

AWARENESS IS POWER®

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SUCCESS THROUGH INSIGHT!

Shaping Organizational Culture

There are many challenges that face executives and the leaders of a business. Guiding and directing the way employees handle the business, transactions, relations with one another, and overall functions of the company are key parts of being in leadership. Establishing a well-defined organizational culture is vital to being successful in business development.

What is Organizational Culture? All businesses and organizations create a way in which the employees relate to one another and the outside world. There is a set of expectations that are passed around by the environment of the business. This can include the way employees handle transactions, conflicts, customer service issues, policies, and many other aspects of the business. These expectations encompass everything that is written in the form of a policy, to the unwritten rules that have been established over the course of time.

Who is in Charge of Shaping the Organizational Culture of a Business?

Continued on page two – Culture



How Are You Shaping Your Organization's Culture?

Tips For Giving Good Feedback

Quite possibly one of the most difficult tasks that you can have as a leader is to give those under your authority feedback on their job performance. There is always the fear that what you have to say will be taken in a negative way by your employees and cause tension or resentment.

Regardless of your hesitations, giving good feedback is important to keep the team growing and working well together.

Here are few tips that will help you formulate the best possible evaluation for your employees.

Be Willing to Take Feedback: If you want to be able to give the necessary feedback that your employees and those under your authority need, then you will have to set the example. You should make it clear to others that you are open to hearing some of their ideas and observations about the business. It is important to model for others on your team a positive reaction to feedback. If an employee suggests a change that will be beneficial to the company, you should give them credit and make it known that you used the idea. This will make you more approachable when you need to evaluate your employees.

Prepare Ahead of Time: It is very important to establish a meeting with your subordinates in order to give the feedback. They should not be caught off guard and be made aware ahead of time if it is not a regularly scheduled evaluation. They will have time to feel ready for the meeting and it also gives you time to prepare your thoughts.

Continued on page two – Feedback

INSIDE THIS ISSUE

1. *Shaping Organizational Culture*
2. *Tips for Giving Good Feedback*
3. *Understanding Social Media Marketing*
4. *Personal Excellence Seminar 28-30 Jan 2015*
5. *There Will Be An Answer*

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Continued from page one – **Culture**

It is best that these cultures are established by the leaders and executives of the business. If there is a lack of leadership, the culture will be defined and taught by the employees of the company. This is a dangerous way to allow your business to be run. It is best that as a CEO, you stay on top of the organizational culture of your company and intentionally shape it into what you want it to be.

How do Executives Shape Organizational

Culture? In order for the executives and leaders of a company to shape the organizational culture, there are few things they will need to put into place:



- **Establish a vision:** A vision statement is a powerful sentence that defines exactly what the purpose of a company is. A vision of the future helps all employees have a good understanding of what the business does and where it is going.
- **Create a mission statement:** Once the vision of the company has been created, a leader must create a mission for the business. These are specific goals the company will reach in an estimated amount of time. The mission for a company should be fairly specific and revised yearly. When the mission for the company has been established, it should be made known to all employees. This gives everyone specific goals to shoot for.
- **Strategic business planning:** When there is a well-defined vision and mission statement, strategic business planning for the business can take place. Every decision can be made with confidence when the question is asked, “Will this decision help the business meet its goals, or hinder it from meeting its goals?”
- **Making of policies:** policies, procedures, and values are very important to shaping organizational culture. This defines how employees are to respond to one another and to their customers. When well defined, the decision making process becomes easier.

These are just a few of the things that you, as an executive, should be doing to shape the organizational culture of your business.

Understanding the importance of this part of your company can be the difference between succeeding and failing at what you are trying to accomplish. ♦

How can we help you shape your organizational culture? Contact us today!

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Continued from page one – **Feedback**

Writing out a list of items you expect to address in the meeting is important. It will give you the opportunity to know exactly what to say and how to address each issue. You will also have the ability to make sure you are adding in positive feedback with any negative feedback that needs to be given.

Give Specifics: Anytime you are giving feedback to employees or associates, it is best to point to specific situations. When you are vague about a person’s actions, they will easily become defensive and start picking apart your feedback. It can leave you feeling unconfident in your thoughts, and it will also not be productive for your employee. Write down incidences that come up prior to the meeting so that they are fresh in your mind. Clearly outline specific criticisms, praises, and any expectations you have out of your employee. This way they walk out of the meeting with you ready to be more productive for the company.



Have Compassion: Above all, it is vital that you have compassion for the person you are evaluating. Remind yourself of times that you have been given feedback and how difficult it is to be told things that you don’t want to hear. Put yourself in their shoes, and give them patience in regards to the way they handle the feedback.

Upon exit of the meeting, you should present your employee with an outline of what was discussed. Write down points of praise and specific areas that need to be improved upon. This way, your employee understands clearly what you expect out of them. ♦

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Understanding Social Media Marketing For Your Business

Social Media marketing is a very valuable resource for growing a business. There are some things you need to understand in relation to this form of marketing, before you jump on every outlet. When deciding which communities to be a part of, here are some things to keep in mind:

What is the Purpose of Each Social Media Network?

Each outlet provides you with a different opportunity to brand your business, engage with followers, and give valuable information about your niche. This is a quick breakdown of the largest networks you can get involved in.

Facebook



Many people have a Facebook account that they check at least a few times a week. This outlet is a broad reaching venue where you can engage with your customer base. It is perfect for running promotional events, sharing blog posts, and educating followers about your brand.

Pinterest



Pinterest has done an amazing job capturing a growing number of users. At one time, it seemed like the site was made up solely of females, but in recent months, more men are joining the network. This is a great way to pin pictures of products, blog posts, and services.

Instagram



This is one of the more tricky social media outlets to navigate. Most of the users are from a younger generation. All posts must be made through your phone, as well as the interaction. It will help to brand your business, but you might not see much of an increase in your website traffic.

Twitter



Here is a discussion based platform that allows you to post questions, link to articles, and upload pictures. Again, this is another community that will help to build branding. Twitter has a significant age range of users, so many businesses can benefit from posting short blurbs about their company.

Google+



This is Google's baby. They have put a lot of time and energy into marketing this social media platform. Many businesses use Google+ as an SEO strategy. It is thought that your website will receive more Google love if you post to this platform on a regular basis.

Continued on page four – **Social Marketing**



One Minute Ideas

Effective E-Mail Message Tips



Effective e-mail messages begin at the top. Save time and set a good example for your staff by keeping these tips in mind as you type:

- **Use short, specific, and concise subject lines** to help others identify your e-mail message's purpose and importance. They also motivate recipients to read and reply.
- **Announce routine items without a lot of fluff.** Example: Staff meeting on Wednesday, from 8am to 9am.
- **Send Thank You's in person.** The phrase "Thanks for all your help" screams "mass mailing" and makes your message seem completely impersonal. Make it a point to deliver thanks in person. Your staff will appreciate you taking the time and this will go a long way the next time you ask for help.
- **Use Confidential in the subject line.** Protect privacy by including the word Confidential in the subject line. Otherwise, after multiple replies, the confidentiality may be lost or forgotten. ♦

Source: Sorrell Associates, LLC



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Continued from page three – **Social Marketing**

Blogger

Another Google product that receives a lot of search engine attention. This platform allows you to create a blog for free. Writing unique blog posts and linking to your business page is a good way to increase exposure.



With the exception of Instagram and Twitter, the content you post is searchable.

These social media platforms give businesses many great benefits. You have the ability to put as much money into the advertising on some of these platforms as you like. Otherwise, you can choose to use them as free marketing strategies. ♦

Need help getting your social media up and running successfully? Contact us today!

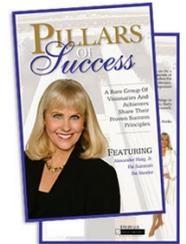
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Contributing author Pat Bender has an **Awareness Is Power®** process. "The more aware you are," she says, "the more aware you'll become." You will learn the three important things leaders and successful people have in common.



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PERSONAL EXCELLENCE SEMINAR



Personal Excellence Seminar: January 28-30, 2015

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 •



Seasons Greetings



Wishing you Happy Holidays and a New Year filled with prosperity and success!

There Will Be An Answer

“Let it be!”

There will be an answer...

I went to the Baltimore Symphony Orchestra on Saturday and saw the Classical Mystery Tour performing the Tribute to the Beatles.

On my drive to Baltimore, I was thinking and reflecting and trying to figure out what to do because I was in a state of confusion. It was driving me crazy.

Do you ever worry?

Do you worry about finances, your health, your faith, your living situation, family, bills, personal growth, career growth, even something as petty as the height of your grass and lawn? Do you ever feel like you are drowning in your job or your life?



When Tony Kishman (Impersonator Paul McCartney) sang and played “Let it Be” on the piano... I heard the words and felt his spirit and heart telling me to just “let it be!” And when I heard that song – I knew that was the answer.

Today – I walked in the rain. When it rains in Israel, it means blessings. It was a bit cold, wet, and water was running down my face. I was thinking about the pain people are going through this time of year and throughout the year. I was thinking what Kristen Chenoweth said a month ago when I saw her on stage (she played Glinda in Wicked on Broadway), “God made tears to wash the pain away.”



If it’s meant to be – it will be Que sera sera....

Continued on next column –

So what do we do in challenging times, times of despair and struggle?

Accept it

Let it be

Be happy

Share

Give away

Help



Serve

Love

Wait

Hope

Live



My customer and friend Loretta Marie called me this morning. I told her about my new “letting it be” philosophy and she said that I made her day. She said, “I really needed to hear that.” She didn’t have much time to talk but she wanted to take 5 minutes to connect with me before her conference call.

I could tell something was really bothering Loretta so I asked her what is on her mind and she said she is sick and tired of having to do the work and her back up is there in title but not in action. Her back up wants the fame and the glory but they are not willing to put the work into it. They are not willing to learn the job and take action.

They are all talk and no action.

She has to figure out a backup plan for the backup! She’s wearing 2 big hats and there is a lot to come with each one of those hats.

*Continued on page six – **Let it Be***

Continued from page five – **Let it Be**

So what is this doing to Loretta?

She is drained

She is resentful.

And that's harmful to her physical and emotional health.

So what do we do with the people and situations that drain us?

What do you do when you don't know what to do?

- Are you stuck in the muck?

Maybe – just maybe it's time to let it go.

If they are not willing to make the effort to learn and do the work, and they don't want to do what you are asking, it might be time to part ways.

If something just isn't going your way, almost like it's inflexible and rigid as rock, maybe it is meant to be. Maybe your path is meant to be down another road.

What is it costing you?

Emotionally and financially?

I took a crack at my Creative Whack Pack by Roger Von Oech and this was my solution:

Find out what's out of whack: Be critical and sense what's out of whack and with your issue. Remember: you don't want to put a piece of garbage out in the world with your



name on it? Why doesn't the idea work? What's lacking? What doesn't feel right?

See the Positive: "The human mind," notes scientist W.I. Beveridge, "likes a strange idea as little as the body likes a strange protein and resists it with a similar energy." When you judge new ideas, focus initially on their positive and interesting features. This will counteract a natural negative bias, and help you develop more ideas. What is positive about this idea, the person, or the situation?

Look to the past: History is loaded with creative analogies. Napoleon marching on Moscow is



really just project management. Mao waging a guerrilla war is like launching an ad campaign. Pick a culture from the past. How would someone from that time deal with your issue? How about from your own personal history? What were you doing ten years ago that might be useful to you now? What ideas from history can you apply to a current project?

Surround yourself with positive and happy people who will feed your spirit and your soul.

Share, love, give away, help, serve, wait, hope and live! ♦

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