

Addressing The Pressures On Our Professional Talent Today

Part of running a successful company is addressing the real-life pressures on our professionals today. **Hiring top talent is not enough.** You need to nurture professionals to ensure maximum productivity and ongoing loyalty. Recognizing the needs of your valued professionals makes it easier to keep them engaged and working as a team.

Long Hours – Inevitable parts of professional life are long hours. While most professionals expect to work overtime, it gets grueling when it happens all the time. You as the leader must recognize the need to have time off. Encourage professionals to cover each other on a rotating basis so one person is not overloaded with all the work & hours. (If possible) Maintain workload balance so everyone does their fair share. Consider temporary outsourcing if your entire crew of professionals seems to be burned out.

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Are You Addressing The Pressures on Your Employees?

Taking Steps To Improve Crisis Management

It's important to have a well thought out and rehearsed plan of action in place in order to properly and efficiently manage a crisis situation. It is common place for a crisis to occur without warning. First and foremost, familiarize yourself with the different types of crisis that may happen within or to your company. Every business is based on different fundamentals and is characterized by numerous factors, as is crisis. Crisis can be clustered into groups. Here are some suggestions you should consider, familiarize and plan for in case of a crisis.

- **Management misconduct crisis:** Management engages in the misrepresentation or concealment of its products/services or practices dishonest customer relations.
- **Deception crisis:** Deliberate deeds of misconduct.
- **Misconstrued management value crisis:** Management focuses on short term financial gain and aggressively favors investors over all other stockholders.
- **Confrontation:** A group confronts your business to win approval of their demands.
- **Malevolence:** Criminal or intense measures are taken against your business to destabilize or destroy it.
- **Technological crisis:** A direct result of a technological breakdown usually as a result of human manipulation.

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Stress – Professionals experience stress at work because of the demanding nature of their jobs. Many progressive companies offer a human resources professional who listens to these stresses and offers suggestions. The simple acknowledgment of stress in the workplace makes people feel better. Trying to ignore it ultimately makes professionals ignore some of their responsibilities. Have corporate events to unwind, such as a picnic, lunch walking programs, or visits from therapists from a local spa to give massages. Little things go a long way when it comes to relieving stress.



Family Issues – Almost every professional has a family or obligations at home. While these issues should not be brought into the workplace, allowing time off makes it possible for professionals to handle essential business at home. A distracted employee is not working at full capacity. Giving professionals a reasonable level of flexibility ultimately benefits your company. When they are able to resolve home problems, they return to being more productive at work.

Encourage Work-Life Balance – Business goes on 24 hours a day, 7 days a week. People do not function this way. Professionals need sleep, recreation, and balance to do their best work.



Offering adequate vacation time and days off ultimately benefits your company because professionals are happier and healthier. Without a break, inevitable health problems may arise which take professionals away from their responsibilities.

You don't have to get personal with professionals to recognize their human limitations. Handling professionals as valued people will benefit everyone in the long run. ♦

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"The greatest weapon against stress is our ability to choose one thought over another."
~William James

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- **Natural disaster:** Earthquakes, tornadoes, volcanic eruptions, hurricanes, floods, droughts, landslides or tsunamis.
- **Sudden Crisis:** Occurs without warning and is beyond the control of the business.
- **Smoldering Crisis:** A minor issue that turns into a crisis due to mismanagement and negligence.

In order for crisis identification to be effectual, a course of action must also be put into place. Identify employees that are equipped to handle such situations.



Guide Your Turnaround Strategy with Honesty and Integrity

In the competitive world of business, not all companies are liable to regenerate after having been through a crisis. This is especially sobering in the wake of today's financial hardships. This statement alone offers an explanation as to why it is immensely important to be open and honest with employees and other beneficiaries of the company during a crisis situation. There is no room for grey areas and utilizing this piece of advice will leave employees, clients and suppliers with a sense that your business was ethical and honest no matter the outcome of the crisis.

Successfully Implement a Turnaround Strategy with These Tips

- Instill confidence and earn trust
- Be open, frank and honest
- Lead with integrity
- Be transparent
- Establish clear communications
- Listen
- Be available and accessible
- Work hard
- Sacrifice
- Establish control and performance systems
- Have discipline
- Give rewards

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Learn From the Best

Throughout history there have been several widely publicized crisis affecting large businesses that had established themselves as household names. Due to the implementation of strong crisis management the following companies worked through and overcame their crisis.

- **Johnson and Johnson (Tylenol):** 1982* a disgruntled citizen adds cyanide to Tylenol on store shelves killing 7 people. Though it cost Johnson and Johnson \$100 million, the company took action and destroyed over 31 million capsules of product. James Burke, CEO of the company, appeared in ads informing consumers of the actions the company was taking to manage the crisis. Their solution: tamper resistant packaging and being open and honest about the crisis throughout the entire ordeal. Tylenol sales recovered.
- **Mattel:** Summer 2007, more than 28 products were recalled. A problem with exports from China ensued. The company dispersed information about the recalls immediately earning the respect of customers and the public. Robert Eckert, CEO of the company conducted 14 television interviews and made over 20 phone calls to individual reporters to keep the public informed. The company fully recovered from the debacle.



A crisis can be managed and the outcome successful if the proper steps are taken and implemented as soon as possible at the formation of a crisis. ♦

If you have any questions about how we can help you with crisis management strategies contact us today!

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One Minute Ideas

Interesting Facts About Inflation

- The inflation rate is the percentage increase in the price of goods per year
- If inflation is controlled, it can be a positive force in the economy. It can stimulate the economy, mitigate recessions, provide profits for businesses, raise wages for workers, and reduce the real amount of debt
- The federal government tries to keep inflation around 2-3%
- A dollar from 1950 is now worth only \$0.12
- The movie *Cleopatra* cost \$44 million to make in 1963. With inflation taken into account, the same movie would cost \$300 million to make today
- The dollar has lost 21% of its purchasing power in the last decade. ♦

Source: Facts.RandomHistory.com



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Exceptional Leaders Cultivate Potential Leaders

A number of men and women in middle management are increasingly reluctant to take the next step up in their careers because the corporate ladder is not as appealing as it used to be, and the sacrifices to climb it are too high. Instead, they are redefining how they can keep contributing to their organizations, but on their own terms. Rather than subscribe to the onward and upward motto, they are more interested in staying with what they are doing than following an upward path that someone else has set.

With the cost of turnover (upward of 300% of annual salary) and the requirement for succession planning, Exceptional Leaders know that they need to develop strategies to identify and nurture willing high potentials. They also need to create environments where leadership roles are attractive.

Thought Provoker

- ✓ Can your employees maintain work life balance, such as flexible work schedules, at home workdays, and educational sabbaticals?
- ✓ Do you recognize the importance of families in employees lives and makes accommodations in the nature of work such as role, pace, location and schedule?
- ✓ Do you have a selection strategy to identify those who have the ambition to move up in the organization into leadership roles?
- ✓ In what way does your organization need to shift the way it leads in order to adapt to new realities?



In today's world, the tables are turned and it is the employees who can call the shots based on their own needs, rather than sacrificing their needs for the corporation. Exceptional leaders need to recognize this and make adjustments so that there is a win-win outcome for all. ♦

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The following courses are being offered to the public by Harmony Coaching & Consulting. Click on the associated link for more information on the program or to register.

Course Title	Date(s)	Time	For More Information/Registration
SHRM Learning System® is the preparation course for the HR Certification Exam <i>(Every other Saturday)</i>	Every Other Saturday 9/27 – 12/6/2014	8:30AM – 4:30PM	www.cbu.edu/shrm
The Coaching Clinic® is a two-day workshop for executives, managers and leaders to experience and learn coaching skills and competencies.	November 13 & 14, 2014	8:30AM – 5:00PM	www.harmonycc.net/coaching-clinic.php

