

# AWARENESS IS POWER®

## Insights for Business

November 2010

Volume 10 Issue 56

BAYLEY & BENDER, INC  
SUCCESS THROUGH INSIGHT!

### *How To Accurately Measure Talent*

In order to inform and support the success of both your selection and retention processes, you must accurately measure the talent of every candidate and employee in your organization. By accurately measuring talent, you are able to ensure that you successfully match the best talent to the job you hire them for. This way, company managers will be able to know the key factors which will enable them to successfully motivate, manage and develop the talents of each individual.

Moreover, accurate talent measurement also ensures that jobs are performed at superior levels. This is because teams are able to work much more effectively and profitably. Talent measurement will also enable each individual to understand their strengths and challenges, and therefore learn how to best adapt to the work environment.

*Continued on page two – Measure Talent*



*Are You Challenging Your Star Performers?*

### *Using Team Building To Boost Morale And Build Trust*

When it comes to building trust and boosting morale, companies have been turning to team building as an immediate solution.

The team building concept has served as an umbrella term that covers an extensive assortment of exercises designed to boost productivity and

morale simultaneously, often by concentrating on the people who don't particularly feel enthusiastic with their job, which in turn has an effect on their performance. Effective team building focuses on goals and outcomes more than on individuals that tend to be slacking in their jobs.

#### **Profiling Team-Building Exercises in a Positive Light**

Despite the allegations of critics with regards to the constrained and coerced nature of team building in terms of forming bonds and linking employees together, it still has a lot going for it. Events centered on team building are considered as some of the most multipurpose activities available that aren't only incorporated in the executive landscape; they're also found in almost every business field. When applied correctly, team building exercises are capable of improving the qualities of manpower, visual capabilities, analytical skills, work enjoyment, and overall company knowledge.

More to the point, team building is one of the best and most straightforward tools in a company's arsenal to build the trust and boost the morale of its workforce.

*Continued on page three – Team Building*

### **Inside This Issue**

1. *How to Accurately Measure Talent*
2. *Using Team Building to Boost Morale and Build Trust*
3. *Imagination*
4. *One Minute Ideas*
5. *Team Building with a Diverse Group – Sighted, Blind, and Visually Impaired*

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.

*Continued from page one – Measure Talent*

Accurately measuring talent also ensures that talent is properly identified, developed, and allowed an opportunity to succeed on an ongoing basis.

In order to accurately measure talent, you need to conduct interviews which will truly reveal what you want to know about the particular candidate. For this you will first need to conduct tandem interviewing, as well as include arranged reference calls. Keeping in mind the saying that “the best predictor of future behavior is past behavior”, be sure to also ask questions based on the past behavior of the candidate during the interview itself.

During selection, you need to have clarity on the job benchmark and what the position essentially requires. This will enable you to have a comprehensive picture of how the performance of the individual will compare to the job requirements. Such information will enable the recruiter to ensure that there is minimal bias during the selection process; that there is consensus within the company as to what the performance of the candidate will be measured against as they do their job, as well as ensuring that all expectations on the candidate are measured and they are not expected to be superman or superwoman.



In order to ensure that the individual will be able to meet all the benchmarks of the job, you need to measure the following 3 facets of talent:

- **Behavior or the behavioral traits of the individual** – This involves evaluating how the candidate does their job. In order to evaluate this, you need to factor in various aspects of their job requirements such as whether the job entails data analysis, frequent interaction with other people, as well as the levels of competitiveness that go with that particular position.
- **The individual’s attributes or core skills** – You need to understand what capacities the candidate will bring to the job.

*Continued on next column –*

In order to find a perfect match, you will need to take into account whether the position requires a capacity for results orientation or accountability for others.



- **Motivators and rewards** – For this you will need to understand what motivates the candidate, and why they do the job. You therefore need to know beforehand whether the job rewards a passion for ROI or whether it rewards a passion for knowledge.

We have the tools necessary to accurately measure all of these areas for each candidate, employee, and the requirements of these for the job itself.

*Contact us today!* 301-439-8317 or E-mail: [aip@awarenesspower.com](mailto:aip@awarenesspower.com)

~ Written by our associate writer Gary Sorrell – copyright protected worldwide. All rights reserved.

## *Imagination*

Seeing all possibilities, seeing all that can be done, and how it can be done, marks the owner of imagination. Your imagination stands as your own personal laboratory. Here you can rehearse the possibilities, map out plans, and visualize overcoming obstacles. Imagination turns possibilities into reality.



We are told never to cross a bridge till we come to it, but this world is owned by those who have “crossed bridges” in their imagination far ahead of the crowd.

~ Speakers Library

*“Imagination has brought mankind through the dark ages to its present state of civilization. Imagination led Columbus to discover America. Imagination led Franklin to discover electricity.”*

~ L. Frank Baum

Continued from page one – **Team Building**

It helps employees develop or improve specific traits like respect for colleagues, trust among fellow employees, listening skills, goal setting, communication adeptness, time management, and leadership abilities. The length of a team building event also depends on how long the company itself wants to invest on such activities. After all, a token effort is a wasted effort, while team-building overkill can also negatively impact your workers.

### Assessing Different Morale-Boosting Team Building Activities

- **Story narration:** Each member of a group is given a picture, which is not revealed to the others. As each member's turn comes they have to unfold the picture and contribute to the creation of a story based on all the pictures held by the members of the group.
- **Ropes Course:** This team-building activity particularly needs a bit of planning on the manager's or supervisor's part, so if you're the boss of your employees' boss, you'll be teaching their immediate superior quite a bit about responsibility. As for the workers themselves, a ropes course is the perfect game for them to play when it comes to learning the values of trust, teamwork, and cooperation among the group, which is a lesson they could apply to the workplace as well.
- **Geo-caching:** Geocaching is a worldwide game of high-tech hide and seek. It uses clues and references to landmarks embedded in stories. This particular event can double as a vacation-of-sorts as well because it's quite involved and uses GPS units for added direction assistance. It's almost a guaranteed morale booster. It combines technological and natural elements in a mixed rural and urban environment, and it could also involve cycling, rowing, cross-country skiing, or short walks through the city or park. Be creative and see how you can adapt this concept in your business.
- **Blindfold hunt:** This can be executed as an indoor or outdoor activity. In this, various objects are scattered around and one participant is blindfolded while his/her partner guides him/her to the objects, verbally.
- **Lowering the helium stick:** a group is required to use their index fingers to lower the stick to the ground. It is rather tricky as the stick tends to rise rather than go down. It requires team work and strategic planning in order to achieve the goal.



~ Copyright protected worldwide. All rights reserved

*"The main ingredient of stardom is the rest of the team."*  
~ John Wooden



## One Minute Ideas

### Customer Service

An article in the Harvard Business Review July-August 2010 issue tells us why we should stop trying to delight our customers. In a study of more than 75,000 people, the Customer Contact Council found that loyalty is not built by delighting customers. Rather, loyalty is created by reducing the work customers must do to get their problem solved.

So, if a company can act deliberately to make it easy to solve their customers' problems, they will improve customer service, reduce customer service costs and decrease customer churn. Why don't you make this a topic of your next staff meeting and get ideas from the front line receivers of complaints as to how to smooth the process for your customers?

**satisfaction  
guaranteed**

*"Success is the maximum utilization of the ability that you have."*  
~ Zig Ziglar

*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](mailto:aip@awarenesspower.com)

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

**12 Issues For Only \$97**

# Team Building with a Diverse Group

## Sighted, Blind and Visually Impaired

I am extremely excited to share with you something that I found to be a phenomenal undertaking for Bayley & Bender. Our organization has provided "guidance and assistance" to a wide range of clients and participants over the past 21 years, but I can honestly say that this program experience stands alone. The participants in the Awareness Is Power® Team Building and Advanced Team Building seminar for the Department of Veterans Affairs in the Section 508 Testing and Training Center were a diverse group of sighted, blind and visually impaired persons, and thus our company was challenged to adapt our program in a variety of ways. I am proud to say the adjustments were successful, judging from a seminar rating of 4.8 out of a possible 5.0 by the participants.

When we were hired by VETS, (Veterans Enterprise Technology

Solutions, Inc.), for the U.S. Department of Veterans Affairs I was certain we would have no problem tackling the project although I was unaware of the specific details called for. To say "Just translate it into Braille" would be a severe understatement of the process involved, but in a nutshell, that's essentially what was done. Let's just say there are a litany of intricacies that combine the human element and sensitivity with fabulous state of the art technology, to put everything needed in place to reach our goal of now being able to service an entirely new group of clientele.

Before attending our Awareness Is Power® Team Building Seminars, each participant must complete an Awareness Is Power® Leadership and Values Assessment. One quarter of the participants were blind, so our assessments were converted into electronic documents so they could be read and filled out with Assistive Technology enabling the blind participants to complete them. One component of Assistive Technology is the screen reader.



*Continued on next column –*

As the name implies it reads the information on a screen and displays the information in Braille. Speech is more commonly used because it is less expensive than Braille which must employ a separate Braille display while speech can utilize a computer's sound chip.

The Awareness Is Power® Reports are the foundation of our seminars. If the participants do not have their reports, they won't benefit much from the seminar. Once the assessments were completed the reports were printed out in "Grade 2" Braille and distributed to the blind participants.

In order to adapt my presentation to accommodate blind participants I consulted with a woman named Lucia, who is blind, and she clarified that it was all right to use the word blind and there was no problem with using phrases that imply sight, such as "You may have seen a report on the news last night". I was also made more aware that I would need to describe things I was doing that I normally wouldn't have to for sighted participants.

If someone needs to Braille things out, (a new term we learned), it takes advance planning and someone with a thorough understanding of the translation system. In some cases, electronic versions of the documents are downloaded and the participant uses a PDA with braille and speech output. The Braille display allows the user to read the documents and take notes all from a keyboard-like device. Our new awareness of these special needs gives us the insight to successfully accommodate our blind seminar participants and any clientele with other special considerations to be taken into account.

The most phenomenal experiences of all during the days spent together in our seminars are the stories everyone shares. This one was no exception, although I must say that I felt some of the stories were even more incredible than usual. As people opened up stories were shared that I had never heard before.



*Continued on page five – Diverse Group*

Continued from page four – *Diverse Group*

By the second day everyone had opened up their hearts, souls, minds and levels of trust and shared a story. As these seminars are geared towards overcoming obstacles, accounts of some of the blind participants cross country skiing and even downhill skiing and rock climbing were quite inspirational to all the participants.



As the seminar progressed and participant's level of trust with one another grew, they shared their personal stories as well as reflected on how the seminar helped them to grow.

Below are a few of their accounts:

***"The seminar helped me become more aware of the way I need people to communicate with me."***

Thomas, who is blind said, "The seminar helped me become more aware of the way I need people to communicate with me."

Joy, who is totally blind, said she learned that she really needs to focus on understanding her strengths and weaknesses and developing her skills and career direction in a way that she has never done before.

Mike told us of his being blind until he was 14 years old. His father told him, "You are not going to be different than anyone else and I don't expect any less from you because you are blind." Remaining true to his word his father even made him cut the grass. "My sister hated this because she had to clean up the mess I made."

Alan, a blind gentleman said, "The seminar gave me a clear understanding of how I see myself in relation to other people."

Vicki, who is sighted shared, "The seminar helped me see my blind spots. I showed my son my Awareness Is Power® Leadership Report that night and he said, "Mom this is spot on." "She continued, "You need another person to give you feedback. This is so wonderful to have a reinforcement tool that lets me know what to work on, how I react to other people and how I like them to communicate with me."

*Continued on next column –*

Lucia was determined from an early age that being blind was not going to stop her from achieving anything she wanted to accomplish. She is the only member of her family to graduate from college and graduate school. She broke the mold that none of her siblings or cousins had been able to. At the end of the seminar she beamed. "This has changed my life. I now have new goals and direction and I am going to do what I have always wanted to do for years. Nothing is going to stop me now, the sky is the limit!"

Interviewing Terry, who is sighted, summed up the experience better than I ever could have. "Taking the seminar's survey identified me. My report was 100% accurate. When I read my report, I said,

that's me. It made me recognize that my behavioral style is of value to my team. It made me realize that teamwork is important. I discovered a lot

about my colleagues and now we understand each other better, respect and appreciate each other more. It was the course doing all of this. It allowed us to be open with each other, not to hold back and to feel comfortable with each other. We trust each other more. I look forward to the next course you are going to provide."

Each person on a team has a certain behavioral style. When putting teams together you want to have the proper balance. Being aware of your strengths and needs and the strengths and needs of others are the keys to working together as the ultimate team. To optimize your team's performance give us a call at 301-439-8317 or email us at [aip@awarenesspower.com](mailto:aip@awarenesspower.com).



~ Copyright protected. All rights reserved. Patricia C. Bender, Bayley & Bender, Inc.

# Do You Know Which Of Your Employees Are Entitled To Overtime Pay?

In certain cases, based upon the employee's position and/or experience, an employee making up to and possibly over \$100,000/year may be entitled to overtime!

Recently, the Fair Labor Standards Act was revamped, and it now provides increased threshold salary caps before the overtime exemption kicks in.

**How to avoid a problem:** To ensure that you know which employees are entitled to overtime, re-visit your employee policies, agreements and handbooks and familiarize yourself with the new requirements. Make any needed revisions in your policies to reflect the new requirements and avoid any challenges.

*The information presented here should not be construed to be formal legal advice. Contact your attorney for legal advice.*



*"If you have made mistakes, there is always another chance for you. You may have a fresh start any moment you choose, for this thing we call "failure" is not the falling down, but the staying down."*

~ Mary Pickford

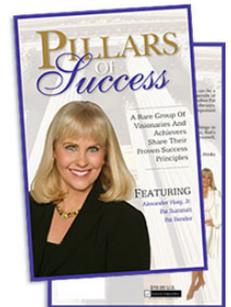
**Pillars of Success. Don't miss this book! It's a Great Gift for your team, family, friends, or co-workers. Call Janine to order 301-439-8317 or click on the image for more information!**

## 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!!**



## DYNAMIC LEADERSHIP SEMINAR

[Click Here For More Info](#)

### Leadership Excellence Seminar † † January 26, 27, 28, 2011

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 •

**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](mailto:ajp@awarenessispower.com)  
2024 Powder Mill Rd, Silver Spring, MD 20903 Visit Our Web Site at: [www.awarenessispower.com](http://www.awarenessispower.com)