

HULL &
ASSOCIATES

The Corporate Communicator

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Consider This ...

*"Leadership is more about
Heart than Technique."*



Should You Do a Personality Assessment?

The problem with working with remote teams, project teams or volunteer teams is you don't have the time to observe each other and develop accurate impressions.

Personality profiles help your team to quickly do this and work better together. In addition:

- You get a sense of how to lead.
- You learn who needs more monitoring and encouragement, and who wants to be left alone. You may discover that your quiet team member has great ideas but won't shout things out to get heard and you need to have a one-on-one conversation with them.

- You can prevent or clear up misunderstandings.
- You give people the language to explain what they need to be successful. We sometimes know what we need and want, but lack the right words to express them.
- You have a great team building activity because the profiles are easy and fun to do.

As to which tool you should use, we believe that it depends on the particular needs of the team. Our favorites are the DISC® and the Myers Briggs (MBTI®) but we use others as well. Yes, you have to make an investment of time, money and energy but rewards are well worth it.

(Call us to discuss your personality needs. We can help!)



What Your Boss Expects: The Basics

Here are the basic things that bosses tell us they want from their employees.

Knowledge. You don't have to be a pro at everything, but you do need specific knowledge that your boss values. Share your capabilities so your boss is aware of what you know and continue to learn and grow.

Credibility. If you want your boss to trust you, follow through on assignments and do what you say you're going to do. Don't be afraid to ask questions or seek guidance. Write down the answers

so you don't ask the same questions repeatedly. Bosses will train if you will learn!

Professionalism. Bosses appreciate individuals who are serious about what they do. They expect you to do your job at work and your personal stuff at home. Be on time, and stay off your cell phone or Internet ... unless it is work related!

Ethics. Do the right thing ... even when it's unpopular or uncomfortable. Bosses want you to be honest. If you always agree with your boss, most bosses will stop asking your opinion. (If you always disagree, they will stop asking also!)

Caring. Get to know your boss ... as a person, not just a business contact. They will care more about what you know when they know how much you care.

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- Communications Training
- Strategic Planning
- Time and Stress Management
- Assertiveness Training
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development needs.



10 TIPS TO IMPROVE MEETINGS

1 Name tags for everyone, every meeting, with readable print. It's hard to see people at meetings and admit you don't know their names.

2 Make a poster of frequently used acronyms (AP – Advisory Planning) and post it on the wall.

3 Write an "anticipated action" for each agenda item. Examples: "Finance Committee: brief questions and answers: no action." "Policy Committee: vote on policy change."

4 Don't include committee reports just to make the committees feel good. Schedule committee reports in the context of the main discussion. For example, if there is a discussion on

attracting staff, reports from the Finance and Personnel Committees may be needed.

5 Use each person's name at least once at each meeting. "Joe, that's a good point."

6 Limit reports. If you have a regular report, be sure it needs a response from the attendees. If not, put it in the packet and ask if there are any questions.

7 Encourage respectful dissent. "Pat, I appreciate the fact that you disagreed with me. You brought out some great points."

8 Periodically, do something fun. Celebrate success by serving sparkling water in champagne glasses.

9 Evaluate your meetings. Have people answer anonymously, "What do you like best about our meetings? Least?" "How can we improve?"

10 If a meeting isn't needed, cancel it!



Women: Maximize Your Leadership Advantage!

Women have strengths that their male counterparts do not have. However, women tend to be more reactive than proactive, so here are some "to dos" that will help.

- **Show off your talents:** On a whole, women are less likely than men to boast of their talents, but success may mean getting over that hurdle. Show off those special skills you've been hiding and/or are afraid to use. Show how what you do adds to the bottom line and success of your organization. This does not mean being egotistical, but rather being genuine and unafraid to share your talents.

- **Build relationships:** Take the time to build authentic relationships with your manager and with your manager's manager. In fact, build relationships with everyone around you, including sideways and downward in your organization.
- **Be persuasive:** Women are naturally more persuasive than men. Don't back down. Give your opinions and if you feel strongly about it, use your power of persuasion to convince others.
- **Develop others:** Women are more likely to be nurturing and caring. These are important skills in the workplace. Today, it's not about taking on a hard edge or being one of the boys. Now is the time to use your feminine attributes to develop your team.

Women in business were once told these types of soft skills didn't matter and in fact, they are critically important. Yes, you still have to have the analytical, technical and performance skills to move forward, but when you add the soft skills, you have a very powerful package that will make you a successful leader.



Motivating Your Team

We all want to motivate our people and in truth, it is not hard to do. Think about the best boss you have ever worked for. What did the boss do to motivate you? Do you do the same things with your team?

In practice, most of us respond to some simple motivational measures. Here are eight practical tips.

Show you care for each member of the team, and for their career. Invest time to understand their hopes, their fears and dreams. Casual time by the coffee machine, not a formal meeting, is the best way to get to know your team members.

Delegate meaningful and interesting work, which will develop your team members. Be clear and consistent about your expectations.

Trust your team. Do not micro-manage them.

Make your praise real, specific and near to the event. We all want to know that we are doing something worthwhile and well.

Criticize in private and make it constructive. Don't hide or shade the truth. Honesty builds trust and respect. Let people know what they need to do, not just what they need to stop doing.

Share your vision so each team member will know where they are going and how they can develop their careers.

Be very clear about promotion prospects, bonuses and the required outcome of each piece of work. People hear what they want to hear. So keep it simple and repeat it often. Over communicate rather than under communicate and be sure to listen!

Don't be their buddy. It is more important to be respected than liked. If your team trusts and respects you, they will want to work for you.

FOLLOW US!!!!

Follow us on **TWITTER** to receive updates and ask your most pressing workplace questions. twitter.com/drmimi

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Call Dr. Mimi!

Are you feeling stressed? Could your organization use some revitalization?

Call Dr. Mimi!!!

Dr. Mimi Hull is a fully licensed psychologist who has a doctoral minor in management and a master's in counseling and personnel services from U. of Florida. Her B.A. in psychology is from Syracuse University. She holds many assessment certifications and licenses including MBTI (Myers Briggs) and DiSC® as well as the Optimal Feedback survey system.

Her most requested programs are in the areas of Team Building, Leadership, Conflict Management and Board Development.

Call her for a FREE consultation!



DrMimi



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DiSC!! - Info and Certification

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Contact us:

Phone: (407) 628-0669

E-mail us at:

drmimi@hullonline.com

by Dr. Mimi Hull

THE corporate couch



Dear Dr. Mimi:

I am shocked that my company has turnover, given this economy. We pay our younger employees well, and they still are leaving. Yes, we have high expectations, but not unreasonable ones. When we do exit interviews, we get standard answers like, "The new position is a better fit for me." When I try to probe, I really don't get anything tangible. I have even offered to match their new salaries, and that does not seem to matter. Where is the loyalty and commitment?

—Perplexed

Dear Perplexed:

You are dealing with a different generation of workers who have different expectations and career desires. Having done a tremendous amount of research and training with the various generations, we have learned that money isn't as important as other elements in persuading this generation to remain part of your workforce and perform at a high level. Training, personal development, flexible hours, challenging work and feeling like part of a team are the keys to retention. When you hire and do performance reviews, consider asking your employees what is important for them on the job and what you can do to help them reach their goals. They are more likely to be candid at that stage than when they are leaving.

—Dr. Mimi

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 or DrMimi@HullOnline.com.

by Dr. Mimi Hull

THE corporate couch



Dear Dr. Mimi:

I called a company today that I do business with and was greeted with, "Hi, Susan." When I suggested to the customer service rep that she call me "Mrs. Smith," she said that her directions were to call customers by their first name in order to build a feeling of informality and friendliness.

I am tired of having people who don't know me call me by my first name. Am I out of touch? What is the correct way to address someone with whom you have simply a business relationship and not a personal relationship? I swear people no longer value manners or display appropriate business etiquette.

—Call Me "Mrs."

Dear "Mrs. Smith":

We are living in an increasingly informal world, and people often have not been taught appropriate etiquette. I have been asked to train more and more business people on matters similar to this. Having said that, the practice of calling people by their first name is becoming more common. However, a good customer service person will ask what their client, patient or customer would like to be called and will note that preference for future reference.

It's never safe to make assumptions about what name a person prefers. For example, my given name is Miriam, and when people call me that, I immediately know that they don't know me. In fact, calling me by my formal name instead of my preferred name of Mimi hampers rather than helps build the relationship. For the most part, it is better to err on the side of more respect than less. In other words, start with the more formal name—like "Mrs. Smith"—and then ask what name the person prefers.

—Dr. Mimi

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 or DrMimi@HullOnline.com.