

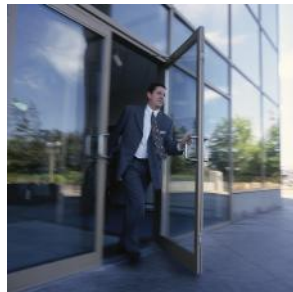
## *You're Hired...I Quit!*

### **Keeping New Hires**

**Question:** *We take fresh engineers, top graduates from the best colleges, and train them. The challenge is keeping them: many leave our firm for jobs with IT companies and/or higher studies after 8-10 months. How can we reverse this trend? Should we start looking at hiring people who aren't considered "high flyers"?*

Reversing the trend of high turnover can be difficult, but hiring lesser-qualified people is not the answer. High employee turnover is typically an environmental issue resulting from a mismatch between the employee and the work environment.

When employees leave an employer, they often cite reasons such as more money or returning to school as their reason for leaving. On the surface, this may be true, but it may not be the underlying motive for considering an alternative to continued employment with your company.



*Continued on page two – You're Hired...I Quit*

### **INSIDE THIS ISSUE**

*You're Hired...I Quit*

*How to Run and Excuse-Free Office*

*One Minute Ideas*

*E-Mail Marketing CAN be Profitable*

*And more . . .*

All articles, quotes, and material in this newsletter are copyrighted. © 2008. No part can be reproduced in any form without specific written consent from SA and copyright holder(s). All rights reserved worldwide.

## *How To Run An Excuse-Free Office*

Is excuse-making a problem in your office? Excuses are really just defense mechanisms because employees fear blame, embarrassment, reprimands, and firings. As a manager, it is your job to turn mistake-making into a learning experience for your employees. Here are some suggestions to help you reduce the amount of excuse-making that goes on under your command:

- **Make sure your employees know your expectations.** Clarify tasks and assignments that will be each employee's responsibility. Explain how what the employee is doing fits into the bigger picture. This is often an oversight in many businesses and detaches the worker from feeling like he is performing meaningful work.
- **Help the employee anticipate possible problems and how she or he will handle them.**
- **Make sure the employee knows where to go for help.**
- **After the task has been completed, discuss it.** Was it a success or a failure? Did the employee meet expectations?
- **Discuss with the employee what he or she learned from the work.**
- **Discuss with the employee what he or she could have done differently** or more effectively during the course of the work.
- **Praise the employee when applicable.**



Adapted with permission from *Nations' Business and First Draft*



# ONE MINUTE IDEAS

## Web Site Of The Month

### Whatis.com

An informational page all about the internet and networking. A glossary leads to sites on the internet that have in-depth information about a topic. They also have a weekly vocabulary word and a "new discovery" site for people to visit.

Check it out at: [www.whatis.com](http://www.whatis.com)

## Suggested Reading for Leaders

The book **Conversations on Leadership** is a collection of conversations from some of America's most dynamic leaders. Their insights, perspectives, and strategies are having a dramatic impact on people, organizations, and even countries, across America and around the world. You will learn from these leaders and find encouragement and inspiration to continue your own leadership journey. It is a journey well worth taking.

Contact Ray Russell at ExecuTrends for your copy. (480) 668-7335

**The Leader Within**  
Post Office Box 459  
Clinton, MS 39060-0459

Phone: 601-924-1601  
Fax: 601-924-1631

[Develop@TheLeaderWithin.com](mailto:Develop@TheLeaderWithin.com)  
<http://www.TheLeaderWithin.com>  
<http://www.TotalStrategies.net>

Dedicated to helping individuals, teams and organizations achieve their dreams and goals.

*Continued from page one – You're Hired...I Quit*

All departing employees should receive an exit interview, regardless of the reason for their departure. The survey should be structured to give employees the opportunity to discuss the good, bad, pretty and ugly about your company without the fear of burning a bridge.

Remaining employees should be surveyed to determine why they stay. They too should be given the opportunity to discuss the good, bad, pretty and ugly about your company without fear of reprisal. If there is the slightest doubt about the issue of trust between employees and management, then it is best to have the survey conducted by an outside resource.

Using a valid assessment tool, develop a profile of your ideal productive employees.

Incorporate the information from the exit interviews, the employee surveys and the profile into a hiring and retention strategy that includes a formal employee selection and retention process.

The most important step is to take it personally. Employees are not leaving your company; they are leaving you. Therefore, you have the power to change the situation. Accept nothing less.

Lonnie Harvey, Jr., SPHR, The JESCLON Group, Inc. Copyright protected. All rights reserved worldwide.

*There will come a time when you believe everything is finished. That will be the beginning.*

Louis L'Amour

*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

## Email Marketing CAN Be Profitable

- ✓ Email is the #1 online activity for Americans! (Pew Internet Survey)
- ✓ Out of 1,000,000,000 (1 Billion) Internet users worldwide, 90% use email! (PostFuture)
- ✓ 82% of online consumers have made at least one purchase as a result of an email! (PostFuture)
- ✓ People now use email to communicate MORE than the telephone! (Marketing Sherpa)
- ✓ 90% of consumers use email multiple times per day! (DoubleClick)
- ✓ 30.1% of people use email for gift ideas! (ReturnPath Survey)
- ✓ 40.9% of people comparison shop with email! (ReturnPath Survey)
- ✓ 59% of people have redeemed an email coupon at an online OR offline store! (PostFuture)



*Do you have your email marketing campaign working for you?*



## *When Strengths Become Our Weakness*

A common notion sheds light on workplace performance. “A person’s strengths can become their biggest weakness.”

You have probably heard this phrase used in many different situations, and its truth is often seen in our daily lives. You might know someone who has a great sense of urgency, but is just too impatient at times. Maybe they have road rage or refuse to stand in long lines. Or, someone with a great sense of security in life, but becomes overly possessive. Perhaps they have a hard time trusting someone else to take care of their children.

**Have you wondered how this applies in the workforce?** Often times a strength in employees or applicants will determine their success. For example, an outside salesman may be very good at understanding the product and keeping up-to-date on research, competition and statistics, which is very important to sales success. However, if their drive to obtain that knowledge keeps them in front of the computer and not in the field making the sale, they have let their strength become their biggest weakness. What good is all that product knowledge if they don’t use it to make a sale?

**How to prevent an overextension of our strengths?** Optimizing the strengths of your employees is a goal of every leader, manager and business owner. Ensuring your employees are contributing the best of their abilities is a key to superior performance, but how can you be certain an overextension of their strengths does not get in the way?

By understanding your employee’s strengths, you can easily determine which areas need to be closely monitored and kept in balance. This will help your employees develop an understanding of their unique qualities and learn to leverage them in the right situations, yet contain their behavior when under stress. Perhaps someone is very good at accomplishing goals quickly by making fast decisions and delegating many tasks. This can be very effective but can be problematic if taken to an extreme. Under stress, this strength can also cause them to act on impulse rather than thinking things through, or bark orders rather than delegating tasks. They might get the job done, but it probably wouldn’t be done right.

Validated assessment products hold the key to understanding both the behavioral strengths and personal motivators that drive us to take action. With

an understanding and appreciation of the “how,” “why” and “will” of our actions, we can identify our own strengths before they undermine us.

Don’t let strengths get in the way of success, implement research-based solutions!

© Target Training International

---

## *Books to Consider*

***Becoming a Person of Influence: How to Positively Impact the Lives of Others*** by John C. Maxwell and Jim Dornan, 1997, Thomas Nelson Publishers. “Whether your desire is to build a business, strengthen your children, or reach the world, you can achieve it by raising your level of influence in the lives of others.”

***Your Road Map for Success: You can get there from here*** by John C. Maxwell, 2002, Thomas Nelson Publishers. “Success is not limited to those with financial resources or special talents. It is available to anyone willing to learn a few practical principles and then follow through with day to day.”

***Fail-Safe Leadership: Straight Talk about Correcting the Leadership Challenges in Your Organization*** by Linda L. Martin and David G. Mutchler, 2006, Delta Books. “A refreshingly new and dynamic perspective on the whole subject of leadership that will open some helpful doors for you to get started on the right path to solving your leadership problems.”

---

## *James 1:19*

“So then, my beloved brethren, let every man be swift to hear, slow to speak, slow to wrath; for the wrath of man does not produce the righteousness of God.”

## *Listening*

**To connect with hearts, use your ears.**

---

*You will never change your life until you change something you do daily.* John C. Maxwell

*It is no exaggeration to say that a strong positive self-image is the best possible preparation for success in life.* Dr. Joyce Brothers

*If a person gets his attitude toward money straight, it will help straighten out almost every other area of his life.* Billy Graham

*In order to do more, I’ve got to be more.* Jim Rohn

## *Perspective of a Life – Emily’s “Zesil Tu Hudbu”*

Music and dance have been a part of Emily’s life as far back as we can remember. We have a cherished memory of Emily at about 4 years of age dressed in a hat and shorts and standing on the hearth with a candle up side down singing and dancing to music from her Fisher Price cassette player. And as she had written, “The moment the music and movement began it seemed as if time stopped.” We have so many memories, photos and videos of Emily, not only dancing and performing, but also singing along with music. We are very thankful and blessed to have Emily and Laurie as our daughters. We appreciate that Emily has re-awakened the value and beauty of a variety of music as only youth and young adulthood can by **turning up the music**.

Point of Grace has a song entitled, “How you live.” The chorus goes, “**Turn up the music**. Turn it up loud. Take a few chances and let it all out. ‘Cause you won’t regret it. Looking back from where you have been. ‘Cause it’s not who you knew. And it’s not what you did. It’s how you live.” (<http://www.youtube.com/watch?v=e7HFk6filUOQ>). This song has two realities in reference to Emily. One is what we know as to how she lived her life and relationships. The other is that she really liked to “**turn the music up**”.

Jana Dolezelova shared with us that when she and Emily were roommates, Emily had a list of Czech words and phrases such as “hi, how are you?, thank you, and your welcome.” But the only one Emily really learned and used was the phrase “**turn the music up**” which is “**Zesil tu hudbu**.”

One of the EMTs shared that when he got on the scene of the accident and went up to driver’s window, he had to reach in to turn down the CD player that was playing loudly, so the team could communicate with each other. I remember when Emily picked me up at the airport last August and we started down the road, a song came on and she said, “This is one of my favorites.” And she **turned the music up**. I wish I could recall that song. Now when I am alone in the car and one of her songs plays, I **turn the music up**. And of course that brings the thoughts and feelings of Emily close.

Emily’s CD collection of 200-plus CDs ranges from the big band era of Benny Goodman and Glenn Miller through different genres of every decade to 2007. Just as she had a variety of friends from different walks of life, her collection of music reflected her appreciation of a variety – jazz, blues, rock, heavy metal, rap, Christian, alternative, Country, and more. As we have looked at her collection and begun playing the CDs, we have entered into an increase musical awareness and music appreciation these last few months. We wish we knew the stories behind all her selections. We wish we knew the feelings and moods behind the selections. We wish we knew when she bought the CDs. We wish we knew. . .

We do know that some selections came from her interest in a movie or TV series. Others were the result of recommendations from friends. For instance, we know that the Cat Stevens CD was purchased after she had seen him interviewed on the *CBS Sunday Morning* show. This was one of those rare times that Diane and Steve were also watching a program, and we all talked about it later.

We know she attended at least three concerts in 2007. On June 16, 2007 Emily went to a Jasmé Kelly concert. Ms. Kelly “blends R&B, Blues, Soul and jazz with a hint of Rock & Roll.” Emily has her CD *And So It Goes* which is signed and dated 06/16/2007 by Ms. Kelly. On September 24, she attended an Amos Lee concert. His musical style encompasses folk, soul, and jazz. Emily has his *Amos Lee* and *Supply and Demand*. Mr. Lee signed his name on the words of the song “Southern Girl.” And on October 16, 2007, she attended a Cat Power concert. She is known for her minimalist style, sparse guitar and piano playing, and ethereal vocals. In her collection Emily has *The Greatest, You*, and *The Covers Record*.

Faudlin Pierre, spoke to Emily after she attended the Amos Lee concert, and she shared with him that Amos Lee’s “music re-inspired her to dance.” He said “It seems it just brought something out of her that was very encouraging.”



As we have stated before, music has always been a part of Emily's life from an early age. We believe this is true for most all of us. Music is a universally expressive language that facilitates a resonance of feelings and thoughts to the person listening. Music is entertainment, it is the expression of emotions and feelings, it is a form of relaxation, it is therapy, and at times it is work. . . The only time Emily and Laurie really said no to music would be when Steve would start to sing along with a song on the radio when they were in the car with him. It wasn't just that he was embarrassing; he just can't sing. Or as Laurie recently stated, "It is literally appalling."

In reference to the CDs in her car we found Tracy Chapman's *New Beginning*. Chapman's genres are folk and alternative rock. Matt Kearney's *Nothing Left to Lose*. Kearney's genres are pop, Christian rap, and acoustic rap; Amos Lee's *Supply and Demand*. Lee's genres are jazz fusion, soul and folk; Live's *The Distance to Here*. Live's genres are alternative rock, post-grunge, and rock; Frou Frou's *Details*. Frou Frou genres are ambient, electronic music, downtempo and trip-hop, a Christmas CD apparently given out at one of the shopping malls in her area.

She also had three artists from her parents' generation – Bob Dylan's *Bringing It All Back Home*. His genres are folk, rock, blues, and country; Creedence Clearwater Revival's *Chronicle*. Their genres are rock, root rock, and swamp rock; and Cat Stevens' *Greatest Hits*. His genres are folk rock and pop. And would you believe with all the books and posters she gave Steve over the years of the Beatles and Paul McCarthy, she has no CDs of the Beatles or McCarthy in her collection?

We have had a re-awakening to "Music Appreciation 101". We have learned that we were stuck in what we thought were the "good old years" of music. We have learned that we need to listen to and know our daughters' music in order to expand our musical experience and pleasure and to open communications. We need to expand our genres. Besides, we learned that we have missed some good artists and songs. How many people do you know that are open to such a range of music from the 1940's through today as Emily was? Yes, we may listen to some artists rarely, but there are others we really like and thoroughly and repeatedly enjoy. We wonder how our relationship with our daughters would have been better enhanced if we had learned earlier to listen to their music – really talked about the music, the artist, the genre rather than saying, "Turn down the music!"

When we listen to music now, we hear evidence of Emily and Laurie in our lives. We hear evidence of God's presence in our lives. We hear evidence of life and relationships. We experience not only our pain and grief, but also the joy being blessed with two wonderful daughters. A variety of thoughts and feelings fill us and overflow as we really listen. And many times tears flow as an acknowledgement to life past and life going on.

We thought about randomly sharing some of the words of the CDs in Emily's car. But words don't really share the emotional connection and meaning we now experience when we listen to her chosen music. Words are empty without the music, melody, rhythm, and the emotional memories of connection. Words only cannot convey what we feel and think. Thus, we invite listen to some of the songs if you have the time and interest. Listen with openness. Maybe even **turn up the music**.

Tracy Chapman:

"New Beginning" <http://www.youtube.com/watch?v=7fNYEQYNjtg>

"The Promise" <http://www.youtube.com/watch?v=ISSTz1xxdRw&feature=related>

"Give me one reason" <http://www.youtube.com/watch?v=XPcjjOrKmJw>

Matt Kearney:

"Nothing Left to Lose" <http://www.youtube.com/watch?v=bbFo6u7l23k>

"Undeniable" <http://www.youtube.com/watch?v=ldNS4ITzOFU>

"Where we gonna go from here" <http://www.youtube.com/watch?v=uOGjHFHack&feature=related>

"All I need" <http://www.youtube.com/watch?v=yQG-OSu68mE&feature=related>

"Breathe in Breathe out" [http://www.youtube.com/watch?v=2evhY\\_2DfHE&feature=related](http://www.youtube.com/watch?v=2evhY_2DfHE&feature=related)

Amos Lee:

"Southern Girl" <http://www.youtube.com/watch?v=sIUIDNUnbO4>

“Keep it Loose Keep it Tight” <http://www.youtube.com/watch?v=TmQFwIKsU1U>

“Colors” <http://www.youtube.com/watch?v=KEx0StgIUAQ&feature=related>

Jasmé Kelly:

Go to <http://cdbaby.com/cd/jasme>

Cat Power:

Go to <http://www.myspace.com/catpower>

Frou Frou:

Go to <http://www.myspace.com/froufrou>

Cat Stevens

“Oh Very Young” [http://www.youtube.com/watch?v=b\\_eUnxDE8YY](http://www.youtube.com/watch?v=b_eUnxDE8YY)

Bob Dylan

“On the Road Again” <http://www.youtube.com/watch?v=aBeCyG75mhQ>

Creedence Clearwater Revival

“Who’ll Stop the Rain” [http://www.youtube.com/watch?v=K7YgP\\_383wM](http://www.youtube.com/watch?v=K7YgP_383wM)

The other evening, Laurie and Steve watched the movie August Rush. What we have experienced through Emily’s music these last few months, made us wonder if she might have liked this movie. Was there a particular song she might have been drawn to and which one? Would she have gone out and bought the sound track as Laurie and Steve did. It would be great if we knew these things earlier in her life and shared moments in deeper discussion. The last words of the movie state, “**The music is all around us. All you have to do is listen.**”

“Dueling Guitars” <http://www.youtube.com/watch?v=WnoeD9Xb6Xw>

“Something Inside” <http://www.youtube.com/watch?v=LOO2N1mwD8o>

Mark Harris has a song that we heard for the first time the other day. It takes us immediately to thoughts of Emily. It is entitled “Wish You Were Here.” “I wanted to tell you how closely I’ve kept the memories of you in my heart. And all of the lifetimes that we had to share live even though we’re apart . . . To worship our Maker, that’s where I’ll be when you finally find me. . . I wish you were here, I wish you were here. . .”

We listen to the music now with an openness to better connect with, appreciate, and value others; and we realize now that this journey through life, past, present, and future, is filled with music that flows out to all those we love, especially Emily and Laurie. Music has so much to say to us all, if we will only listen. **So we turn up the music! Zesil tu hudbu!**

Seeking to listen better,

Steve & Diane