

AWARENESS IS POWER®

Insights for Business

September 2012

Volume 11 Issue 78

BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

How To Overcome Common Challenges To Successful Retention

Upon completing a successful selection process, the next challenge a hiring manager will face is finding ways to ensure that all the time, effort, and money spent does not go to waste by firing or having their top talent leave for greener pastures. Below is a look at some of the common challenges faced by hiring managers in trying to retain their staff.

Employee disengagement is one of the challenges facing hiring managers when it comes to the retention of staff. In fact, a Gallup study has shown that as many as 70% of the workforce is disengaged.

Mismanagement is another retention challenge, with research carried out by Target Training International showing that over 95% of all people stated that they have been mismanaged. As a result, they will attribute their below par performance at certain periods during their employment as having stemmed from this mismanagement.

Continued on page two – Retention



Do You Know Your Strengths
and Weaknesses?

Leaders Know Their Strengths And Weaknesses

The best leaders are intimately familiar with their own strong points and weak areas. By being honest with themselves, they are able to lead effectively, as well as recognize the strengths and weaknesses in others.

Great leaders already know perfection is an unattainable goal. Rather than attempting to achieve perfection, always do your best. Strive every day to reach new heights and take on greater challenges. This sets a positive example for your team members.

Frazzled leaders unsuccessfully attempt to do everything themselves, wrongly believing they are the only ones who can do it. It is more productive to build an effective team. When you take time to teach staff members and work with them, you reap long-term rewards. Confidently designate tasks to your team while you tackle new issues and ideas.

By knowing your own strengths and weaknesses, you can assign work accordingly. Certain staff members complement what you know. Others have skills and talents to make up for your weaker areas. Delegating effectively is part of outstanding leadership.

Always be realistic about your limitations. Going overboard leads to stress, worry and mistakes. When you go out on a limb too far, it breaks. Team members lose respect for a leader who pushes too hard and can't make it happen.

Be in touch with your leadership style and goals. Interview potential staff members carefully to ensure they complement your unique leadership abilities.

Continued on page three – Leaders

Inside This Issue

1. *How to Overcome Common Challenges to Successful Retention*
2. *Leaders Know Their Strengths and Weaknesses*
3. *Smile For Success*

All articles, quotes, and material in this newsletter are copyrighted. © 2012. No part can be reproduced in any form without specific written consent from copyright holder(s). All rights reserved worldwide.

Continued from page one – **Retention**

Eventually, those interviewed gave their reasons for leaving the company as being because of one reason: mismanagement.

Being **unclear about job accountabilities** is another retention challenge facing hiring managers. This is best illustrated by the fact that the common reason why most people get fired is because of a disagreement on what constitutes “superior performance.”

When the individual’s talent is not being applied (bad talent/job match) or when they are not rewarded by job (bad talent/job match), these scenarios can also pose a challenge to successful retention in a company. However, both these issues are easily eliminated when the talent of the candidate and the talent requirements of the job are well matched.

Another challenge facing recruiters in successful retention is **conflict within departments or teams**. However, occurrences of conflict within a team or between two employees may be avoided completely, or significantly improved once the talents of each individual involved is recognized and understood.

By accurately measuring talent and thereby understanding each individual’s talent, recruiters will be able to tackle the challenges that hinder successful retention in a company. What the recruiter needs to do is to get the individual to answer “yes” to the following Gallup questions relating to retention. Below are the questions and what every hiring manager can do to ensure that their staff answers them in the affirmative.

• **Do I know what is expected of me at work?**

For a “yes” answer, be sure to inform your staff about what is expected of them at work in the most effective way for their particular style of communication.

• **At work, do I have the opportunity to do what I do best every day?**

Give every individual the opportunity to do what they do best at work every day, based on their particular talent strengths.

Continued on next column –



• **At work, do my opinions count?**

Give the individual an opportunity to voice their opinions, while providing them with opportunities for growth based on their particular strengths.

• **Does my supervisor, or someone at work, seem to care about me as a person?**

In order to enable the supervisor to create a powerful working relationship with the individual, ensure that you provide them with sufficient key talent information.

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! ♦

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

“Long-term employees can save you from Santayana’s Law of Repetitive Consequences, i.e., Those who cannot remember the past are condemned to repeat it.” ~ Steve Lange

Awareness Calendar – September

Alcohol Awareness Month

The National Council on Alcoholism and Drug Dependence, Inc. (NCADD) provides education, information, help and hope to the public.

Read more about the... [National Council on Alcoholism and Drug Dependence](#)



Healthy Aging Month

The **Healthy Aging Campaign** is the official site of the a national ongoing health promotion designed to broaden awareness of the positive aspects of aging and to provide information and inspiration for adults, age 50+, to improve their physical, mental, social, and financial fitness.

Read more about the... [Healthy Aging Campaign](#)



National 5 a Day Month

The 5 A Day for Better Health Program is a national initiative to increase consumption of fruits and vegetables by all Americans to 5 to 9 servings a day. Eating 5 to 9 servings of fruits and vegetables a day will promote good health and reduce the risk of many cancers, heart disease, and other chronic diseases.

Read more about the... [5 A Day for Better Health Program](#)



Continued from page one – **Leaders**

If they go against your basic philosophies, it causes confusion and a lack of productivity.

Go beyond the walls of your office to reach out into the neighborhood and world for ideas. Network with interesting people, take courses and attend seminars. You won't learn new things unless you strike out beyond your comfort zone. Incorporate new ideas and info into your leadership role.

Be in touch with your values and be aware of how people perceive you. Perform ethically and honestly as a leader. Respect others to earn it for yourself. Work to create a positive image people admire and depend on.

Continue to learn, grow and enjoy self-development. Learning is an ongoing process in any business. There is always something new to discover and another goal to achieve. Keep reaching for the stars to inspire your staff to do the same. ♦

~ Gary Sorrell, Sorrell Associates, LLC. Copyright protected. All rights reserved.

“When coaching and mentoring is in place from top to bottom in organizations, they are armed with the equipment to effectively transition to the future.” ~ Nicholas Nigro, NetPlaces

Smile For Success

If a picture is worth a thousand words, then a smile is worth a million. The power of a smile is incredible. Even if you don't feel like smiling, the simple act of lifting the corners of your mouth can help you lift your entire spirit and find something worth smiling about. Some of the greatest self-help advice out there comes from those who advocate “fake it until you make it.” This is especially true when it comes to positive thinking, and faking a smile goes a long way toward producing the genuine thing. You may end up laughing at yourself merely because you know you have nothing to smile about.



Another great thing about smiles—they're highly contagious. A smile spreads faster than a cold in a daycare. Most people can't help smiling back when someone casts a happy expression their way. This is a simple and exciting theory that you can test out for yourself. Go to any public place and start smiling at random people, then keep track of how many smile back (even suspicious smirking counts!). You'll likely find that 9 out of 10 of your targets return your joyful expression to some small degree, and you've probably just made their day a little brighter, too.

Continued on page four – **Success**



One Minute Ideas

Eight Key Leadership Strategies

Peter Drucker was called, by BusinessWeek, “**the most enduring management thinker of our time.**” In a Harvard Business Review article “*What Makes an Effective Executive?*” Drucker said that as different as effective leaders may be, they all follow 8 practices:

1. Focus on opportunities rather than problems.
2. Run productive meetings.
3. Think “we” rather than “I.”
4. Take responsibility for decisions.
5. Develop action plans.
6. Ask “What needs to be done?”
7. Ask “What is right for the enterprise?”
8. Take responsibility for communicating – listen first.

Rate yourself in each category from 1 to 10. See any areas for improvements? ♦

~ Adapted with permission from original source: Elaine Gagne, *Engaging Change*.

View my profile on
LinkedIn

Find me on
Facebook

*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

Visit Our Web Site at:

www.awarenessispower.com

12 Issues For Only \$97



Continued from page three – **Success**

Learning to smile on demand is an important step in developing a permanently positive mindset. One good technique for summoning smiles is to choose a happy memory that never fails to fill you with good feelings. Keep this memory at the front of your mental catalogue, and access it whenever you feel a case of the blues coming on. It may not solve your problems, but it will at least make you smile- which in turn helps you relax and take an objective look at your situation. Smiling often creates a mental cue for the foundation of positive thinking and helps prime the pumps of happiness.



You should also spend a little time in front of the mirror observing your own expressions. At first this practice may seem uncomfortable or downright silly, but smiling at your own reflection has a positive effect on your psyche. You can even practice different smile variations: the amused smirk; the close-lipped leg-pulling smile; the toothy grin; the laugh-out-loud open-mouthed smile. Think of it as an Olympic event...it's your personal Smile Marathon, and you'll win the gold every time! ♦

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

"Think of what's stored in an 80- or a 90-year-old mind. Just marvel at it. You've got to get out this information, this knowledge, because you've got something to pass on. There'll be nobody like you ever again. Make the most of every molecule you've got as long as you've got a second to go."
~ Studs Terkel

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.



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



LEADERSHIP EXCELLENCE SEMINAR

Click Here For
More Info

Leadership Excellence Seminar: **Sep 12-14 / New Date: October 24-26, 2012**

SOLD OUT!

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!

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