



## Managing People in 2010

With the beginning of a new decade comes the optimistic view of a brighter future for our businesses, family, and self. Focus on creating an environment that fosters a positive attitude and watch your employees become more productive.

*So how can you create that environment? Follow these 3 easy steps:*

1. Focus on catching people doing things “right” instead of only saying something when they make a mistake. When you see someone helping a coworker or going the extra mile for a customer give them praise.
2. Start a “Wins” board. Create a poster board with all the employees names on it, with columns & dates. When someone does a positive thing, mark it on the board. Keep this board visible for all employees to see.
3. Eventually annualize the “Wins.” If an employee comes up with an idea that reduces costs, put a value to it and annualize the savings. Then write it on the board, put it in your company newsletter, and send them a “Thank You” card or note.



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## Hiring a Team of ‘High Achievers’ is No Easy Feat

Companies are constantly vying for “top talent,” those candidates who possess the ability and skills needed to make them more productive and more profitable. What companies often fail to consider, though, is that talent is just half of the equation.

Yes, that’s right ☐ talent is not enough. In fact, according to author and leadership guru John Maxwell, talent is **never** enough. (That, incidentally, is the title of his book on the subject.)



The other half of the equation is the person’s desire, or whether or not they have the drive to be a **high achiever**. If they don’t have that desire or that drive, talent is only going to take them ☐ and the company ☐ so far. They’re *not* going to reach their full potential as an employee.

As a result, striving to hire “top talent” is a bit of a misnomer. At the very least, there should be a disclaimer attached to that statement. Rather, companies should search for “high-achieving top talent,” since those are the types of employees who are more likely to reach their potential and push the company to new heights of achievement.

So . . . how do you find these employees? It’s often difficult to discern the talented candidates from the **talented, high-achieving** ones. As a result, it’s even more difficult to assemble an entire team of high achieving employees.

The answer lies, at least in part, in their lives outside of work.

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## One Minute Ideas

### Opportunity

There are no limits to our opportunities. Most of us see only a small portion of what is possible. We create opportunities by seeing the possibilities, and having the persistence to act upon them. We must always remember... Opportunities are always here, we must look for them.

*Problems are only opportunities in work clothes.*

~ Henry J. Kaiser



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At first it may seem hard to find someone doing things right, mostly because we are not focused on that type of behavior. However, after a couple of days, you will start to see those positive actions more frequently and the attitudes of everyone become more positive.

**IMPORTANT:** Do not start a "Wins" board and not keep it up to date. It is demoralizing for your staff.

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High achievers are intrinsically motivated, which means their desire for accomplishment comes from within, not because of external motivators like raises and promotions. They want to achieve and be the best they can be simply because they enjoy doing so, and that kind of desire is reflected in all areas of their life . . . and not just at work.

So keep this in mind when you're looking for the best of the best. It could mean the difference between hiring talented employees who fail to reach their full potential and hiring those who exceed all expectations.



If you have any questions about this article, or about how we can help you with your current hiring needs, contact us.

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## How Important are Businesses Small to the U.S. Economy?



Small firms: • Represent 99.7 percent of all employer firms. • Employ just over half of all private sector employees. • Pay 44 percent of total U.S. private payroll. • Have generated 64 percent of net new jobs over the past 15 years. • Create more than half of the nonfarm private gross domestic product (GDP). • Hire 40 percent of high tech workers (such as scientists, engineers, and computer programmers). • Are 52 percent home-based and 2 percent franchises. • Made up 97.3 percent of all identified exporters and produced 30.2 percent of the known export value in FY 2007. • Produce 13 times more patents per employee than large patenting firms; these patents are twice as likely as large firm patents to be among the one percent most cited.



*Opportunities? They are all around us... There is power lying latent everywhere waiting for the observant eye to discover it.*

~ Orison Swett Marden



## *Facilitating Business Growth in 2010*

Business owners are ready to leave 2009 and the bad economy behind and get prepared for business growth-to Discover Success in 2010. The Business Training Team is poised to help make that a reality.

The Business Training Team website is a resource for the small business owner, manager, or sales professional. Through its eLearning approach, it can help address issues such as:

- ✓ How to set up QuickBooks Pro to streamline accounting processes.
- ✓ Is social media marketing right for me?
- ✓ Am I losing or keeping customers by something as simple as how the phone is answered?
- ✓ How do I find and hire the right people?
- ✓ Am I using all the features in Microsoft Office?
- ✓ What do I need to do to grow my business?

Conventional learning techniques, such as going to seminars or taking classes are time consuming and costly. Even in the best of circumstances, they take away from the business day. *Who's going to run my business while I'm away at school?* eLearning allows learning to occur at your office computer or later in the evening when there is time to think. Major corporations have embraced this educational method as an efficient low cost approach to increasing human capital. Until now a program which focuses on the needs of the small business person was unavailable. The Business Training Team, through its eLearning website, provides that tool in an effective and inexpensive way.

The number of programs available today to subscribers is approaching 40. Each month approximately 20 additional programs will be added. Most programs are about 30 minutes in length and taught by teachers currently practicing in their specialties.

We invite you to visit the site , learn more about the possibilities and register on the Home Page for a **FREE WEBINAR.**

Ctrl+CLICK: [Business Training Team](#)

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### *Common Sense Tips*

#### **Look for potential employees who are determined to work for you.**

A young woman was being interviewed by a prestigious Fortune 500 company. She asked the HR manager if she could get into their well respected training program. The HR manager, already flooded by applications, said, "Impossible now. Come back in 10 years." The applicant responded, "Would morning or afternoon be better?"

#### **Innovation is doing something different**

The National Bank of Detroit once offered their customers \$10 each time they discovered an error in their checking account. The policy brought in fifteen thousand new accounts and \$65.5 million in deposits in the first two weeks.

#### **Sometimes the cheapest market research is in your own company.**

At one time, Apple Computer gave each employee a computer as a way to do market research. Steve Jobs, Apples founder said, "One time a bunch of people came back after opening a box and said, 'There are six manuals! It's totally intimidating and we don't know which one to read first!' That comment was worth more than \$100,000 of market research."



Linda Stinson

## *Failure for Fun and Profit*

In 1832, he failed in business. In 1833, he ventured into the business world again, and again he did not succeed. In 1834, he was elected to the state legislature. In 38, he was defeated for speaker; In 1840 he was defeated for elector; in 1844, he lost a race for a Congressional seat. In 1846, he gained a seat in Congress, only to lose it in 1848. He ran for Senate in 1855, but lost; in 1856, he ran for Vice president but did not win. In 1858, he ran for the Senate again, and again was defeated. In 1860, Abraham Lincoln was elected President of the United States of America.



Abraham Lincoln said, "My greatest concern is not whether you have failed, but if you are content with your failure."

Lincoln's example and words from over one and one-half centuries ago are still very relevant to us who lead and manage people today. That is not to say that we should encourage failures, mistakes and errors, but does say that we should view them in the proper prospective.

In a baseball game the ball is hit on the ground to the left side of the infield. The shortstop sees that he is going to have to race at full speed into the hole and make a great throw to put the batter out at first base. He could decide to make a half-hearted effort and let the ball go through into left field for a hit. Instead he makes a great effort to make the play, but the ball goes under his glove and a big error sign goes up on the scoreboard

Failures and mistakes are part of the human existence, but like the error sign on the scoreboard they are commonly represented negatively. If someone fails for a lack of trying, that does reflect on them negatively. Failure to recognize, acknowledge or take responsibility for a mistake is also viewed negatively. Most importantly, not learning from a mistake is the reflection of an individual who will not grow in his or her contribution to an organization.

Failures and mistakes are one of the most common ways we improve our contribution to an organization and grow as business people. An experienced carpenter rarely hits his thumb with a hammer, but he did once and learned that it hurts. How often do you see an experienced carpenter with swollen thumbs?

Great organizations work to have a learning organization, in which their human capital grows stronger every day through the increased skill of its members. It does not encourage mistakes, but does encourage its people to try new things which could lead to mistakes. It does not punish or ridicule those who make honest mistakes, recognize the failure and learn how to do it better next time. You as a leader create this environment and it needs to be one of your keys to success. A coach is someone who helps you identify the culture within your organization and helps provide tools for making the changes necessary for success.

***Let us help you get to the next level!***



*Linda Stinson*  
*(910) 575-1286*  
*linda@plangoals.co*

*John T. Capps III*  
*(252) 726-1823*  
*johnt@plangoals*



*Bob Stinson*  
*(910) 575-1286*  
*bob@plangoals.com*