

AWARENESS IS POWER®

Insights for Business

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BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Take Charge: Don't Let Your Business Run You!

Without regular evaluation of the way your business is progressing and working, you can easily wake up one day feeling like you are being run by your company. It's time to take back control of your business functions and start making your business work for you again. Use these guidelines to put your business back on track and get your employees on board to create a more efficient work environment.

Expectations: As a company grows and changes, it is important to re-evaluate regularly more efficient ways of doing business. The way you ran the company at the start may not be the way you always do things. When changes are made, it is important to clearly define your expectations of policy and procedure modifications with your staff. When employees have a clear understanding of the overall strategy, goals, and job descriptions, they can help find more efficient ways of doing things.

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Are You In Charge of Your Business?

Exceptional Leaders... Build Trust

Trust is fundamental to successful leadership and successful organizations. Exceptional Leaders build trust and if trust breaks down, they rebuild it.

Trust has four key elements. Analyzing these elements can uncover how trust is build and rebuilt. You are going to trust someone if you perceive them to be:

- **Truthful** – The words that come out of their mouth support what they are thinking and what they know to be the truth. They are sincere.
- **Caring** – If we perceive someone does not care, it is unlikely that we will trust them. Politicians know this.
- **Reliable** – They *do what they say they are going to do* on time, every time.
- **Competent** – You see them as capable of doing their work. Think about tandem sky diving with an instructor who you don't see as competent.

Exceptional leaders are truthful, caring, reliable, and competent. You can trust them. They rebuild trust by analyzing where trust has broken down, discuss it, and take action to rebuild the trust.

Thought Provoker:

- ✓ Do you know when you are overwhelmed, and why?
- ✓ Are you trustworthy? If not, what element do you need to work on?

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This assistance will further in the achievement and success of the company.

Time Management: Many times, you can get off course in business efficiency by poor time management. When it takes more time to accomplish tasks, productivity, motivation, growth, and profits are lost.

Take a close look at each area of your business functions to see where time is being lost. Once you identify the least productive areas of your company, work together with your staff to streamline work into an efficient manner.



Training: After you have re-evaluated the procedures and time management concerns of your business, retraining the staff is of high importance. Whether you do in house training or send employees to conferences, giving them the education they need to do the job will make for more confident and hard-working team members. It is also of great benefit to cross train your team to handle minimal aspects of other's jobs, when possible. This will aid the business function in absence of employees for vacations and sick days.

Technology: As a business owner, there is a world of technological resources at your fingertips. Spend time and money investing in software, computer systems, machinery, and other technological tools that can help you and your employees function more efficiently. When your staff members have the ability to easily accomplish tasks, they will more willingly tackle more projects and confidently work toward your business goals.

At every step it is important to lead by example. Making unreasonable demands without showing the team you are in with them will only breed resentment. Commit to helping the staff in every way they need to feel successful, and in the end, your business will benefit greatly. ♦

If you have any questions about this article, or how we can help you with your current team building or leadership needs, contact us today!

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Continued from page one – **Exceptional Leaders**

- ✓ Do you work in an organization that permeates trust?
- ✓ Do your employees, vendors, customers and other stakeholders trust you? Do you trust them?
- ✓ When trust has broken down, are you willing to have a conversation about it?



Exceptional Leaders work hard to build and maintain trust. They know if they don't, they will fail. ♦

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Shredding Compliance Is Law

With the number of fraud cases increasing each year, shredding compliance laws have become more stringent to protect individual's information. The Fair and Accurate Credit Transaction Act (FACTA) was put into place to guard private information from being unlawfully accessed by unauthorized persons. Since these laws bring stiff penalties and fines of up to \$1,000 on a state level and \$2,500 on a federal level per each violation, it is in the best interest of all business to understand and comply with shredding laws.



Education: All businesses that handle client's personal information are mandated to destroy documents according to specific standards that are put in place by the state in which the business is located.

Researching and understanding what the laws are in your state in regards to your specific company will help you to serve your clients the best. Also, by adhering to these laws, you will save your business from potentially paying out large amounts of money in penalties and fines. Abiding by the proper shredding policies of private information is in the best interest of all parties involved.

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Strategy: It is important that once you are aware of the laws you must abide by when destroying a client's private information, that you create an effective plan. Strategizing for successful shredding policies will keep your business from violating these mandates and keep you from being liable for lawsuits.

There are a number of companies that are trained to handle the destruction of private documents and can give you peace of mind when it comes to abiding by the current mandates. However, even with the assistance of a professional company, there still needs to be proper handling instructions implemented by all employees in the company. Until the documents have been shredded and destroyed, certain protective measures should be kept.



Responsibility: Keeping vital and private information safe for your clients is the responsibility of everyone in the company. It should be handed down to employees of the utter importance of shredding policies. All employees should be educated on how to handle these procedures efficiently and effectively. Employees that are found guilty of negligence in handling sensitive information should be held accountable in some way. The owners of the business will be held responsible by the courts of law even if it is an employee that does not adhere to the laws concerning the shredding of personal documents.

As a business owner, it is your responsibility to understand the laws regarding the shredding of documents, plan out and implement a policy, and enforce the procedures with employees. ♦

Please contact us if you have any questions about this article!

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One Minute Ideas

It's Tax Time!!

To help businesses with their tax questions and preparation, the IRS has developed several links specifically designed for Small Business owners.

[Small Business and Self-Employed Tax Center](#)

SB/SE serves taxpayers who file Form 1040, Schedules C, E, F or Form 2106, as well as small businesses with assets under \$10 million.

[A-Z Index for Business](#)

Find it Fast! Know what you're looking for and want to find it fast? Select business topics using our A-Z listing, or by business type such as sole proprietor, corporation, etc. We also provide links to major business subjects, such as Business Expenses, which provides a gateway to all related information on that subject. ♦

Other IRS Tax Links:

[Tax Information For Corporations](#)

[Tax Information For International Businesses](#)



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12 Issues for Only \$97



How To Keep Your Top Talent From Leaving!

Avoid losing your high performing top talent with these quick tips.

Conduct an employee survey – Find out what your staff thinks about the direction of the company, their role, job satisfaction, their supervisor, company benefits, communications, training, development, support, etc... Once completed, compile the information and look for any trends or common themes.

Salary analysis & competition – There have been many reports stating that most people do not leave primarily for more money. However, they do leave if they feel underpaid for the value they bring to the company. Conduct a competitive wage analysis to ensure your pay scale has not fallen behind.

Treat your employees like they matter – As the economy continues to show signs of improvement, it is time to un-freeze pay raises and increase training budgets. Help your high performers improve by offering employee development programs, trainings, and professional coaching. Give them the tools necessary to achieve higher levels of success.

Share the companies' vision, goals, and values – Let everyone know the overall vision of the company, the goals necessary to achieve the vision, and the values that govern all decisions. The open communication will make each person feel they are valuable and an important part of the team.

Creating a plan to keep top performers will decrease turnover and make your company more attractive when recruiting new talent. ♦



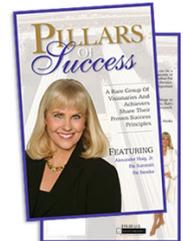
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Pillars of Success. Don't miss this book! It's a Great Gift for your team, family, friends, or co-workers. Call Janine to order 301-439-8317 or click on the image for more information!

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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PERSONAL EXCELLENCE SEMINAR



Personal Excellence Seminar: May 7-9, 2014

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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