

AWARENESS IS POWER®

Insights for Business

April 2012

Volume 11 Issue 73

BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Talent Assessments And Strategies In Retention

In order to conduct successful talent assessments in retention, you need to provide managers with essential information for talent management. Below are some of the facets of this essential information.

- **Job-related traits necessary for superior performance** – When the manager knows what the job entails, they are better placed to nurture such traits in the individual. Moreover, they are also able to match the best talent to the tasks they are required to perform.
- **Job-based coaching and development** – Managers are thereby able to identify the key factors which will enable them to successfully motivate, manage, and develop the talents of every individual.
- **Individual's strengths and challenges** – By understanding the strengths and challenges faced by the individual, managers are able to assist them in finding the best ways to adapt within the organization or situation.

Continued on page two – Talent Assessments



Are You A Great Manager/Leader?

Become A Great Manager / Leader Today!

Becoming a great manager or leader does not just happen overnight. It takes ongoing effort and inspiration to manage others well. Earning respect and motivating your staff requires a fresh perspective every day while at the same time being consistent.

Always be willing to learn and improve yourself. A great manager sets the example for everyone. Staff

notices when you strive for higher knowledge and greater achievements. They observe your attitude and emulate it to become better themselves.

Managers often want their staff to take on challenges but may be reluctant to take them on themselves. Rise to the occasion and accept assignments that are more challenging. Continue to reach for higher goals. Work hard to move up the ranks of any business enterprise.

Top managers also realize there is no room for fear when it comes to success. Embrace reasonable risks and be ready for additional responsibilities. Managers learn from taking risks and doing more than they imagined possible.

As you develop your own talents, recognize and encourage the abilities in others. Your staff thrives on recognition and trust. Show staff members you believe in them by using their unique skills to benefit the business.

The best managers constantly observe, perform and interact with others. Find out more about yourself and your staff members by building relationships.

Continued on page two – Manager/Leader

Inside This Issue

1. *Talent Assessments and Strategies in Retention*
2. *Become a Great Manager/Leader Today!*
3. *One Minute Ideas*
4. *Exceptional Leaders...Are Willing To Make Tough Decisions*

All articles, quotes, and material in this newsletter are copyrighted. © 2012. No part can be reproduced in any form without specific written consent from copyright holder(s). All rights reserved worldwide.

Continued from page one – **Talent Assessments**

- **Keys to management effectiveness** – Effective managers will have fully understood what rewards and motivators drive the individual to do their job.
- **Keys to team building** – It is essential that all managers understand the keys to team building as these are what enable them to build teams which are able to work both effectively and profitably for the overall benefit of the company.
- **Performance reviews** – Regularly carrying out performance reviews on every individual ensures that talent is properly identified, developed, and afforded the opportunity to succeed on an ongoing basis.
- **Career path building blocks** – Help each person identify ways to grow within the company.



There are some simple steps that business owners, recruiters, and managers can take to improve on both their selection and retention strategies. *These include:*

- **Assess the current status** – First, the recruiter/manager needs to assess the current status of the candidate. For this, they may consider the cost of employee turnover, percentage of employee turnover, retention percentage and tenure analysis.
- **Benchmark job** – This involves determining the key accountabilities of the candidate through the use of the multiple assessment tools available.
- **Update selection process** – Recruiters/managers must never forget about on-boarding, as well as ensuring that they utilize the job and candidate portfolios.
- **Update development program** – This job benchmark allows for the creation of custom development plans, new hire orientation, & current employee development systems.
- **Implementation** – Ensuring that implementation is permanent and across the entire organization. ♦

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected worldwide.

Continued from page one – **Manager/Leader**

Gather innovative ideas by networking with other managers and administrators.

Another key to being an outstanding manager is finding a position that fits your one-of-a-kind abilities. Know your capabilities and secure a position that uses them and offers room to grow.

Broaden your current talents by seeking out diverse situations within your position.

Remaining in your comfort zone encourages stagnancy in you and staff members. Dare to step out of the norm to discover amazing ideas and concepts.



Always be aware of your limitations, strengths, values and motivations. Take time to review your strong points, weak areas and business ethics. Hone your abilities and work with people who complement your strengths and weaknesses.

Celebrate your successes. As you and your staff accomplish goals & projections, have some fun, recognize those responsible, and celebrate the achievements.

Finally, be an effective problem solver. Think through situations, weigh your options and invite input from key staff members. Ultimately, make a definitive and ethical choice that benefits everyone. Staff members and management always turn to someone who effectively resolves problems. ♦

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected worldwide.

APRIL IS CANCER CONTROL MONTH



The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service. ♦

[Click here](#) to learn more about the American Cancer Society or go to www.cancer.org

How To Write An Action Plan

When writing an action plan to achieve a particular goal or outcome, you can get much help from the following steps.

- **Clarify your goal.** Can you get a visual picture of the expected outcome? How can you see if you have reached your destination? What makes your goal measurable? What constraints do you have, like limits on time, money, or other resources?
- **Write a list of actions.** Write down all actions you may need to take to achieve your goal. At this step focus on generating and writing as many different options and ideas as possible. Take a sheet of paper and write more and more ideas, just as they come to your mind. While you are doing this, try not to judge or analyze.
- **Analyze, prioritize, and prune.** Look at your list of actions. What are the absolutely necessary and effective steps to achieve your goal? Mark them somehow. After that, what action items can be dropped from the plan without significant consequences for the outcome? Cross them out.
- **Organize your list into a plan.** Decide on the order of your action steps. Start from looking at your marked key actions. For each action, what other steps should be completed before that action? Rearrange your actions and ideas into a sequence of ordered action steps. Finally, look at your plan once again. Are there any ways to simplify it even more?
- **Monitor the execution of your plan and review the plan regularly.** How much have you progressed towards your goal by now? What new information have you acquired? Use this information to further adjust and optimize your plan. ♦



~ Written by Gary Sorrell, Sorrell Associates, LLC. Copyright protected worldwide. All rights reserved.

Email Marketing CAN Be Profitable

- ♦ Email is the #1 online activity for Americans! (Pew Internet Survey)
- ♦ Out of 1,000,000,000 (1 Billion) Internet users worldwide, 90% use email! (PostFuture)
- ♦ 82% of online consumers have made at least one purchase as a result of an email! (PostFuture)
- ♦ 30% of people use email for gift ideas! (ReturnPath Survey)
- ♦ 41% of people comparison shop with email! (ReturnPath Survey)
- ♦ 59% of people have redeemed an email coupon at online OR offline store! (PostFuture)



Do you have your email marketing campaign working for you? ♦



One Minute Ideas

Do You Have Leadership Traits?

Find out if you're a true leader by seeing if you possess these qualities:

- ✓ **Leaders start** projects by asking, "What has to be done?" instead of "What do I need?"
- ✓ **Leaders next** ask, "What do I have to do to make a real contribution?" The answer best suits the leader's strengths and the needs of the project.
- ✓ **Leaders continually** ask, "What are my organization's purposes and objectives?" and "What qualifies as acceptable performance and adds to the bottom line?"
- ✓ **Leaders don't** want clones of themselves as employees. They never ask; "Do I like or dislike this employee?" But, they won't tolerate poor performance.
- ✓ **Leaders aren't** threatened by others who have strengths they lack. ♦

Source: Peter Drucker, cited in *Forbes* ASAP, 60 5th Ave., New York, NY 10011



*Don't miss next month's issue.
Subscribe now!*

AWARENESS IS POWER®
Insights for Business

2024 Powder Mill Rd
Silver Spring, MD 20903

Tel: 301-439-8317

E-mail: aip@awarenessispower.com

Visit Our Web Site at:

www.awarenessispower.com

12 Issues For Only \$97



EXCEPTIONAL LEADERS...Are Willing To Make Tough Decisions

It can be difficult to know the right time to make a decision—but at the same time, not making a decision is ‘in fact’ a decision.

Many times the most difficult decisions are not about money, but are about people. For instance, it can be particularly difficult to terminate or transfer an employee due to concern that *we* are doing others harm or that *we* may be second-guessed by other authorities.

It can be tough making decisions that negatively affect others, contain a high level of risk, or reverse previous decisions. Exceptional Leaders have the courage to make the decisions necessary to move their organizations forward.

Thought Provoker

- Are there areas where you may be postponing making a tough decision?
- Why are you waiting?
- What are the consequences of your not making a decision?
- Is there concern about timing? What conditions will have to exist for you to know the time is right?
- Do you need to enlist others to get their support? What and with whom do you need to communicate?
- Does your heart & head conflict? Maybe your head says do it and your gut says don't do it. How will you get them aligned?

"In any moment of decision, the best thing is to do the right thing, the next best thing is to do the wrong thing, and the worst thing to do is nothing."
~ Theodore Roosevelt

Either make the decision now or set a specific time in the future to make the decision. Put it on your calendar. ♦

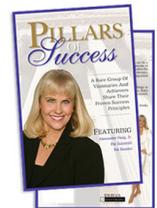
~ Copyright protected by author Bruce M. Anderson. Reprinted with permission. Thinking Partners Inc.

Pillars of Success. Don't miss this book! It's a Great Gift for your team, family, friends, or co-workers. Call Janine to order 301-439-8317 or click on the image for more information!

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.



CLICK ON THE IMAGE FOR MORE DETAILS AND TO GET YOUR COPY TODAY!!



LEADERSHIP EXCELLENCE SEMINAR

Click Here For
More Info

Leadership Excellence Seminar ♀ ♀ May 16-18, 2012 @ Serenity

This three-day course allows you to focus on every aspect of your professional and personal life, to build on your strengths and bring out the best in yourself and those around you. **The seminar provides you with the tools to raise your game and take the rest of the team with you!** The benefits are both personal and professional:

- The SEVEN KEYS to professional and personal success • The daily Mental Laws to help you achieve your goals •
- 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 •

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

Bayley & Bender 301-439-8317 or E-mail: ajp@awarenessispower.com
2024 Powder Mill Rd, Silver Spring, MD 20903 Visit Our Web Site at: www.awarenessispower.com