

AWARENESS IS POWER®

Insights for Business

June 2010

Volume 10 Issue 51

BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Want To Move High Potentials Into Star-Performers?

You'll need something more than just a token effort when it comes to cultivating workers with the most potential to grow into corporate-level leadership roles. Leadership talent—otherwise known as high potentials—can actually be generated through the speed-to-market product methodology the same way competitive advantage is fostered. More to the point, this is one of the best methods out there to accelerate a high potential's growth into superstardom, so to speak. By effectively nurturing the competencies and leadership skills of these prospects, you'll be able to firmly tell which of them will eventually become the future leaders of your company.

You should be able to distinguish yourself from your competitors and extend your competitive advantage in the field by becoming the ideal organization when it comes to farming and cultivating potential talents.

Continued on page two – Star Performers

Inside This Issue

1. *Want to Move High-Potentials into Star Performers?*
2. *How to Successfully Fix the Hiring Process Using Job Benchmarking*
3. *One Minute Ideas*
4. *Change - The Full Spectrum*

All articles, quotes, and material in this newsletter are copyrighted. © 2010. No part can be reproduced in any form without specific written consent from copyright holder(s). All rights reserved worldwide.



How To Successfully Fix The Hiring Process With Job Benchmarking

If you missed our previous articles "Job Benchmarking To Improve the Bottom Line," and/or "Using Job Benchmarking To Avoid Unnecessary Costs" please contact us.

Sometimes the hiring process can be very tricky. The things that we look for when we're hiring somebody are not necessarily the things that are

going to make them successful in a particular role. When you consider what a hiring individual will look at and how they will react to a candidate you can see how mistakes might happen in the hiring process.

You've probably heard the expression that first impressions are important. This is very true and there are differing opinions about how long it takes for one individual to assess another person. The general consensus is that it does not take very long for one person to decide whether or not they like another person. It's easy to see how this can influence people to make hasty decisions about hiring somebody for a job.

The reasons that one person hiring another might have bias can come from a number of different sources. It can come down to the color of the clothes that the interviewee is wearing. The interviewer might not do this consciously, as if they don't like the color of a blouse or a tie the candidate is wearing they might be judging them adversely without even knowing it.

There can be positive bias as well. Sometimes a more attractive candidate ends up getting the role as opposed to somebody who is not ready to be on the cover of a magazine.

Continued on page three – Job Benchmarking

Continued from page one – **Star Performers**

To be true, the demand for these possible star performers is rapidly outgrowing the supply, so you must be prudent when handling this issue. Active focus on recognizing and developing these diamonds in the rough is certainly commendable, but very few businesses are able to accomplish this task in an effective manner.

Studies and Profiles of High Potential Development

The Corporate Leadership Council conducted a recent survey that revealed a rather interesting issue: about seventy-five percent of organizations around the world aren't confident in their capabilities when it comes to effectively staffing leadership positions for star performers for the next half decade. Furthermore, this conference board study discloses that only thirty-four percent of businesses are reliable in terms of identifying high potentials during the early parts of their career, so it's basically up to the employees in the remaining sixty-six percent of companies to perform well in order to be recognized. In short, less than half of all enterprises worldwide are actually helping to nurture their high potentials from the very start.

In contrast, firms that are able to recognize and improve high-potential employees have been shown to garner immense shareholder returns simply because they are able to make the most out of their human resources. In fact, any company that's efficient enough to optimize and streamline their assets—especially their workers—should do quite well in their chosen market. Meanwhile, a Hewitt Associates study of U.S. conglomerates suggests that those who exert a modicum of effort when it comes to developing high potentials do perform in the seventy-fifth percentile or higher for TSR or total shareholder returns. These higher results are indicative of why it's important to track and improve the performance of your would-be star performers.

Potential Star Performer Assessments

Continued on next column –



In order to consistently achieve measurable success in terms of high-potential employee development, a corporation must be willing to engage in a quality program that regularly identifies and develops the desired abilities and traits of their best workers. Using assessments to identify the attributes, competencies, behaviors, & motivators will give you (and the employee) great insights as to what it will take to turn them into a star performer.

High potentials have a tendency to be better than the rest of their peers and achieve stellar results comparable to those who've had more work experience than them. In order to examine them properly and move them into star performer status, managers must use multiple methods of assessment, compare the outcomes with known criteria that are linked with a particular leadership level, and communicate clearly their objectives for these special workers. Only the true star performers will be able to face this challenging stage of their career as they attempt to prove their worth, set goals, and comprehend their environment.

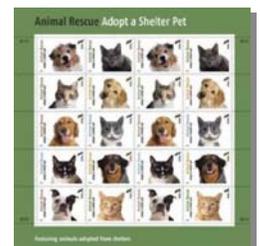


~ Written by our associate Gary Sorrell. Copyright protected worldwide, all rights reserved. Sorrell Associates, LLC

Don't be afraid to give your best to what seemingly are small jobs. Every time you conquer one it makes you that much stronger. If you do the little jobs well, the big ones will tend to take care of themselves.
~Dale Carnegie

Postage Stamps to Help Shelter Animals

Now you can buy stamps at the post office that help buy food for shelter pets. You can also order them online. This is a great thing to spread around. Could you please forward to your contacts?



www.stampstotherescue.com

Continued from page one – **Job Benchmarking**

It has nothing to do with whether or not they are a good candidate. The person being interviewed might have something in common with the interviewer or they may be a friend of a friend and nobody else in the company knows that that person is pretty much a lock to get the role before the interview even starts.

To solve the problem, companies need to engage in job benchmarking. Instead of starting with a stack of 100 resumes and trying to pick out the ones that are free from spelling errors, it makes a lot more sense to start with the role / job. Once the accountabilities of that role have been identified, only then should a company start to look for a suitable candidate to fill those requirements.



Sometimes this is not easily done by someone who is inside the company. They may have other responsibilities and they are not likely fully trained to benchmark a position. They may not be asking themselves the right questions when they try to figure out what that role means to the company and what the person who fills that role should be responsible for in order to be successful in the job. Assessments are the key to doing this correctly and without personal bias.

You might drive your car every day but when it comes time to get it fixed, it's not something you try to do yourself. Somebody in your company might be the best manager possible, but they may not have the skills to choose the perfect candidate for a role on their team. If you engage the services of a good job benchmarking company, then it will allow the manager to focus on their job while someone else helps to choose the right candidate.

~ © Copyright protected, all rights reserved worldwide. Sorrell Associates

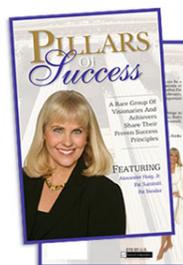
Pillars of Success. Don't miss this book! It's a Great Gift for your team, family, friends, or co-workers. Call Janine to order 301-439-8317 or click on the image for more information!

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!!



One Minute Ideas

Put Some Positive Energy In Your Life

Identify activities that make you feel good, then do more of them every day. Asking these questions will help you identify such activities:

- ✓ What always makes me smile?
- ✓ What makes me feel fulfilled?
- ✓ What small things make me feel content?

Family Circle, 110 Fifth Ave, New York, NY 10011

Avoid Distractions At Work

Jumping from one thing to the next indicates an undisciplined commitment to priorities.

12 Simple Secrets of Happiness at Work by Glen Van Ekeren

Dealing with people is probably the biggest problem you face, especially if you are in business. Yes, and that is also true if you are a housewife, architect or engineer.

~ Dale Carnegie

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@awarenesspower.com

Visit Our Web Site at: www.awarenesspower.com

12 Issues For Only \$97

Change – The Full Spectrum

Did you know that 54% of the population resists change? 46% embrace change or create change. I could not understand why *many* people do not embrace change or create change until my husband Bob died unexpectedly April 19, 2009. Bob's death was such a shock to me.... it took the life right out of me.

So what is change all about? Now I understand why people don't always embrace change. I knew I needed help and I am so lucky to have Fr. Joe Muth give me grieving counseling with the loss of my sweet Bob.

There are 4 stages of grieving that most people go through when they are dealing with change.

The first stage is **Denial**. Denial is when you have evidence that something is going to happen but you don't believe it.

The second stage is **Anger**. This is when people fuss at themselves and everyone around them. They will generally act mean, angry, resentful, jealous and seethe because they realize change is happening and they aren't happy about it.

The third stage is **Depression**. They realize they aren't in control. Things are changing and there is nothing they can do about it. They feel *badly* and they want to sleep. They have trouble coping. They get depressed. Sometimes depression is anger tuned in on yourself – you put yourself down.

The fourth stage is **Acceptance**. Some people go right through all 4 stages very quickly and some people get stuck in one stage and never move past it. Some people take a long time to get to acceptance, but that is when you realize well- things have changed. You've had the wide range of emotions and you need to accept it and move on. You know it when it feels right inside. They have had the FULL SPECTRUM of emotions.

So how do you deal with change? We are offering you 7 ways to deal with change.

1. Assess and recognize which stage you are in and what will it take for you to get to acceptance. What are your support systems?

This could be anyone in your life. Who are the people that can help you?

2. Be proactive. Don't wait until the sky falls. Do something positive toward supporting the change. Make change a positive change. Thrive in change.

You could be proactive with that couldn't you? The emotional side is the power.

3. Choose to have a positive Attitude. What does that mean? It means to be thankful for everything you have. Some people call these positive affirmations. A couple of my affirmations are:

"I am so thankful that I had the most incredible marriage with such a loving and kind husband Bob Bender. "I am so thankful to you and all of my friends and everyone that is popping into my life that is helping me".

4. Visualize a good ending or outcome to the change. When people are facing change, one of the ways to get through change is to try to imagine things are going to be better in the future and to picture that in your head.

5. Rely on your support system and don't be afraid to seek the help beyond your regular support system. Get help. Get the emotional support you need for change.

6. Do something nice for yourself. Take care of yourself. Take time for yourself. It was a year after Bob's funeral when I attended the Baltimore Symphony Super Pops concert with my friends. I was having a horrendous day.

The program that special day was a Motown Tribute (my favorite music) and the *act* that was performing with the Baltimore Symphony Orchestra was **Spectrum**, a singing group from Las Vegas. **They put on a phenomenal performance.** This was the first time in a long time I *had* been happy. This music made me come alive inside. I bought their CD after the performance and began listening to their music all day long – in the car – in the house. This really helped turn me around. They are the best kept secret and I want to share this gift with you. Check out www.spectrumsings.com and order their fabulous Motown Tribute CD's.



Continued on next column –

Continued on page five – **Change**

Continued from page four – *Change*

7. Do you really want to change? Are you willing to change? Do you want to get out of the worry boat? Are you going to do whatever it takes to be happy again and to get back with your life? Are you willing to reach as far as it takes or as high as you can to embrace change? Are you willing to see change as a friend and have it become a part of you?

Bob always said; *"When the pain of remaining where you are becomes greater than the actual pain of change – that is when you will make the change."*

Thank you for helping me and have a great day!

Copyright 2010 all rights reserved Patricia C. Bender, Bayley & Bender, Inc

Check out www.spectrumsings.com and order their fabulous Motown CD's.



DYNAMIC LEADERSHIP SEMINAR

[Click Here For More Info](#)

Leadership Excellence Seminar ♀ ♂ 15-17 September 2010

This three day course will allow 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 offers the chance 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 • Understand what success is and how to achieve it • Improve your time-management strategies • See and develop the strengths in yourself and others •



WORLD CLASS SELLING!

[Click Here For More Info](#)

World Class Selling...A STAR IS BORN ♀ ♂

In this seminar you will learn to take the natural talent that you have and combine it with new skills that will make you even better at sales in call centers than you have ever been before.

- The Power to See Yourself • Understand your unique behavioral style • The Power to See Yourself with Others • Identify, understand and appreciate the people who are different than you • The Power to Win in Every Situation • How to Identify Different Behavioral Styles of Customers • How to Sell to Different Behavioral Styles of Customers • Discover the top secrets to being the best salesperson in the world • How to sell with heart • How to pass the heart test in a heartbeat •



TEAM BUILDING SEMINAR

[Click Here For More Info](#)

Building Efficient & Effective Teams to Maximize Results ♀ ♂

Attend this seminar to discover the ultimate treasures, which include: • How to be an effective team member • How to be an effective team player • The importance of a team • Awareness of the interpersonal & negotiating skills needed as a team player • The role of positive attitude and problem solving and creative thinking • Motivate yourself to become a leader and ultimate member of the team

CONTACT BAYLEY & BENDER TO BRING THESE SEMINARS 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