

Improving Results

August 2009

Volume 6 Issue 8

By Facing Our Challenges, We Discover Our Potential

STRATEGIC SOLUTIONS 510-432-7596

Time Management Tips

Moving Paper

Paper...it comes in the mail, on the doorstep as news, in our "in" baskets. We buy magazines and books.

We even find paper flying from our windshield wipers as we approach our cars in the parking lot.

One way to keep paper to a minimum is to do something with it the first time you handle it. If it's not important, throw it away right now. If it's something you need to give your attention to, put a note on it, and file it in one of your four organizing files: Immediate, This Week, Next Week, or When I Have Time. This way you'll be sure to take action on it later. If it is to be read and passed on, move it as quickly as possible.

Make it a habit to be systematic when going through your mail.

Set aside a specific time to prioritize your mail. Touch each item only once before Delegating, Dumping, or putting it in the appropriate To Do file.

Make a decision on each piece of paper you handle. Throw things out immediately if you don't feel you have a need for them. Good examples are junk mail, catalogues, and advertising circulars. Even important papers such as meeting announcements can be tossed after you transfer the information to your daily planner and/or file system.

Source: *Time Strategies*, Resource Associates Corporation. Adapted with permission



Why Do People Leave Their Job?

Experience-Based Retention

- Is it because of money?
- Benefits?
- The fact they believe there are no real opportunities for them at the company?

While many might argue about which of the above has more impact on whether or not a person decides to jump ship, attempting to identify the main overall culprit is probably the least productive approach to increasing retention. Why? Because while studies may show that one factor carries more weight than another, those same studies also show that **all** of the factors have the ability to influence people to some degree.



So that means by focusing solely on the main culprit—whatever it might be—your retention plan is only as good as the number of people in your company who are primarily affected by that factor. Which means that it's nowhere close to being 100% effective.

People and situations

Are you going to retain every person you hire? Of course not. The key is to retain those people you *want* to retain, those employees who make a difference and contribute a tremendous amount to the company in numerous ways. And in order to retain those superstar employees, you have to consider what kind of **experience** you're providing to them.

Life is nothing more than a series of experiences, and people respond to them in a rather predictable fashion. They strive to avoid negative experiences, and they tend to gravitate toward positive ones. That rule certainly applies to people. After all, people provide an experience, don't they?

INSIDE THIS ISSUE

- ◆ *Time Management – Moving Paper*
- ◆ *Why Do People Leave Their Job?*
- ◆ *One Minute Ideas*
- ◆ *Want to Make Your Company More Successful?*

All articles, quotes, and material in this newsletter are copyrighted. © 2009. No part can be reproduced in any form without specific written consent from SA and copyright holder(s). All rights reserved worldwide.

Continued on page two – Retention



One Minute Ideas

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.

Website Of The Month



eHow™

Learn how to do just about everything, including many selections and tips on Business, at eHow the world's most popular place to find How To instructions. Check it out at: www.ehow.com/



Hank Sullivan is President of Strategic Solutions in Hayward, CA and a Nationally Certified Business Coach. He provides processes to assist individuals and businesses in improving results. He concentrates on leadership development/coaching in areas such as Management, Sales, Customer Service, and Strategic Thinking and Business Planning. In addition, he offers a program for youth leadership called America's Rising Stars.

Strategic Solutions
25985 Clausen Ct.
Hayward, CA 94541
(510) 432-7596
hsullivan@stratsolutions.net

Continued from page one – *Retention*

I'm sure you could identify people in your life who provide negatives experiences and people who provide positive ones.

Which ones do you try to avoid?

The same holds true for an employment situation. If people aren't receiving a positive experience in their job, they're going to try to find a new one. The challenge is to ensure that they're receiving that positive experience. However, there are two aspects of this challenge to keep in mind:

Experiences are very **person-specific**. In other words, what one person believes is a positive experience might not be the case for another person.

Employees are not apt to come right out and tell you what constitutes a positive experience for them. Unless you have a very outgoing and highly communicative person on your team, you'll have to gather that information yourself.

Productivity and profitability

As you might imagine, there are many different components to an experience, especially an employment experience. The good news is that there are ways to not only account for all of them, but also to ensure that you're addressing them in a way that will create positive experiences with your team and increase retention.

In future issues, we're going to identify and discuss these different components, how they affect the overall employment experience and why, and how your understanding of them can help you to maximize the productivity—not to mention the profitability—of your team.

If you have any questions, feel free to contact me at hsullivan@stratsolutions.net.

Want To Make Your Company More Successful?

Creativity is the key to keeping a business flourishing. And while creativity will help your business grow stronger, there are other tools and opportunities businesses should use to their advantage.

Here are some quick tips:



Make your business appear bigger than it may be.

You might not have a huge warehouse or dozens of employees, but you can still give your business the professional appearance of one 10 times your size. First impressions are important. **Start branding.** Design a great logo for your company and put that logo on all of your media. Have a company newsletter with information that focuses on the reader. Utilize your Web site and blog, and see if you can get them linked to your community's Chamber of Commerce or city Web site. Join social networking sites like [Facebook](https://www.facebook.com) and [LinkedIn](https://www.linkedin.com) to broaden your network of people.



Focus on your 'X' Factor.

Recognize what you do and why you do it, and then research your competition. When you discover the factor that makes your business better and different from the competition, learn how to focus and multiply that 'X Factor' to achieve success.

Copyright ©2009. Gary Sorrell, Sorrell Associates – Marketing & branding expert

