

AWARENESS IS POWER®

Insights for Business

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Celebrating 26 Years of Service

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BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Have Critical Information Before You Hire

Replacing employees or hiring for new positions can be a difficult task. Having the right people in your business make the difference between your company being successful and falling behind. When it is time to hire for a position within your company, you can feel confident in whom you choose to interview with these few steps.

Only Interview The Right Candidates

Bringing the wrong people in for interviews is more than just a waste of time. When you meet with a candidate that is not right for the job, you run the risk of making an emotional decision. The person might be a wonderful individual, but not right for the job.

Once you build a personal connection with an individual, it will be harder to have an objective attitude.

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Are You Interviewing the Right People to Hire?

Proper Handling Of Private Information Is YOUR Responsibility

If you are in business for yourself or on the top rung of the latter of a company, you have many different responsibilities. With so many areas to focus on, certain parts of your operations are sure to be passed over. Paper shredding likely falls into that category of things that get put on the back burner.

Assign Someone to Handle Paper Shredding

It is necessary that the destruction of important documents takes place in your business. The best way to make sure it stays a priority is to assign the task to someone you can trust. Be sure you put an employee or manager in place that will do what is necessary to ensure proper destruction takes place.

Help Them Create a Policy

Ultimately, the responsibility falls on you to make sure that documents are being shredded properly. If sensitive information is leaked, you will be held liable. For that reason, you need to be a part of creating a policy for shredding. Work with your associate to put together a policy that can be followed.

Lead By Example

Make sure that you always follow the policy you put into place. If you cut corners or do not stick to your own guidelines, your staff will not take it seriously. In order to show others how important it is to shred, you must be willing to do it yourself.

*Continued on page two – **Private Information***

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Continued from page one – **Before You Hire**

Interviewing people that are not qualified for your job can bring more damage than you realize.

Weed Out The Wrong Resumes

Some people will send in a resume because they feel they can do the job. Others will blast their resumes to any available position. With the job market being what it is, most are just looking for any employer that will hire them.

It will take time and patience to weed out the wrong resumes. Look at each resume carefully. Compare the talents and experience to the job description of the position you are hiring for.

After you go through the stack of candidates, you might come up empty handed. To find the right person for your company, you need to be committed to waiting.

Sometimes, you can think that you have to choose an employee from the group of people that have applied. There will always be one candidate that looks better than the rest. That does not mean that they are the right person for your job.

Understand The Candidate's Talents And Abilities

Once you feel confident in bringing a person in for an interview, you should be ready to ask the right questions. The main goal of the meeting is to understand the individual's talents, abilities, and personality. You want to be sure that they will fit into the position you are hiring for.

Face to face, you should still keep your objectivity. It is a fine balance getting to know a person's personality without becoming too attached.

Do not be afraid to bring your top choices back for a second or third interview. Consider allowing them to have working interviews to see if they will work out. ♦

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

"The smartest business decision you can make is to hire qualified people. Bringing the right people on board saves you thousands, and your business will run smoothly and efficiently."
~ Brian Tracy

Continued from page one – **Private Information**

Talk About the Importance of Shredding

You should be addressing this procedure on a regular basis. Staff meetings are a good way to remind employees of how they should handle sensitive information. If you send out a monthly newsletter, featuring an article on the importance of shredding would be a good idea. You can also send out memos on occasion to remind everyone to shred.

Use a Shredding Service

One of the best ways to keep you and your staff accountable in disposing of documents is to hire a company. Using a service will ensure that you take the time necessary to set aside the proper documents. It's also a great way to keep shredding on everyone's mind.



Put Reprimands in Place

It may sound harsh, but putting reprimands in place is an important part of the process. Your company will suffer major consequences if private information is procured. It is only reasonable that employees that do not follow the guidelines will suffer consequences. ♦

If you have any questions about this article, contact us today!

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"Teamwork divides the task and multiplies the success." ~ Author Unknown

Popular New Year's Resolutions



USA.gov website list the New Year's resolutions that are the most popular every year – from losing weight, managing debt, or even finding a better job – and provides information that can help you achieve your goals in 2015.

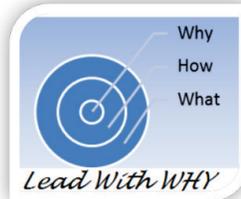
Check it out at:

www.usa.gov/Citizen/Topics/New-Years-Resolutions.shtml

The Need To Know “WHY”

Helping people understand their purpose

Many things lead to the success of a business. Productive management and employees are certainly one of the top reasons a company is able to meet their goals. With motivated team members, customer service soars, office morale is higher, retention is greater, and the company is able to grow. The true challenge is figuring out how to motivate your team to accomplish their tasks. While most of your staff likely understands what their job entails, they probably have no idea why they have been assigned these tasks. If you are looking to keep those that work for you productive, you must answer the biggest question, “Why?”



The Need to Know Why – If you have ever spent any time with children, they want to know why they have to do everything you ask them to do. The need to know why carries into adulthood as well. One of the biggest differences is that many adults will not ask the why question, but instead draw their own conclusions. When an individual understands the purpose behind seemingly mundane tasks, it will help them stay motivated.

Creatively Share the Vision of the Company – As a leader it is your job to make certain that the employees of the company understand the vision of the business. People are more likely to stay committed to a purpose rather than a company. Having the mission or vision statement written out in an employee handbook is not enough. Before you can market yourself to potential clients, you must reach those that work for you. Campaigns need to start in the office.

Resolve the Why Question – To begin with, you must understand the why question for yourself. Before the business came into existence, it started with an idea in someone’s mind. There were many months of conversation, dreaming, excitement, anticipation, and brainstorming about the business concept. In those moments the why behind the tasks and services was defined. Once you understand the why, you can share it with your team.

Developing a Teaching Mindset – We talked about how children so readily ask the why question; as adults we excitedly walk them through the thought processes to put their curious minds at rest. With your team, you can develop this same teaching mindset. Do not naturally assume that everyone working for the company knows the answers to the why. Break down the reasons behind task lists, even if they seem simplistic. Walk your employees through the thought processes so that they catch the vision for themselves.

Being a leader is so much more than telling everyone what to do. Instead, it is working hard to instill a deep rooted passion for the job in the minds of those that work with you.

When everyone knows the WHY, it will help them understand their purpose. ♦

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One Minute Ideas

Daylight Savings Time

The idea of daylight saving was first conceived by Benjamin Franklin during his sojourn as an American delegate in Paris in 1784.

The main purpose of Daylight Saving Time is to make better use of daylight. However, the closer you live to the North or South Pole, the longer the period of daylight in the summer. Thus, countries near the equator generally do not change their clocks.

Under legislation enacted in 1986, Daylight Saving Time in the U.S. began at 2:00 a.m. on the first Sunday of April and ended at 2:00 a.m. on the last Sunday of October.

The Energy Policy Act of 2005 extended Daylight Saving Time in the U.S. and DST begins at 2:00 a.m. on the second Sunday of March and ends at 2:00 a.m. on the first Sunday of November. ♦

For more info visit...

www.webexhibit.com/daylightsaving



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Are Teams Really Effective?

One of the most common examples of team effectiveness can be seen on a cool day in the fall. As you look up into the sky, you can see a flock of geese embarking on their southern sojourn. The "V" formation that they fly in as a group actually benefits each individual bird. As each goose flaps its wings, it creates an updraft for the bird immediately behind it. By flying in a "V" formation, the entire flock can fly 71% farther than each member of the flock could alone.

When the lead goose gets tired, he or she rotates back into the "V" and another goose flies the point. The geese honking from behind are believed to be cheering the point goose to keep going and to maintain speed. If a goose falls out of formation from weakness or wounds, two other geese will follow to help and provide protection. They will stay until the goose is either able to fly again or dies. Then they set out on their own to catch up with the original flock or find another formation.

People have the same advantage when they are a part of a winning team. On any given day the strong take over the leadership while others, perhaps those who have already made major contributions or who are not feeling well, take a rest. The momentum of the team keeps a project going so the probability of success is enhanced. Their collective power is much greater than that of any one individual. ♦

~ Excerpt from Executive Leadership, RAC – SA



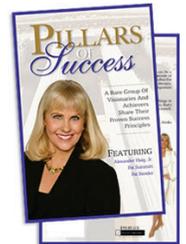
"Instead of giving myself reasons why I can't, I give myself reasons why I can." ~ Author Unknown

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!!



PERSONAL EXCELLENCE SEMINAR



Personal Excellence Seminar: Jan **SOLD OUT** 28-30, 2015

Hurry and get your tickets for the next seminar: May 13-15, 2015 (LIMITED SEATING)

[GET TICKETS](#)

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 •

Managing Your Time Establish Your Priorities

Do you ever get stressed out? Do you ever feel like there is just not enough time in the day to get everything done that needs to get done?

There are 2 types of stress. *Eustress and Distress*



When your resources are less than what the situation is calling for – that is **Distress**. When your resources are greater than what the situation is calling for that is also Distress or Boredom.

When your resources are equal to what the situation is calling for – that is **Eustress** or Good Stress.

You need some type of stress to get some type of movement.

HOW CAN YOU GET TO THE STATE OF EUSTRESS?

Time management is one of the keys to producing Eustress. Balance is Key!

One of the ways to get balance is to prioritize.

What is the secret to prioritizing?



1. **SET A GOAL.** When you are setting a goal ask yourself the following questions:

What do I want?

Why do I want this goal?

How badly do I want it and am I willing to pay the price?

Is this a SMART goal? Specific, Measureable, Achievable, Time bound and Realistic.

Continued on next column –

2. **ESTABLISH YOUR PRIORITIES.** We all have the same amount of time in the day. 24 hours. No more and no less. Why do some people get things done and others are still living in the valley of excuses? They have the fatal disease called excusitis.

I can't get my MBA because I am working and I have a full time job and I don't have time to go to school and study.

I made a mistake because I didn't have enough time to get my job done and I had to rush.

Eliminate blame and excuses. Take responsibility

It goes back to the question – *how badly do I want it and am I willing to pay the price?*

Important things help you achieve your goals.

Ask yourself is this important or is this urgent.

There is a difference between importance and urgency.

Importance is moving you toward your goals.

Urgency is directed by others. It's what others want you to do.

Starting and finishing tasks are the goal, not the activity around them.

- **Important** things contribute significantly to our goals. They have high value. The important activities tend to have long term consequences which make a difference for a long time. Important things rarely must be done right now or even this week.
- **Urgent** things must be done now. They have short term consequences. They may or may not relate to our goals or have any significant contributions. Urgent things are far more demanding than important things. Just because something is urgent doesn't mean it is important.

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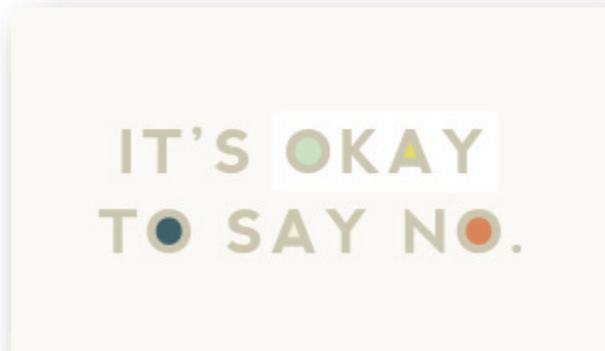


Continued from page five – *Managing Your Time*

IT TAKES COURAGE, WISDOM AND DISCIPLINE TO DO THE IMPORTANT THINGS FIRST.

Distinguish between what is important and what is urgent.

SAYING ‘NO’



Tell people why you can't respond to their need now, so you can focus on yours. Learn to say no.

Six ways to say no:

1. Use your calendar. “When do you need this? Can we schedule a time to discuss this?”
2. Tell them why; “I have to finish this proposal by 4 PM today.”
3. Be honest but firm: “I can't do this today.”
4. Provide Options: “I'll be able to help you next Tuesday morning or Thursday afternoon.”
5. Know why before saying “yes.”
6. Don't feel obligated.

Do the **most important** tasks or activities first. These might not be the most fun or easy thing to do first. Don't get tempted into the “activity mode” and just keep working without focusing on the most important items first.

Always ask yourself. Is this activity important and moving me in the direction of my goal. Is this my number one priority?

CHUNK YOUR TIME.

Focus and get into your zone.

Eliminate distractions.

Dedicate one hour to yourself without any interruptions. It takes about 15 minutes to clear your mind from the clutter. And give this number one priority your full concentration.

Always remember each day to **Prioritize** and do the important things first. If you spend 20 percent of your energy and time on your top priorities, your activities will produce 80% of the results.

Your time will fly and you will achieve your activity and goal more quickly, easily, efficiently and effectively.

Your life will be in balance.

Your resources will be equal to what the situation is calling for and you will have Eustress or Good Stress!



FOLLOW YOUR DREAM. DO WHAT YOU LOVE AND YOU WILL LOVE WHAT YOU DO!

To learn more about *How to manage your time more effectively*, contact Pat Bender at Bayley & Bender. Ask about the Awareness Is Power® Performance Improvement Profiles.

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Let's talk! Call us to arrange a customized meeting to discuss how our dynamite Awareness Is Power® ‘Building Efficient & Effective Teams to Maximize Results’ Seminar will help you take center stage, reach your audience, and maximize results.

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