical Manifesto for Dominating the Marketplace* HarperCollins Publishers

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## Going Beyond Boundaries!



### *Leadership Training With The Chinese Delegation*

In 2010 Bayley & Bender broke new ground in the Leadership and Personal Growth Seminar arena when we worked with what may have been our most challenging group of clients ever; a mix of blind and partially sighted individuals. The goals of the seminar remained the same of course, but the method of delivering the product to the participants had to be creatively modified to reach each and every person, always a goal of Bayley & Bender. We confronted the challenge head on, made the adjustments needed and had one of the most fruitful, intriguing experiences in the company's history. The experience gave B & B the additional experience and a new level of expertise in custom-crafting seminars for whatever a client might call for.

When I received an email from Keith Segerson, (Managing Director of the Mason Enterprise Center at George Mason University), asking if I was interested in doing a Leadership Seminar for a Chinese Delegation, I was definitely intrigued. Teaching a Chinese Delegation sounded very exciting!

I THEN REALIZED THAT THIS WOULD BE A DELEGATION THAT DIDN'T SPEAK ENGLISH! (and I certainly don't speak Chinese!)

Not one to shrink from a challenge, I was put in touch with an interpreter and moved ahead with Bayley & Bender's newest challenging project. Li, my confident and comforting interpreter, was, I must say, a primary reason for our success. Although I am used to quarterbacking our operation, his "Just be natural and leave the rest up to me" comment and attitude put me at ease despite my hesitancy. Ironically, this was a new area for Li as well. The

nuanced style of a Bayley & Bender Leadership Seminar was quite a bit different than the cut and dry business seminar interpretations Li was accustomed to. We worked on the opening several times and quickly became in sync.

The other major challenge we faced was the translation of our materials into Chinese. A substantial element of our Awareness Is Power® Leadership Seminar is a customized report for each participant. The fact that we recently had to "translate" our seminar into Braille for what turned out to be a very successful seminar for a group of unsighted persons made the translation required for this project seem less daunting. All of the reports, workbooks and related materials had to be translated from English into Chinese before we could move ahead with the seminar's preparations.

#### ***Fast Forward.....***

The seminar begins on Thursday morning October 14, 2010. Everyone was lined up to enter the room. They had huge smiles on their faces and as they entered the room I shook their hands and said Ni Hao, (*Ni Hao means Hello*). The energy was already flowing. Soft gentle music was playing as they entered the room. Camera flashes were going off from every direction as I shook each member of the Delegation's hand.

I began speaking and Li translated, as I turned on special music and began talking about walking down a gorgeous white powdery sandy beach. It's a blue sky morning and the sun has just popped out from behind the clouds. The energy I intended to generate was clearly not lost in the translation because the delegation was really getting into the story. Our

chemistry was so natural that on the first break of the first day several participants inquired if we were partners that regularly worked together! Boy did that help set a positive tone for the rest of the 4 day experience. And that is exactly what it was – an experience!

I continued to tell the story, and at the end I pulled out a "treasure chest" which was full of all the tools they needed to become some of the most successful leaders in the world. Their eyes got big and they made a noise like – WOW – however the word was not WOW!!!

But that let me know conclusively that we were all closely in sync; and that's the way it was for the next 4 days. We bonded, we laughed, we danced, we joked, we interacted, we had fun, we were serious and we all learned from each other. It was one of the most incredible experiences I have ever had. Li said several participants told him – "Pat has so much energy, how are you able to keep up with her?"

The seminar was a great success. The rating was 4.95 out of 5.0. We broke through barriers, both language and cultural and there was such great interaction and exchange among us all. I knew a couple of phrases, hello and thank you. They would teach me Chinese and I would teach them English. Every day I would go around the room and say their names – which I really butchered the first day. They taught me how to say their names with the correct accent and they applauded my efforts to get them right.

By day four I was asking them questions and Li was of course translating. They were giving the answer in Chinese and before Li would translate I asked him to let me tell you what they said and I told him what I thought they said and he said to me – you are right, that is exactly what they said. It was amazing. Then I gave the group an instruction and before Li had a chance to translate, they did it. It was a very incredibly powerful experience. Li said, "They could see in my expression and hear the passion in my voice."

It came through somehow. One of the tenets of our seminar is: "It doesn't matter how many paths are shut down, you have the gift to channel your energy and ideas to others around you. It is a feeling seminar. You don't always need the words to understand. One way or another you can feel it. I never realized this, but after these four days I realized and understood it. You have to see it to believe it does work."

*Continued on next column –*

At the end of the seminar on day four we had graduation and they chose the presents they wanted. We gave them a copy of my book. They stood in line for me to sign my book and then as they were leaving they said in English – I am going to miss you. Please come to Beijing. What a gift, truly a sensational experience! ♦

### **See what our client thought about our session...**

*"Pat Bender, with Bayley Bender, Inc. designed, produced and presented one of the best programs on professional leadership ever offered through George Mason University's*

*Mason Enterprise Center. And she succeeded even when the audience didn't speak English! As the director of the Mason Enterprise Center, we receive numerous requests for professional training from foreign delegations - especially Chinese. We work with delegation leaders and interpreters to ensure that all our programs are designed and presented in a way that fully meets the requirements of each group. As a result, our experience within the Mason Enterprise Center is extensive.*

*When we had a request to host a delegation from Beijing looking for a 5-day leadership training program, we contacted Bayley & Bender. Pat Bender showed up ready to meet the challenge. She worked to translate her materials, design a program to both meet expectations and time constraints, and even practiced with the local translator prior to the delegations arrival. She was diligent and professional. THE DELEGATION LOVED HER. And the delegation loved her program. Each and every evaluation rated the program and Ms. Bender's work as perfect! It is difficult to work through a translator – especially, interactively with a group. However Pat Bender did a tremendous job and has already been contacted by representatives in China for follow on work in Beijing in June. I highly recommend Ms. Bender and Bayley & Bender for all of your development, team building, organization, and leadership training needs."*

*Respectfully offered,*

Keith B. Segerson  
Managing Director, The Mason Enterprise Centers  
George Mason University

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## Exceptional Leaders... Align Their Body With Their Intentions

The way you carry yourself has an impact on how you are perceived by others. Your "bearing" can convey confidence, poise, decisiveness and openness. It can also convey arrogance, aloofness, indecisiveness and powerlessness.

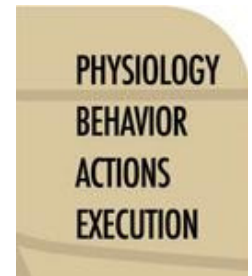
Your posture also can have a significant impact on your internal state. Are you ambitious, full of energy, or are you listless and resigned? How you carry your body will influence your moods and what you can achieve. Concave chest, stooped shoulders, slow movements, and shallow breathing can lead to disempowered states, while erectness, deep breathing, sureness of movement can be empowering.

When you shift how you hold your body, new behaviors become possible.

### Thought Provoker

- ✚ Do you move through the world with confidence?
- ✚ Do you stand tall?
- ✚ What does your posture say about you to others?
- ✚ When you observe another, do you make judgments based on how they hold their body? Others do so with you.
- ✚ Have you tried to shift your mood by changing your posture, how fast or slow you walk, or perhaps how you sit in meetings.

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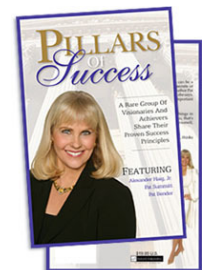
### PILLARS OF SUCCESS

It's no secret that success is something everyone wants. The process can be a mystery and *Pillars Of Success* is a book all about revealing success secrets of several of the most prosperous people in business today.

Contributing author Pat Bender has an **Awareness Is Power®** process. "The more aware you are," she says, "the more aware you'll become."

You will learn the three important things leaders and successful people have in common.

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- Setting your professional and personal goals in life • Visualize, implement and achieve your goals • Learn how to reduce stress in all areas of your life • See and develop the strengths in yourself and others •

*The January seminar was a huge success based on participant feedback! [Click Here](#) for the complete critique and comments!*

CONTACT BAYLEY & BENDER FOR MORE INFORMATION TO BRING THIS OR ANY OTHER SEMINAR TO YOUR ORGANIZATION!

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