



Bayley & Bender

AWARENESS IS POWER®

Insights for Business

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BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

Stuck for an idea? Tap your creativity

Truly creative ideas often seem very simple – once somebody has thought of them. But how do you get a truly creative idea? Here are some ways to generate your creativity:

- ☑ **Put the problem into words.** Clearly defining a problem is probably nine-tenths of its solution. Putting the problem into work is a discipline that clearly engages and focuses your left brain to find a creative solution. What are the problems? What are the conflicting demands? What, exactly, is the barrier that is keeping you from doing what you want to do?
- ☑ **Write it down, and tell someone important to you.** Don't keep the problem floating around in your own brain. When you write, or when you tell the problem to another person, the words are encoded in your left brain in a logical, linear fashion.

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Recognize and Address Hiring Mistakes

The objective of a selection process is to increase your odds of selecting the best candidate. No matter how good a selection system may be, occasionally it will result in the selection of an applicant that is not the right fit for the job.

The final decision is always made by humans that may divert from the selection process in favor of intuition, appearance, familiarity, school, past employer association, or the pressure of time. So, poor fits are bound to happen despite a well developed selection process.

If you hire someone that ends up being a poor fit for the job, do not make the second big mistake; holding on to the future poor performer for far too long.

Suppose an applicant is hired because he or she makes a good impression, reminds you of someone else, or happens to interview at just the right time. Shortly after the orientation process, the new employee begins to show signs of not being the right fit. It could be something as basic as frequent absenteeism or as critical as not having the talent or level of experience expressed during the interview.

Your big mistake occurs when you attempt to convert the poor fit into the “good employee.” The result is often low morale of other workers who recognize the new employee’s inability to perform at the expected level, and they resent the “special” treatment.

To identify and remove a poor fit:

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☑ **Approach the problem from all angles.** Try many different approaches to describing the problem and describing the solution needed. Think about it from reasonable, logical, straightforward points of view. Think about it from unreasonable, backward, low probability points of view.

☑ **Describe the solution.** You may not know what the solution is, but you know what it's supposed to do. What does it look like?
How does it work?
Who will use it?
How will it operate?



☑ **What would you do if there wasn't a problem?** What would your ideal solution be if barriers didn't exist? If you could do anything you wanted to about a particular problem, what would you do?

☑ **Come at it repeatedly.** Work on it for awhile, then put it aside and work on something else. Come back to it the next day. For particularly complex and involved problems, purchase a notebook and write down your thoughts. Review it often.

These points help your left brain to fully set up the problem and understand its dynamics. These are tasks the left brain does well. Your left brain can't come up with creative insight, one that is not logical and linear. Until you fully engage your left brain and push it to work on solutions, your right brain can't work on a problem very well

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If a window of opportunity appears, don't pull down the shade.

— Thomas J. Peters

Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending.

— Carl Bard

Continued from page one – *Hiring Mistakes*

- ▶ Closely monitor the new employee's performance.
- ▶ Conduct a comprehensive performance assessment 30 days after hire.
- ▶ Classify performance shortcomings into two categories: can do and will do. "Can do" refers to the ability the employee has to do the job. If the employee does not have the ability, determine the cause. If you are providing the resources to facilitate success, but the employee lacks the ability due to misrepresentation or lack of skills or talent, then you must determine whether you should terminate the employee or try to build a better employee.

"Will do" refers to employees that have the skills or talents wanted but possess bad work habits that prevent them from being a success. In this instance, you should

clearly outline the performance expectations and hold the employee to them. Should the employee fail to adhere to these expectations, then you should cut your losses and terminate the employee.



The first 90 to 120 days represent your greatest cost in developing a new employee. It is also the time when employees exhibit the strongest desire to showcase their talents, learn about the job, and stay out of trouble. If these qualities are not clearly evident in the early stages of employment, then recognize that it is best to remove the poor fit from the organization before additional harm can be done.

Lonnie Harvey, Jr SPHR is president of The JESCLON Group Inc, a Rock Hill-based human resources consulting firm specializing in minimizing employee turnover. He can be reached at 803-325-2020 or visit www.jesclongroup.com

The golden opportunity you are seeking is in yourself. It is not in your environment; it is not in luck or chance, or the help of others; it is in yourself alone.

— Orison Swett Marden



THE MAGIC KEY TO HAPPINESS AND SUCCESS

There is an ancient legend about a time in the history of humanity when society so abused wisdom that wisemen decided to take the secret of happiness and success away from man and hide it where mankind would never find it again. The big question was where to hide it? A council was called by the chief of the wisemen to discuss this question. The lesser of the wisemen said, "We will bury the secret of happiness and success into the dark depths of the earth."

The chief wiseman responded, "No, that will never do, for mankind will dig deep down into the earth and find it."

Then they said, "Well we will sink the secret of happiness and success into the dark depths of the deepest ocean."

But again the chief wiseman replied, "No not there, for humankind will surely learn to dive into the dark depths of the ocean and will find it."

Then, one of the lesser wisemen said, "We will take it to the top of the highest mountain and hide it there."

But again the chief wiseman said, "No for humankind will eventually climb even the highest mountain and find it, and again take it up for themselves."

Then, the chief wiseman said, "Here is what we will do with the secret of happiness and success. We will hide it deep inside every individual, for they will never think to look for it there."

To this day according to legend, people have been running back and forth across the earth – digging, diving, and climbing, in search of something that they already possess within themselves.



ONE MINUTE IDEAS

Liftoff to Space Exploration

See a real-time map of where the space shuttle, International Space Station, and other satellites are located. You can also find lots of information and news about space travel and the universe.

Check it out at: www.nasa.gov

Be on the lookout for coaching moments

Coaching isn't appropriate for every situation. Sometimes, staffers want to work on their own, uninterrupted by the boss.

To spot employees ready for coaching, pay attention to when things aren't going well or when they could use an extra hand on a tough project. That's when they'll be eager to work with you.

NEW PRODUCTS

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 what Pat says are three important things leaders and successful people have in common.

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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:
www.awarenessispower.com

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Pat & Bob Bender request the pleasure of your company at the Awareness Is Power®

DYNAMIC LEADERSHIP SEMINAR

NOVEMBER 1st-3rd, 2006

Develop Your Professional & Personal Goals And A Plan To Get You Results!

The Serenity Retreat is privately situated on twelve beautiful, tranquil, waterfront acres in Talbot County, Maryland, and is the perfect place to feed your heart, soul, mind and body.

Our Three Day Course will allow 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 the people around you. *The Dynamic Leadership Seminar* offers you the chance to raise your game, and take the rest of your team with you!

Day 1 - The seven keys to your professional and personal success

Day 2 - The daily Mental Laws to help you achieve your goals

Day 3 - Setting your professional and personal goals in life



Professional Benefits

- ▶ Visualise, implement and achieve your goals
- ▶ Increase attitude and morale
- ▶ Develop your professional and personal life
- ▶ Raise profit levels
- ▶ Improve customer service
- ▶ Improve your time-management strategies
- ▶ See and develop the strengths in yourself and others
- ▶ Create and bolster enthusiasm to become the best
- ▶ Increase productivity



The Three Day Seminar Includes...

- 270 page workbook per participant
- 13 Audio cd's per participant
- Certificate Of Completion plus Travel Log
- Customised Awareness Is Power® Reports
- Continental Breakfast & Lunch
- Afternoon High Tea *and these extras...*

**Wed 1st - Fireside Dinner Thu 2nd - Crab Feast
Fri 3rd - Graduation**

You'll Have Access To fishing, crabbing, boating and birdwatching, and opportunities to find yourself getting in touch with nature and all of Serenity's array of wildlife, as you go walking and hiking through the woods.

And The Breath-taking sunsets complete each day with the perfect chance for reflection!

Personal Benefits

- Discover if your life is in balance.
- Uncover your stumbling blocks.
- Enjoy your journey in life.
- Learn concepts to share with friends and family.
- Rid yourself of stress.
- Create more adventure in your life.
- Discover yourself and what you want.
- Find your passion and what makes you happy.
- Create a plan to get you there.



The *Dynamic Leadership Seminar* is perfect for *Incentives* or *Rewards!*
Don't miss this wonderful opportunity!
Our Serenity retreats are rated **5 out of 5** - here are just a few comments from our participants...

Testimonials

"This seminar has changed my life... my friends can see the difference. They are all very impressed with my new outlook."

"You must set goals, remove yourself from negative thoughts - and the world is your oyster!"

"This is by far the most important workshop I have ever participated in. This helped me visualize my myself inside and out, not only my career but in my personal life. Thank you!"

"Realization that success is up to me - that I hold the keys."

"Well done! Nice progression, building one concept on the other."

"Very interesting, full of energy, enjoyed every minute."

"Positive thinking - learn, energy, visualize and the ability to achieve!"

"A lifetime change in my attitude. Thank you, from the bottom of my heart!"

"This is just what employees need to learn, understand or reemphasize the way to be successful."

"It has been a tremendous growth experience. I have learned so much that can be applied to my personal and professional life. Pat and Bob are the best!"

"I agree with the name of the workshop - Awareness Is Power® - success through insight. I've been able to focus on myself and have gained so many insights. It's AWESOME."

"So very professional and sincere."

"Very creative in the manner it was presented. Excellent knowledge of the material."

"Great information - motivating."

"I am thankful to have had the opportunity to attend the class."

"It was well planned and executed, interesting and actually exciting! I feel renewed and energized."

"I enjoyed every day. It gives me a new outlook on life."

"The workshop was great. Pat and Bob are exceptional motivators and instructors in this area."

"The most comprehensive goal setting seminar I've ever attended. I will never forget these seminars!"

"A fantastic course - the best three days spent!"

"Very useful information that can be used on a daily basis."

"I loved it! The ideas were excellent and can easily be used in daily life."

The greatest investment is in your leaders and yourself!

Call Pat Bender today on

301-439-8317

