

The Consultant's Corner

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INSIGHTS  SUCCESS
"Building On Strengths"

Define Success

Make it clear to your employees what constitutes success and how they should measure their achievements. Goals must be realistic. Project schedules, for example, must be set by the people who do the work. People will accept a "bottom-up" deadline they helped set but they'll be cynical about a schedule imposed from the top that doesn't map to reality. Unachievable goals weaken an organization. At my company, in addition to regular team meetings and one-on-one sessions between managers and employees, we use mass gatherings periodically and e-mail routinely to communicate what we expect from employees. If a reviewer or customer chooses another company's product over ours, we analyze the situation carefully. We say to our people, "The next time around we've got to win. What will it take? What's needed?" The answers to these questions help us define success.



Bill Gates

— Bill Gates, Microsoft

"A life is not important except in the impact it has on other lives."

— Jackie Robinson

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First Impressions Count

A recent study reported that 40% of Internet users in the U.S. changed their opinions of brands due to information they gathered online. This data is reinforcement that it's more important than ever to make sure that the image you are portraying online, and especially in your e-mail marketing, is an accurate reflection of your brand. Here are a few areas to consider when analyzing your brand reflection in your e-mail marketing?

Design – Is the overall look of your e-mail messages appealing? Do your e-mail campaigns "look" like they fit with the rest of your marketing material? Do your e-mails have the appropriate colors, images and format to make a positive impression on your audience?

Subject Line – Is the subject line of your e-mails reflecting your brand and personality? Make sure that the words you use in the subject line are carefully chosen. This is the first statement your audience will read!

Content – Is the content in your e-mail campaigns worthwhile and interesting to your audience(s)? Poor content erodes your brand. If you send your constituents poor content, they connect your brand with the quality of the content.

Utilities – Can your audience interact with your e-mails easily and consistently? Items like changing preferences, signing up, forwarding the e-mail and unsubscribing all are a reflection of your brand. The easier your e-mail is to work with, the easier your organization is to work with.

Remember, first impressions count. In person, online, and even in your e-mail marketing!

— Adapted from Opt-In news e-mail marketing research.



ONE MINUTE IDEAS

Right-Click Tip

Did you know that the right mouse button extends the functionality of many programs? Try right-clicking over a web page or an icon on your desktop, and you will see various options and settings at your fingertips. Many programs offer easy access to popular features as well, so give it a try!

Did You Know

Most employees have an exaggerated idea about the profits the company makes. Survey after survey indicates that people think corporate profits are 25 to 35 percent or higher. True profits for most companies are closer to 5 percent.

Department of Labor – Latest Numbers

Consumer Price Index:

📈 +0.2% in Oct 2005

Unemployment Rate:

📈 5.0% in Nov 2005

Payroll Employment:

📈 +215,000 in Nov 2005

Average Hourly Earnings:

📈 +\$.03 in Nov 2005

Producer Price Index:

📈 +0.7% in Oct 2005

Employment Cost Index:

📈 +0.8% in 3rd Qtr of 2005

Productivity:

📈 +4.1% in 3rd Qtr of 2005

Source: www.bls.gov (4 Dec 2005)

Maintaining a Positive Attitude in the Workplace!

If you want to become or remain a positive force in the workplace, you need a strategy. Follow the suggestions below to get yourself on your way:

- ◆ Ask three people you consider positive forces how they maintain their attitudes.
- ◆ Survey your use of language, and change it when necessary. This includes inner talk and outer talk. Change your negative words and thoughts into positive ones.
- ◆ Surround yourself with as many positive people as possible.
- ◆ Appreciate yourself. Accept yourself for who you are, not who you ought to be.
- ◆ Don't worry about something that has already happened. If there is a lesson to be learned, learn it and move on.
- ◆ Accept that you are going to make mistakes.
- ◆ For one entire day, commit yourself to using all of your energy to be positive.
- ◆ Realize that how you feel about something is your choice.
- ◆ Take charge of your life, and give yourself credit when you do.



— Adapted from *The 6 Success Strategies for Winning at Life, Love & Business* by Wolf J. Rinke

Web Site of the Month

This site provides an easy-to-use online directory of residential and business listings. A simple way to find any listed phone number, the name and address that goes with a phone number. Other features include: zip codes, reverse look-ups and an e-mail locator.



Check it out at: www.whitepages.com

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