

AWARENESS IS POWER®

Insights for Business

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BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

The State Of The U.S. Economy

Optimistic Signs?

It's difficult to be optimistic when the economy is in shambles. The good news is, though, that the U.S. economy continues its sluggish recovery as things seem to be getting better compared to how they were just last year.

When it comes to U.S. economic growth, the recent cuts in government spending were probably the biggest drag responsible for the slow recovery.

On the bright side, in the first quarter of 2013 businesses spent more than normal on equipment and software, which boosted the economic growth considerably. This might be a temporary factor, but it is encouraging to see companies restocking their shelves and investing more in their inventories than usual.

According to the data released by the Commerce Department, consumer spending rose by 3.4% in the first quarter, making it the fastest increase in consumer activity since 2010. Consumer spending accounts for two thirds of the American GDP, so seeing it grow is a sign to rejoice.

Continued on page two – Economy

Inside This Issue

1. *The State of the U.S. Economy*
2. *Is Electronic Shredding Important?*
3. *Organizing by Priority*
4. *Strategic Planning is Back!*

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Are You Optimistic
About The Economy?

Is Electronic Shredding Important?

Identity theft continues to be the top consumer complaint reported to the FTC (Federal Trade Commission) for 13 straight years. 12.6 million Victims of identity fraud in the United States in the past year cost victims more than \$21 billion. That is an increase of one million more consumers over the past year, which equates to 1 incident of identity fraud every 3 seconds.

Keeping consumer's private and sensitive information safe is not only a good business practice, but also the law. These state and federal data protection laws require businesses to properly maintain and properly destroy personal information.

Using electronic shredding is a good practice for battling identity theft in the workplace. Experts report that there are an increasing number of cases that can be traced back to corrupt employees who somehow obtain private information of customers & employees and offer it to identity thieves.

What to shred?

- ✓ Credit card information
- ✓ Social Security numbers
- ✓ Online banking log in user name and password
- ✓ Banking statements & Receipts
- ✓ Credit reports
- ✓ Old employee files
- ✓ CD, DVD, thumb drives, computer hard drives, & data disks
- ✓ Staff badges
- ✓ Health insurance cards, etc...

Continued on page two – Shredding

Continued from page one – **Economy**

For example, the amount spent on household appliances and cars, which are classified as durable goods, rose by 8.1%.

Americans are also more willing to spend more on health care, auto sales, and various financial services that promote the growth of the economy.

Even though U.S. citizens seem to be spending more than ever on various services and goods, job growth continued at the same pace compared to how it was in the last quarter of 2012.

Should we be optimistic about the growth of the GDP during the months to come? Since the sequester is taking effect as we speak, we may see a slower growth in the U.S. economy during the third quarter of 2013, mostly due to the fact that government spending promotes economic boost.

Let's just hope that companies as well as individuals continue to have confidence in the economic growth as we saw during the first quarter of 2013.

If you have any questions about this article, or about how we can help you with your current performance, leadership, strategy, and/or hiring needs, contact us today! ♦

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Did You Know?

Gold is so rare that the world pours more steel in an hour than it has poured gold since the beginning of recorded history.

Due to its high value, most gold discovered throughout history is still in circulation. However, it is thought that 80% of the world's gold is still in the ground.

The last time Olympic gold medals were made entirely of gold was in 1912. Currently, the gold medals are required to be covered in just six grams of gold. ♦



Continued from page one – **Shredding**

How to destroy sensitive information. If you have an incinerator on location, this is a great way to completely destroy sensitive information. If not, shredding is the way to go.



Shredding options:

- **Purchase Paper Shredders:** This is convenient but not always the most secure. Utilizing a shredding service will give consumers peace of mind if they are concerned about their private information.
- **Off-Site Professional Shredding:** These companies haul your collected private information to an off-site secure facility and shred it there. In many cases, this is sufficient but not as secure as mobile shredding.
- **Mobile Professional Shredding:** This is where a mobile shredding unit is brought to your company and all documents are shredded on site. No un-destroyed information leaves your place of business.

The more sensitive the information, the more important it is to have it destroyed securely.



Appropriate handling of personal sensitive information is the responsibility of everyone in the organization. Inform everyone about the importance of properly handling of sensitive information and the security procedures your organization has implemented. Do not take a chance! ♦

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Daily Writing Tips

Whether you are an attorney, manager or student, writing skills are essential to your success. The rise of the information age – with the proliferation of e-mails, blogs and social networks – makes the ability to write clear, correct English more important than ever.

Daily Writing Tips is about that. Every day we'll send you a grammar, spelling, punctuation or vocabulary tip. If you don't want to miss a single post you can grab our [RSS Feed](#), or [subscribe by email](#). ♦

Check out the web site at: www.dailywritingtips.com

Organizing By Priority

A time management skill to help you be more productive

Get in the habit of organizing and prioritizing your day. You will become **more** productive.

This is a proven simple way to saving time, being organized, and increasing productivity. Before leaving the office at the end of the day, or first thing the next morning, make a list of everything that needs to be done. Next, prioritize your list.

Give each one an A, B, C, D, or E priority mark.

A – Must be done first – very important. Serious consequences if you do not get it done. Often this is a task you don't want to do and have procrastinated to get done. Think about the sense of accomplishment you will have once it is complete. In addition, you get to check it off your list.

B – A 'should do' task with mild consequences. (Never do a B task before the A tasks are done)

C – Nice to do, but no consequences whether you do it or not. Has little or no affect in your work life. (Most people spend half of their time here)

D – Something you can delegate. This frees up your time to work on the 'A' tasks.

E – Eliminate all together and it makes absolutely no difference. It may have been a higher priority task previously but is no longer important.



Remember, not everything has to be done today. However, if you have several 'A' tasks, give them a priority too. A1, A2, A3, etc... A1 being the most important and the task you should tackle first.

Practice discipline and start working on your prioritization list right away.

Focus on results.... Not activity.

If you have any questions about this article, or about how we can help you improve your organization skills, contact us today! ♦

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"Successful organizing is based on the recognition that people get organized because they, too, have a vision."

~ Paul Wellstone



One Minute Ideas

Customer Service... Seven Laws of Satisfaction

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. 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. ♦

Adapted from Communications Briefings: *The Public Relations Strategist*, cited in *Executive Report on Customer Satisfaction*, New York, NY

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**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:

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Strategic Planning Is Back!

When Jack Welch purged GE of strategic planners in 1983, it marked the passing from favor of a business practice that had once fascinated company leaders and made countless consultants rich.

At that point, companies turned their attention to improving internal operations, and embraced new concepts such as TQM and reengineering. Companies shrank and shriveled as processes were streamlined.

Ten years later, along comes C.K. Prahalad (co-author of *Competing for the Future*, 1994) who says that without continuous growth, companies can't have continuous improvement.

And, voila, an old idea – growth – is new again, and an old tool for accomplishing that growth – strategic planning – is suddenly hot again.

However, this new strategic planning process has a new approach, new players and new processes to ensure success.

One big difference is that it is no longer for just the top executives or corporate elite. New, flexible approaches to strategic planning includes people from all areas of the corporation/company. Concepts and ideas from managers, supervisors, front line employees, executives, customers, suppliers and other stakeholders will help create a powerful strategic plan that is almost certain to be very successful. This is definitely a change from the old strategic planning's insular approach.

The payoff of a good strategic plan, supported by efficient operations, can make a company more attractive to customers and investors, not to mention employees and catapult you into the future of success. ♦

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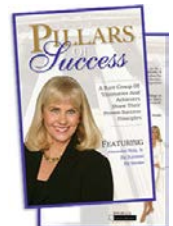


Pillars of Success. Don't miss this book! It's a Great Gift for your team, family, friends, or co-workers. Call Janine to order 301-439-8317 or click on the image for more information!

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



Leadership Excellence Seminar: September 16 - 18th 2013

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@awarenesspower.com
2024 Powder Mill Rd, Silver Spring, MD 20903 Visit Our Web Site at: www.awarenesspower.com