

AWARENESS IS POWER®

Insights for Business

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SUCCESS THROUGH INSIGHT!

Eliminate The Cost Of A 'C' Team By Hiring 'A' Team Members

As the Vice President or CEO of an organization, have you ever considered the winning strategies of other successful and leading organizations? While there are many contributing factors to why some organizations succeed and others fail, one crucial key to success is strategic job placement. Strategic job placement ensures that every employee occupies a position within the organization that matches and compliments their job skills and characteristics, so motivating them to higher performance levels.

Strategic Hiring

Why hire a 'C' team when you can hire an 'A' team? 'C' team members "get by" in their positions, possess little motivation and generate weak job performance. 'A' team members refuse to settle into inadequate positions, are motivated, and strive to work to their highest potential.

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**Are You Hiring 'A'
Team Members?**

Become A Better Manager/Leader Today

Every day presents another opportunity to become a better manager. Starting today helps your business become more successful tomorrow. There are basic ways to achieve goals and exceed your expectations.

Select the best qualified people for your team. Bringing in diversified talent creates a fusion of stellar ideas and experiences.

Know how to motivate team members to bring out their finer qualities and develop them further.

Build a terrific team that works well together. Have staff members share their innovative concepts. Create an environment of mutual respect where people listen to each other and feel free to communicate. Provide training, encouragement and enthusiasm every day.

People look up to a positive leader who offers direction. Reach out to help whenever and wherever possible. Strive to eliminate confusion and define responsibilities. Enlist assistance on major projects and encourage team members to take on challenges. View the glass as half full, rather than half empty and your team will do the same.

Be a clear communicator. Say what you mean and always mean what you say. Practice communication skills with associates, team members, friends and family. Networking is an excellent way to improve your ability to communicate.

Improve your money management abilities. Read about finances and talk to the corporate accountant. Take time to figure out company and individual accomplishment by dollars and cents. Another way to boost business finances is having better time management skills.

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Continued from page one – **Hiring ‘A’ Team Members**

When interviewing candidates for an open position, the only candidates you should be contacting for a second interview are those that have demonstrated superior performance skills. Refer to the twenty-three job skills that are universally recognized, and only hire employees with skills matching the position.

Each job position is unique, and the same is true for every employee. An employee that is motivated by giving back to others and contributing to society is best suited in a position that allows them to make a positive contribution, in conjunction with earning a profit for the organization.

Personal accountability, accountability for others, and self-management skills are all possessed by superior performers. ‘C’ team employees that run into a problem on the job expect, and wait, for someone else to fix the problem. The inability to self-manage and problem solve costs organizations needless amounts of time and money.

An ‘A’ team member has the ability to identify and rectify a problem before it gets out of hand, without being instructed to do so. If the employee cannot rectify the problem, they make sure it’s brought to a supervisor’s attention in a timely manner. Hiring an ‘A’ team member is an effective way to train for and fill managerial positions of the future, due to their leadership qualities.

Benefits of Strategic Hiring

Turnover Expense Reduction: High employee turnover rates affect organizations both in terms of finance and in terms of motivation. ‘C’ team members lack a sense of professional happiness and are more likely to frequently change jobs than an ‘A’ team member.

High Performer Retention: High performers are happier in their positions and motivated to contribute to the organization. They are more likely to stay within the organization and systematically work their way up into higher positions with more responsibility.

Preparation of Key Leaders: Leaders possess the skills to motivate, teach, and listen to other high performers.

Focus: Organizations that succeed build upon and maintain strategic planning. ‘A’ team members achieve the goals set before them, keeping them focused on achieving the long-term goals in the organization’s strategic plan.



Setting the Standard for High Performance: An organization comprised of ‘A’ team members set the standard for new employees, motivating them to meet and sustain levels of high performance.

Lasting Effects

Using strategic hiring and job matching allows employers to get to know employees in more depth, including areas where the employee excels, and areas where they are lacking in skills. As the employee develops and progresses through the organization, their job skills and characteristics are reassessed to implement relevant training and redefine job role and responsibilities.

Employing high performance employees attracts other high performers because they are happy within the organization and are not afraid to share this information with others. Strategic hiring leads to engaged and productive employees who feel valued and will benefit the organization throughout the time spent with the company. Job matching is the key strategy to being a successful and leading organization. ♦

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

Time is money, so manage it wisely. Make employees accountable for their time, so they realize the importance of productivity.

Continually strive to do better and be a good example to staff members. Improve yourself; know your weak points and work to improve them. Find ways to learn more and fearlessly take on additional responsibilities.

Recognize the relevancy of taking a break to recharge your energy levels. Management is stressful and gets overwhelming. Everyone needs to take time out to get a fresh perspective.

The best managers always behave in an ethical manner. Never succumb to temptation. Refuse to engage in scandalous behavior and your staff will do the same.

Finally, have self-awareness and empathy for others. Maintain an optimistic attitude no matter what happens personally or professionally. ♦

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Influence Your Customers

Once you have used the skills of positive thinking in your life to overcome a situation, you will be rewarded with feelings of satisfaction and achievement. You will feel satisfied with yourself and the situation due to the pride that comes from a job well done. The feelings of achievement will come from your knowledge that you personally were responsible for believing in and working toward the final outcome.

The external benefits that come from adopting a manner of positive thinking are more positive relationships, higher trust levels from your customers, increased sales, increased success, higher employee output, quicker conflict resolution and increased opportunities.

These external benefits are, in part, due to the internal traits you now possess. For example, your new positive thinking skills will help you believe in and strengthen your personal relationships. When you feel good about something, those feelings rub off on those around you causing them to also feel good about the situation at hand. When others are influenced to feel good around you, they subconsciously seek your company.

Positive thinking can also enhance your personal relationships because it causes you to feel better about yourself. The more you like yourself and the better you feel about yourself, the more comfortable you are being with someone and being admired by them. By thinking positively about yourself, you open your life up to closer, more rewarding relationships.

Your new skills can also help you win the trust of your customers even though your contact with them is initially limited to the sales letter that they read on your web site, or the content that fills each page. While every web site features some sort of "sales letter" on the home page, it's a fact of business that some of these letters are wildly successful while others fall dismally short of reaching their goal. The biggest problem with these unsuccessful sales letters isn't usually their content, but rather, the way that content is delivered.

Once you learn how to use these positive words to influence your customers, you can write web copy, sales letters and email messages that inspire your customers to buy. Simply put, trust can be inspired through the written word, and that trust can turn shoppers into buyers. ♦

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Contribute in Meetings

Do some of your employees contribute more at staff meetings, while quieter members hold back?

To achieve more balance, inform staffers in advance that you'll be directing specific questions to them.

Once you've given quieter employees fair warning, call on them. ♦



One Minute Ideas

Business Thoughts

What's a benefit – beyond building a better brand image – that occurs in an organization where accountability is present: an increase in profit and productivity.

Planning for the future means not only knowing who is in line to take on leadership but also who will be able to fill the roles of knowledgeable and skilled employees.

Having strong personal accountability can often indicate other strong skills in the areas of management, leadership, decision making, goal orientation, persuasion, negotiation and conflict management.

SILENCE – Mentally count how many times you remain silent in your next conversation with an employee or co-worker. If you note only a few, you may need to give others more chances to offer their ideas, to ask questions, and to show they understand what you've said.

“Economic depression cannot be cured by legislative action or executive pronouncement. Economic wounds must be healed by the action of the cells of the economic body - the producers and consumers themselves.” ~ Herbert Hoover

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Seven Timeless Tips To Build Successful Working Relationships

Here are some great foundations for creating lasting relationships in any area of business, no matter what your position is:



1. **Never criticize, complain, or condemn.** Be as positive and cheerful as possible. Never share negative things about your personal life in a business setting, and never criticize anything political or religious in your workplace. Appear open and easygoing.
2. **Aim for acceptance.** Respectfully accept others' viewpoints and opinions. People crave acceptance, and those who feel accepted by you personally will want to do business with you.
3. **Offer approval.** Give praise and approval to people for practically anything they do. Coworkers will gravitate toward you and you'll be welcome wherever you go.
4. **Show your appreciation.** Make others feel more valuable and important by acknowledging their actions and presence graciously.
5. **Admire the achievements of others.** Avoid jealousy and make admiration your goal.
6. **Be straightforward.** Disagree or agree with others when appropriate. Be frank with your opinions and avoid gossip. People will feel comfortable in your presence when they know where you stand and what you genuinely believe.
7. **Give loads of attention to others.** You can pay anyone a great compliment simply by focusing your attention on them. Nothing can make a human being feel more special than to be seen and heard. ♦

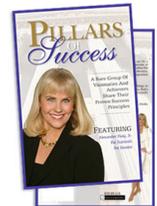
~ Adapted from *Advanced Selling Strategies*, by Brian Tracy (Simon & Schuster)

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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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