

AWARENESS IS POWER®

Insights for Business

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BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Healthy Employees = Productive Employees

Companies are constantly searching for new and better ways in which to increase the productivity of their workforce, and thereby, enhance their bottom line. They try new tactics and strategies, all of which are designed to help employees reach their full potential and maximize their contribution to the company.

However, sometimes the best solutions are the ones that are so readily apparent that they go unnoticed. One such solution involves the health and lifestyle choices of the employees in question.

Factors for success . . . or failure

There are many factors that can impact employees' productivity levels. They include diet, sleep (or lack thereof), stress, morale, and exercise (or lack thereof). A recent survey conducted by *ComPsych*, the world's largest provider of employee assistance programs, sheds some interesting light on these factors and how they can negatively – or positively – affect employees.

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Sharpen Your Vision to Create a Competitive Edge

*If you can keep your head when all about you,
are losing theirs and blaming it on you.
If you can trust yourself when all men doubt you,
but make allowance for their doubting too.*

*If you can wait and not be tired by waiting...
Yours is the Earth and everything that's in it...!*

– Excerpt from "IF" by Rudyard Kipling

Whether you are an entrepreneur, company executive, or employee, economic uncertainty may have you tied in knots. The remedy: **TAKE CONTROL**. When we feel powerless, we become victims. And if you're reading this, you probably don't care to play that role! Operating from positions of fear or scarcity takes a heavy toll on people and organizations.

The media keeps the economy on everyone's minds. Not only do we watch the Dow and S&P, we now keep tabs on markets around the world. There is uncertainty and volatility. Global markets are becoming more and more complex and ambiguity abounds. What are we to do? The answer: *strategically determine how to outperform the competition.*

Throughout history there have always been winners, even in the direst of times. There is no better time than the present to step back and assess where you are, where you want to be, and determine what it takes to get there. As usual, solutions are not always easy to implement, but they are easy to understand.

Strategic Planning – Specific goals are not enough.

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Continued from page one – **Vision**

High performing people and organizations are disciplined. They have a systematic process for regular strategic thinking and business planning. They determine where they are going and how to get there. Do you have a plan with clear objectives? How well is it communicated to those who help you do what you do? To what degree, if any, do day-to-day operations mirror your plan?

Winners are proactive, not reactive. I was recently with a few hundred highly successful women entrepreneurs from across the country... Presidents of businesses

generating between \$2 million and \$200 million or more in revenues.

The theme was innovation. It was loud and clear that



these women, these winners, were preparing for tomorrow. In fact, many are allocating *more* resources toward planning and innovation to ensure they are winners at the other end of this economic cycle.

In his book “*The Dip*,” Seth Godin asserts that the difference between great success and mediocrity lies in knowing what you want and determining whether it’s time to quit or forge ahead. Are you doing the right things? Success is as much about what you stop doing as it is about doing the right things.

When the going gets tough, the tough get going. When it gets hard, we see the differences between superstars and others. Odds are most people will quit. People and organizations that thrive in adversity are scarce; therefore, they become more valuable.

Several years ago, I read the autobiography of Richard Branson, entrepreneur and founder of Virgin Airlines. What struck me was his philosophy on dealing with adversity... *rather than contract when faced with harsh conditions, expand out of it.*

The fearful contract... they tighten their belts and look for every opportunity to cut costs. I call this managing the business one paper clip at a time.

Continued on next column –

While competitors are searching under desks for paper clips and carefully returning each one to the supply closet, you can be thinking, planning, expanding and acting... moving forward and crafting your own success.

Sharpen your vision to create your competitive edge. It takes highly focused strategic thinking, intense business planning, and complete concentration on aligning everything in your organization toward clear, specific objectives. It will help to consider the following:



- ◆ Do you need to review, refine or even develop your vision for the future?
- ◆ What are you good at? Why do you do what you do? Are you passionate about it?
- ◆ Is the road you’re currently on the one most likely to carry you to your ultimate vision?
- ◆ What assumptions was your current business plan based on? To what degree does the price of gasoline, interest rates, food costs, and other economic, market or social changes impact your ability to achieve your objectives?
- ◆ Are your business goals still valid?
- ◆ What 3 to 5 things are most critical to your accomplishments? Do you need to develop different behaviors, attitudes and habits for success in those critical areas?
- ◆ Are you/your organization aligned to make maximum benefit of the people and processes necessary to create and retain loyal customers?

There Are Always Winners, No Matter What The Conditions... Will It Be You?

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The problems of this world cannot possibly be solved by skeptics or cynics whose horizons are limited by the obvious realities. We need men who can dream of things that never were.

— John F. Kennedy, 35th U.S. president

Continued from page one – **Health**

ComPsych surveyed more than 1,000 employees across the United States during the timeframe of January 1 through February 15, 2008. The survey involved companies of all sizes and those operating in a variety of different industries. Overall, the survey was quite extensive and unearthed a wealth of data. However, in the interest of brevity, we'll address a few of the more important findings, as they relate to the factors listed above.



- **Diet** – Of employees with balanced diets, 73% reported having high levels of productivity and 50% reported having high levels of energy.
- **Stress** – Approximately 70% of employees with poor diets had high levels of stress. In addition, 76% of employees participating in no physical activity reported a high level of stress.
- **Exercise** – Over 65% of physically active employees reported high productivity levels, and 67% reported high energy levels, as well.
- **Morale** – Of course, as you might imagine, the three factors listed above can have a profound impact on morale. About 55% of very active employees reported having high morale, and 51% of workers with ideal weight reported the same.

The power of promotion

So . . . what does all of this mean? You might be thinking to yourself, *"I already knew this. It doesn't help me any!"* Or perhaps you're thinking that you can't force employees to be healthy, so this information constitutes a moot point at best.

But that would be underestimating the power of promotion. There is plenty that a company can do to build and cultivate a corporate culture that promotes a healthy lifestyle. While it's true that you can't force an employee to make healthy choices, you can make it **easier** for them to make those choices. That's why it's imperative for company officials to analyze their culture and ask some tough questions:

- Does our culture promote health and well being?
- Do we make it easy for employees to make healthy choices during the workday . . . or difficult?
- How much more productive could we be through promotion and other health-related programs and initiatives?

The evidence is indisputable. Healthy employees are productive employees, but it even goes beyond that. They're **happy** employees, as well, and that combination is almost impossible to beat – especially by your competition.

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ONE MINUTE IDEAS

Security Minute – Opt Out for Mailings

Are you tired of receiving all those "credit card of the month, loan, insurance, etc." applications in your home mail? Are you shredding and simply NOT tossing them in the trash? Are you concerned about identity theft and worried that an unscrupulous person could be filling those out, getting credit in your name, and at the same time ruining your credit?

To opt out from all three credit bureaus providing your information to those "legitimate" requestors, you can either call the following number or simply go to the website to opt-out from receiving Firm Offers for 5-years or Opt-Out permanently.

1-888-567-8688 or
www.optoutprescreen.com

OptOutPrescreen.com

*In the middle of every
difficulty lies opportunity*
— Albert Einstein

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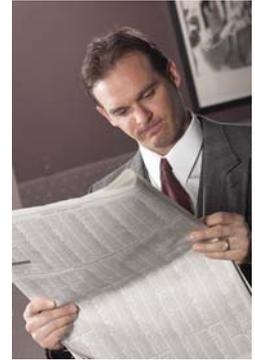
Survey on the Economy

Is the economy really in as bad of shape as the media is telling us? Watch any news program or listen to any radio station and all you hear is how bad our economy is and that there is no relief in sight. Is it really that bad? How do we know?

We would like to hear from you and get your opinion!

Please take a couple of minutes to answer the following questions and e-mail them to us.

1. Are the fears of an economic downturn due to the media?
2. Have you changed your lifestyle to accommodate for these challenges?
3. Is business down over last year and is it due to the economy or increased competition in your marketplace?
4. Have you taken your money out of the bank due to fears of a financial crash?
5. Do you think that our perceived slow economy is because it is an election year?



Please e-mail your response to aip@awarenesspower.com Thank You! Bayley & Bender

Happiness is not in the mere possession of money; it lies in the joy of achievement, in the thrill of creative effort. - Franklin D. Roosevelt

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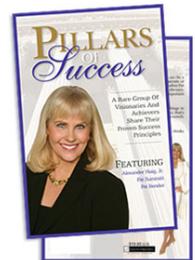
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PILLARS OF SUCCESS

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 what Pat says are three important things leaders and successful people have in common.



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