

HULL &  
ASSOCIATES

# The Corporate Communicator

Www.HullOnline.com January-February, 2010

**hullonline.com**

## Hull & Associates

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## Thought for the Day

Remember ...



## Get Ready! Get Set! GOAL!!!

Setting goals allows you to envision and create your future. You can't arrive at a destination if you don't know where you want to go. Goals are like a map: If you set goals (have a map), your chances of achieving them are increased dramatically. To create your map to success, just follow these steps:

1. Determine specifically what you

want to achieve and assess your ability to accomplish them. Knowing your strengths and weaknesses helps you set realistic goals.

2. Brainstorm the steps necessary to achieve your goal. There is more than one way accomplish it, so choose one that best suits your needs and strengths (i.e. time frame and/or budget).

3. Break down your goals into mini steps to keep yourself motivated.

4. Don't just think about goals; write them down. Share them with others. Declaring the goal to yourself and others adds accountability and exponentially increases your chances of accomplishing your goal.

5. Take action! Take the first step! Then ... Just do it!



## Are You Generating Incompetence?

We have found that sometimes "leaders" encourage incompetence! **Avoid the following** common management mistakes and see your zombie employees come alive!

**Measuring performance solely on numbers:** Numbers don't always tell the whole truth. Consider creativity, adherence to policy, work quality and positive interactions as additional

performance measures.

**Penny-pinching too far:** Cost-cutting is important for organizations, especially in this economy, but it can wear out employees. Before cutting staff, consider if telecommuting, flextime and outsourcing will help the budget. Have employees brainstorm cost-saving ideas.

## Reinforcing employee burnout:

Managers often become impatient with employees who do not know everything from the onset. Create a support group or coach for the employee and set small, realistic goals that will motivate them to continue learning.

**Rewarding mediocrity:** If an employee notices that slacking-off is the norm, their motivation to make an impact decreases. Create a sense of urgency and set consequences for those who do not adhere to the policies.

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## What Is Assertiveness?

Research has demonstrated that there are culturally specific differences in the perception of assertiveness. However, most definitions and training programs on assertive behavior fail to take culture into account. Simply telling a person that they need to be assertive is not effective. Here are some training tools that can help address these differences:

- Flipchart. Yes, a flipchart! We use this tool to write down words that describe what assertiveness means to each person. Visualizing the differences will help the audience understand that assertiveness does not mean the same to everyone.
  - Behaviorally-based Training. Assertiveness is not simply an on/off switch! What do you want people to do? What are the behaviors that you expect? Be specific.
  - Simulation-based Training. Simulations give the person an opportunity to practice their assertiveness skills with typical scenarios. We address issues on-the-spot and correct them before it happens in real life.
- (Assertiveness Training—Dr. Mimi Hull)



## Selecting Team Members— Questions to Consider

How carefully do you select your team members? Reading a resume tells you part of the story. It is an advertisement. It says what the person can do but not how they do it.

What you need to know is how they work. Success is more than finding a person who can do the job; he or she needs to fit. The DISC Role Behavior Profile can help. Here are some questions to ask before selecting a team member.

**1. Is the person both competent and smart?** Can they not only do the job today but also learn new things tomorrow? What are they currently doing to improve themselves?

**2. Will the person fit in your culture?** Every organization has a unique culture and having someone who fits makes a huge difference, not just in comfort but

also in performance. Have you defined your culture? What are your values? How do you exhibit them? How do you enforce them?

**3. Does the person accept responsibility?** When things go wrong, what do they do? Do they bury mistakes? Do they blame others or look for solutions?

**4. Does the person have integrity?** Do they do what they say they will do? Are they ethical?

**5. Is the person win-win oriented and not just results oriented?** It is great to achieve results and it is important that the win is not at the expense of others.

**6. Can the person communicate with precision, ease and grace?**

Communication is the key to understanding. Understanding is the key to productivity!

**7. Is the person adaptable?** Changes will occur and how will they respond?

**8. Is the person fun?** Do you enjoy having them around?

Can you imagine building a team of people who meet these criteria? **You can do it; we can help!**

(From Team Building and Behavioral Interviewing—Dr. Mimi Hull)



### 8 Ways to Stay Positive at Work

1. Before you speak, ask yourself three things: Is it true? Is it harmful? Is it necessary? Choose your battles wisely!

2. Count to 1,000. Yes, **1,000**. Control your anger before it controls you.

3. See criticism as an opportunity to improve. Don't take it personally. Always remember that it doesn't take away your value as a person. Take criticism as corrective information that will get you back on track on your journey to success. It's all about perspective.

4. Cultivate a sense of humor. Humor makes difficult tasks easier, makes workdays go faster, creates closer

relationships and relieves stress. Remember to keep your humor appropriate and if in doubt, cut it out!

5. Focus on the good daily. The choice is ultimately yours to see the positive or the negative in each situation. Stop yourself when you start thinking negatively and choose to see the bright side of situations.

6. Practice empathy. Refining your listening skills is key to developing empathy. Practice by taking the time to sit down and really listen to someone who has come to you for guidance. Remember to see it through with the eyes of another, hear it with the ears of another and feel it with the heart of another.

7. Open your mind to changes. Change is the only permanent thing in life, so just accept it. Let go of the need to control and learn to trust your organization.

8. Last, but certainly not least, spread a smile! Try it. Walk up to someone at work, give a big smile and see how they will smile back!

"Negativity Program"—Dr. Mimi Hull

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**NEXT DISC  
CERTIFICATIONS—  
March 3, 2010**

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**THE** corporate couch **by** Dr. Mimi Hull



**Q:** I just took on a new position that is challenging my leadership ability. This position is forcing me to make many changes to the way I typically do things. Likewise, the organization is instituting more changes, and I can tell my employees are resisting these changes. What should I do?—*Stuck*

**A:** In today's business world, change is necessary and inevitable. People feel uncomfortable when you first execute change or ask them to do something they have never done before. That is normal! Some people may believe the changes mean they have to give up the way they want to do things to satisfy you personally or that the old way was wrong. The old way may have been perfect before, but things change and so do ways of accomplishing goals.

If the changes apply to everyone, let staffers know that you are the facilitator. Emphasize that you support the change and, in addition, they must support each other during the process.

Also, find out their needs. Do they want clarification of the expectations? Do they need training? Are they unsure of their ability to adjust? If you can, provide them with the necessary training, information or assistance. If you aren't sure what to do to implement the change, bring the group together to brainstorm ideas. Remember: People support what they help create!

One word of caution: Change takes time and consistency. If you back down, staffers will naturally return to the way things "were always done before."

Dr. Mimi Hull heads Hull & Associates, a team of trainers, speakers and consultants. A licensed psychologist, she has a master's in counseling and personnel services and a doctorate in psychology with specialization in business management from the University of Florida—Gainesville. Her B.A. in psychology is from Syracuse (N.Y.) University. Reach her at [www.HullOnline.com](http://www.HullOnline.com) or [DrMimi@HullOnline.com](mailto:DrMimi@HullOnline.com).