

# AWARENESS IS POWER®

## Insights for Business

April 2009

Volume 9 Issue 37

BAYLEY & BENDER, INC  
SUCCESS THROUGH INSIGHT!

### *Retaining the Right Talent to Reach the Next Level*

In today's economy, every business executive, owner, CEO and president should be asking themselves one important question: "Do I have the talent to take this business to the next level?"

If the answer is no, you probably want to begin looking, but if the answer is yes, then employee retention should be at the top of your list. With employee retention statistics that prove your best employees may be sitting on your payroll while patiently waiting for the "right" job, you need to be sure that you are managing employee retention with specific individuals in mind and long-term goals in place.

#### **Employees Are Not All Alike**

A good manager knows the strengths and weaknesses of their employees. But do they know what motivates them?

*Continued on page three – Retaining*



*Are You Retaining the Right Talent for Success?*

### *The Advantages of Health & Productivity Management (H&PM)*

In the first article in this series, we looked at the basics of Health & Productivity Management, starting with a definition of the concept:

*[Health & Productivity Management] is "the integrated management of health and injury risks, chronic illness, and disability to reduce employees' total health-related costs, including direct medical expenditures, unnecessary absence from work, and lost performance at work (i.e., presenteeism)."*

As we discussed, this concept is **comprehensive** in approach and **pro-active** in nature, significantly differentiating it from other healthcare/productivity endeavors. Now that we've laid the groundwork, what makes this type of program so important? Why should companies and other organizations consider implementing an H&PM initiative? With this article, we'll look at the answer to these and other questions.

#### *Meeting the economy's challenges*

The economic crisis currently facing the United States – and in some fashion, the world – makes an effective Health & Productivity Management program even more essential. This is true not just for certain types of companies, either. It's true for companies in every industry and of every size, namely because the economy is presenting the same types of obstacles for all companies. Some of those major obstacles and challenges are outlined below.

- **The aging workforce** – There's no stopping it; employees are getting older every day. Another stark reality is that more and more employees can't afford to retire at the age workers retired in the past.

*Continued on page two – Health & Productivity*

### **Inside This Issue**

1. *Retaining the Right Talent to Reach the Next Level*
2. *The Advantages of Health & Productivity Management (H&PM)*
2. *Stop Dragging Work Home with You*
3. *One Minute Ideas*
4. *Changing Habits and Building Action Plans – by Pat Bender*

All articles, quotes, and material in this newsletter are copyrighted. © 2009. No part can be reproduced in any form without specific written consent from copyright holder(s). All rights reserved worldwide.

Continued from page one – *Health & Productivity*

As a result, they're working well into their 60s and beyond. At that age, employees are more at risk for injuries, disabilities and/or chronic illness. Therefore, their subsequent absence from work, even for short amounts of time, can eat into a company's overall productivity. The H&PM program can help to combat this challenge.

- **The healthcare dilemma** – Healthcare costs seem to skyrocket every year, rising even faster than the annual rate of inflation.



For some small business owners, the cost of providing healthcare to employees has become a crippling expense. Consequently, it's in their best interests to help their employees be as healthy as possible in an attempt to keep costs at acceptable levels from year to year. To add to the dilemma, healthcare isn't about to become more affordable, at least not in the foreseeable future.

- **The need for more productivity with fewer employees** – Companies have been slashing payrolls at quite a fast clip since the beginning of the year, and more job losses are forecast for the remainder of the year. As a result, it's imperative that companies invest in the health of their employees so that they can reap a sizeable investment in terms of productivity. Specifically, they need to maximize their productivity from each employee on an individual basis. This "production-per-employee" matrix is a strong indicator of a company's long-term success. In other words, it's what makes a company "lean and mean."
- **Survival of the fittest** – That leads us to the top priority, both for companies individually and the country as a whole. Continued revenue generation and the existence of concrete profit margins (as opposed to the manufactured margins that have been gleefully reported on a routine basis during the past few years) are essential for the continued growth and development of the economy. Only those companies that pay the proper amount of attention to health and productivity will be positioned correctly to reap the benefits once the economy rebounds.

Continued on next column –

### **Taking the next step**

As you can see, keeping employees healthy and productive has never been as important as it is right now. In all likelihood, it's going to become even more crucial in the future. If properly implemented and monitored, a Health & Productivity Management program can help just about any company reach their goals and objectives, especially as they pertain to greater productivity and a healthier bottom line.

However, now more questions can be posed. How does a company go about implementing such a program? Are there specific steps that can be undertaken to ensure a greater level of success? Does it matter if you're a big company or a smaller company? *In our next issue, we'll tackle these questions in the final part of our three-part series.*

---

## **Stop Dragging Work Home with You**

You'll find that your worklife and your homelife will be more productive and enjoyable if you can confine work to the office.

### **Here are some tips that will help:**



- ✓ **Gripe about work for no more than 10 minutes.** If you've had a bad day, keep it from invading your evening at home. Set a timer if you have to. Return the favor by listening to the other person's gripes.
- ✓ **Tie up loose ends.** To keep your mind off work, write down any nagging, office-related matters as soon as possible after arriving at home. **Example:** "Remember to call Jones tomorrow before noon, re: contract renewal." Then forget about it until the next day.
- ✓ **Take 20 minutes to clear your mind.** Create some ritual that marks the transition from work to home. **Examples:** Take a walk, meditate, shoot baskets or read a section of the newspaper.

Source: *Manager's Edge*, as adapted from *Secrets of Executive Success*, Mark Golin, Mark Bricklin and David Diamond

*It's all about quality of life and finding a happy balance between work and friends and family.*  
- Phillip Greene

Continued from page one – *Retaining*

In employee retention studies, TTI has found that money is NOT the reason most employees leave a job, which seems contrary to popular belief. In our latest study of over 19,000 job seekers, only 19% said money was the reason they were looking for a new job. Instead, more popular reasons included stress, mismanagement, lack of room for advancement and lack of employee development.

In order to effectively manage employee retention, it is important to determine the core values of each individual. What drives them to take action? What keeps them engaged and motivated? What needs do they have that should be fulfilled on the job? For example, let's assume Steve is a salesman for a medical device company that sells new health care devices to hospitals. What motivates Steve to get out of bed each day, put on his suit and give a great sales pitch? Perhaps he knows that each time he introduces better technology to a hospital, he impacts the lives of many every day. Or, maybe Steve's personal goal is to be the top salesman in the company. Yet another possibility is that Steve comes from a family of salesmen and takes pride in following in their footsteps. Whatever the case may be, the important thing is to know what motivates Steve and ensure that employee retention strategies cater to his unique, personal motivators.

### **Employee Retention Must Fit Corporate Goals**

Developing an employee retention strategy that is specific to each individual must start with an in-depth look at the company's long-term goals and what it needs for success. What is the next level? What skills do you need to get there? Who has those skills and what skills are missing in the company? While it is not an easy task, it is an important step in the process of creating an employee retention strategy that will help you meet your long-term goals. Perhaps you will find that job roles should be re-organized, skills of certain employees are better utilized in another way, or certain employees are key to future success. Once you have determined how your workforce needs to adapt to meet company goals, you can implement an employee retention strategy that ensures your best talent is there to help you reach the top.

Copyright by Bill J. Bonnstetter. All rights reserved worldwide under Target Training International, Ltd.

## **Web Site Of The Month!**



### **Welcome to the Deep Web – PIPL.com**

Since most personal profiles, public records and other people-related documents are stored in databases and not on static web pages, most of the higher-quality information about people is simply "invisible" to a regular search engine. Pipl's query-engine helps you find deep web pages that cannot be found on regular search engines.

Unlike a typical search-engine, Pipl is designed to retrieve information from the deep web, to interact with searchable databases and extract facts, contact details and other relevant information from personal profiles, member directories, scientific publications, court records and numerous other deep-web sources.

Check it out at [www.pipl.com](http://www.pipl.com)



# **ONE MINUTE IDEAS**

### **'Turbo Typer' Time Saver**

Turbo Typer is a program designed to save your fingers and wrists from typing the same thing over-and-over. (That and your sanity!) If you ever find yourself repeatedly typing the same thing, you need Turbo Typer.

Type your message (it can be as short or as long as you like) in Turbo Typer. Click save. Now, anytime you need that message, click on it in Turbo Typer and you can instantly paste your message into an email, a Word document or any program on your computer!

Turbo Typer allows you to put in an unlimited number of "text snippets" that you can use at any time.

This application is great for anyone using a computer. Often, people will take the hard way and do repetitive actions because they are not sure how to do it better. Turbo Typer does it better and will save you time.

[Click here for more information](#) or call 740-824-4842.

*The reward for work well done is the opportunity to do more.*

- Jonas Salk

**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](mailto:aip@awarenessispower.com)

Visit Our Web Site at:  
[www.awarenessispower.com](http://www.awarenessispower.com)

**12 Issues For Only \$97**

# Changing Habits and Building Action Plans

By Pat Bender

Do you feel like you are stuck? Do you feel like you are tired of using the excuse the Economy is Bad? Are you tired of listening to all of the talk about the economy? Do you feel like you are filled with negative emotions such as fear, worry, stress, anxiety and pressure?

Why is it that some people are successful right now – despite all of the talk about the economy? What are these people doing differently? The key word is **DOING**. We can sit and become discouraged, depressed and paralyzed. This is not going to help us. We need to **Take Action and Change our Habits**. Before we even begin to think about changing our habits and taking action we need to go back and revisit our goals. We need to ask ourselves, “how badly do we want it and are we willing to pay the price.” How much do you really want to change your work habits?

If you really want to make a change these powerful steps will help you eliminate self defeating habits and

guide you into a new way of thinking and acting. Check out the 4 steps to eliminate self defeating habits and replace them with self reinforcing habits

*Eliminate Self Defeating habits and replace them with self reinforcing habits*

- ✓ **Identify** the habit you want to change
- ✓ **Define** the new habit you wish to develop
- ✓ **Begin** to develop the new behavior as strongly as possible
- ✓ **Ask** other people to support your new habit

Planning is deciding what to do. Planning is a habit. People who plan regularly master the habit of planning. Why do people fail to plan? Because we are action oriented. Take time today to plan. It will save you time and money and increase your growth, profitability and productivity.

Copyright Pat Bender, Bayley & Bender 3/31/09 – all rights reserved

*Register today for the Awareness Is Power® Leadership Excellence Seminar scheduled May 5-7, 2009 at Serenity in St. Michaels, Maryland. This is a perfect place and opportunity to reflect, plan, set goals, refocus and finish out the 2009 with Success.*

## LEADERSHIP SEMINARS

Located at Serenity in St. Michaels, Maryland

<u>AIP002</u>	Dynamic Leadership Professional & Personal Excellence	Serenity	5 -7 May 09	3
---------------	--	----------	-------------	---

Cruise and Learn! The fun begins the first day of the seminar. At 5 PM on May 5<sup>th</sup> break away from the pack and join us on a 48 foot Sea Ray Yacht sunset cruise sponsored by Clarks Landing Boat Sales. Register today. Seating is limited.

*We also provide in-house seminars – Call us if you are interested in an in-house seminar!*

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

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



Bayley & Bender 301-439-8317 or E-mail: [aip@awarenessispower.com](mailto:aip@awarenessispower.com)  
2024 Powder Mill Rd, Silver Spring, MD 20903  
Visit Our Web Site at: [www.awarenessispower.com](http://www.awarenessispower.com)