

AWARENESS IS POWER®

Insights for Business

August 2012

Volume 11 Issue 77

BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Emotions Affect Company Morale And Performance

Emotions in the workplace, whether positive or negative can have a short-term or long-lasting effect on employees and the business. Some employees, without ever realizing it, have the power to bring workplace morale down in the blink of an eye. This is usually with a negative side comment or from an angry glance. Whether it is the employee's personality, a problem they are experiencing at home, or the fact that they are simply unhappy at work, their negative attitude can spread like wildfire throughout the office.

All employees experience different moods throughout the day. Some are short lived while others drag on for hours or even days. Stress, anger, happiness, disposition, and everyday duties all have a way of affecting morale and performance. It is how we display our moods and feelings and how we interpret the moods and feelings of others that determine how they will affect the workplace.

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Are Emotions Affecting Your Company's Performance?

How Social Media Is Impacting Business

Social media is more than a way to connect with friends and family. The modern use of social media helps businesses reach out to clients and associates. Businesses need to harness the power of social media to remain competitive in a growing online marketplace.

At first, some entrepreneurs wrongly believed social media was a passing fad. They thought Twitter, Facebook and other social media sites were for kids. The reality is that social media is here to stay and more businesses are using it every day.

Businesses turn to social media to reach a wider audience. Competitors go beyond the local area to capture customers regionally, nationally and even internationally. All demographics are represented when businesses engage in social media marketing.

Social media also offers businesses greater transparency. Customers know more about the company and a new level of dialogue is available. Businesses have an opportunity talk to customers, respond to their comments and gather meaningful information about consumer demand and opinion.

Businesses develop a reputation on social media even if they are not present. Maintaining a recognizable presence keeps businesses abreast of their reputation. They also have an opportunity to respond to statements and build a better reputation based on trust and communication.

Social media is an excellent way to offer superior customer service.

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Some employees try to mask their feelings by voiding their faces of all expression and carefully choosing the way in which they speak. Others have no qualms about voicing their unhappiness and negative opinions regarding work related issues.

This often creates a level of discomfort and avoidance. If an employee is continually in a bad mood, others in the workplace will disparage from working with this employee and may even come to dread passing them by in the hallway or sitting across from them during the morning meeting. This can all lead to an increased level of discomfort, stress, and anxiety. Furthermore, the willingness to work as a team, morale, and ambition all decrease. Unfortunately, it only takes one bad grape to spoil the entire bunch.

Curbing Negative Emotions in the Workplace

- In order to stop being affected by the negative, you yourself must feel positive. Come to work well rested, eat well and exercise.
- Recognize how and where stress and anger affects you.
- If you feel a negative emotion coming on, step back and go for a walk.
- Find the source of your feelings and deal with it in a constructive and positive way.
- Rid your mind of negative thoughts and focus on the positive. (Affirmations)
- Shift your focus away from the negative.
- Remind yourself of what is going positively to refresh your mood.
- Instead of getting angry, do something to rectify the negative situation.
- Take the initiative to get things done. If you think something could be better or needs to be implemented, make it happen.

There is a Productive Way to Manage Emotions in the Workplace

Employees that are unhappy, hurt, or angry have ways of getting back at their co-workers and the



business. Sometimes without a conscious notion of what they are doing. Other times on purpose. Everyone has feelings and an ego. It is how individuals choose to display their feelings and egos that affect those around them and the

company. It is important to display both positive and negative emotions in the workplace with caution & moderation.

If an employee is unhappy, it is important to give them a safe way to vent their anger and frustration. Allowing them to bring emotions to the table in a safe and

uncompromised way lets them know that their employer cares and that their opinion matters. This releases negative emotions and immensely reduces any acts of sabotage the employee may engage in.

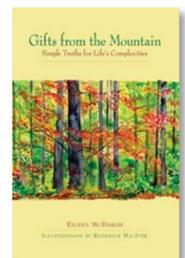
It is crucial for businesses to properly train employees on how to handle their emotions at work. This training will generate a more productive and successful atmosphere. ♦

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected. All rights reserved.

“Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can’t get a message across clearly and motivate others to act on it, then having a message doesn’t even matter.” ~Gilbert Amelio

Recommended Reading...

Extend your summer vacation with **Gifts from the Mountain-Simple Truths for Life's Complexities**. Winner of the coveted Benjamin Franklin Gold Award, this small book packs a wallop of insights on every page (not to mention beautiful 4-color artwork.) Plus, author Eileen McDargh has written FREE conversation fire starter guides so you can use the book to have those deeper conversations in your work and in your life.



You can find the Free guides by [clicking here](#).

Order the book directly from Eileen [here](#).

Continued from page one – **Social Media**

Having a Facebook page is another place to connect with customers. Many companies post articles and updates to keep people informed, attract new customers, boost their image and become a reliable source.



Many customers, especially younger ones, turn to social media over traditional media to find businesses and services. If businesses are not present on social media, they are losing potential customers to the competition.

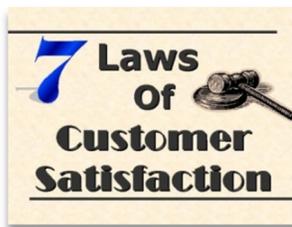
Another way to reach out to more customers is maintaining a blog. It keeps companies in touch with consumers, attracts interest and helps the website move up the ranks of the major search engines. Businesses with updated content who maintain social media profiles are more likely to rank well on Google, Yahoo and other major search engines. An improved ranking means more customers find the business.

Professionals and businesses encourage loyalty and ongoing communication by maintaining profiles on social media. Key people should create a profile on LinkedIn to stay in touch with colleagues and get updates in their field. By welcoming statements and creating responses, social media becomes an interactive way to boost your business image and profits. ♦

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Customer Service –

These ‘customer satisfaction’ laws will keep you ahead of your competition, says Ken Makovsky of Makovsky and Co.:



1. **Treat** the customers you have as though they’re prospects.
2. **View customers** as partners – members of your team.
3. **Consider recruitment** as serious business – and hire only the best.
4. **Give your** staff members the tools they need to build skills and develop professionally. And evaluate them on what they accomplish, not hours worked.
5. **Prepare for** the inevitable conflicts that arise in any customer relationship with this thought in mind: *“It’s how you handle problems that sets one professional or organization apart.”*
6. **Invite customer** complaints instead of just responding to what comes in.
7. **Foster exchanges** among your organization’s groups and individuals to get their ideas on how to better satisfy customers. And test what you assume is working – even your best programs.

~ Adapted from Communications Briefings. *The Public Relations Strategist*, cited in *Executive Report on Customer Satisfaction*



One Minute Ideas

It's All About Attitude

The longer I live, the more I realize the impact of **ATTITUDE** on life.

ATTITUDE, to me, is more important than education, than money, than circumstance, than failures, than success, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company...a church... a home.

The remarkable thing is we have a choice everyday regarding the **ATTITUDE** we embrace for that day.

We cannot change our past...we cannot change the fact that people act in a certain way. We cannot change the inevitable.

The only thing we can do is play the one string we have, and that is our **ATTITUDE**...I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you...we are in charge of our **ATTITUDE**. ♦

Source: Chuck Swindoll, author, Attitude



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Motivate Your Team Through Goal Setting!

Since human resource is an essential element to your organization's success, start setting goals for your employees for greater motivation and productivity.

Employee goal setting will allow you to be strategic in your means of operating programs or initiatives with the goal of directly contributing to the long-range objectives of your organization. The first and foremost goal for the human resource division is to increase employee productivity, which will directly contribute to increased corporate revenues.

Employee goal setting is just part of the entire objectives of the company. Others are production, financial, and sales marketing targets. Employee goal setting brings many benefits to the company.

There are many reasons for you to set employee goals. Goals can give constant motivation to employees by focusing them on the purpose of your business. Success is made possible through employee goal setting because the employees' efforts and concentration are geared towards the company's goals.

Each organization must know how to evaluate the performance of its employees and align organizational goals that will eventually lead to their growth. Employee goal setting will increase employee productivity, which is vital to the growth of the company. ♦

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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 the three important things leaders and successful people have in common.



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Leadership Excellence Seminar † † September 12-14, 2012 @ Serenity

This three-day course allows 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 provides you with the tools 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 • 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!

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