

HULL &  
ASSOCIATES

# The Corporate Communicator

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## Hull & Associates

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## Consider This ...



"A leader knows the way,  
goes the way, and  
shows the way."



## How Men and Women Differ at Work

Here is some current research on how men and women are different in the workplace. Of course, there are exceptions!

Women prefer to work in teams. Men prefer to work alone.

Women tend to see problems holistically and can understand issues without knowing all the parts. Men have more linear thought processes and are narrower in their focus. Men break down problems into their component parts and solve them.

Men adopt and rely on technology

more and sooner than women.

Women ask more questions. Men make bolder statements.

Men get angry. Women get pouty.

Women are better at supporting, showing appreciation and rewarding. Men are better at delegating and directing.

Men show more confidence than women. Women will be prepared but will feel unprepared. Men will be unprepared but feel they can "wing" it.

Women want more challenges. Men want more money.

Men will ask for what they want. Women are more subtly persuasive.

The good news is that if you have both men and women on your team, you have a better team!

## Getting More From Employees

Employees who are challenged, engaged and valued (emotionally, intellectually and financially) benefit their organization.

**Unleash creativity:** Smart companies align employee passions with corporate objectives. Power house companies like Google and 3M ignite enthusiasm within their workplace by allowing their employees to allocate a percentage of their time to their pet projects.

Essentially, they are allowed to work on whatever they want. The result... more creativity and innovation!

**Challenge intellect:** The great Steve Jobs once said, "It doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do." Great leaders collaborate with, and learn from their

employees.

**Improve their skills:** Everyone, no matter how talented or knowledgeable, needs developing. A great leader holds regular briefings and develops their team to sustain a competitive advantage. Leadership isn't a destination – it's a process.

**Give them a say:** Talented people need to have their ideas and insights implemented so as to contribute to the greater good of the organization. Have an open forum at your meetings where anyone can share insights or thoughts on a particular topic.

**Lead and Follow:** A great leader leads by example, teaches and fosters collaboration. Being a leader is more than just managing people or overseeing a department. A great leader leads so others can follow and follows so others can lead!

# HULL & ASSOCIATES

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## Start the Conversation: Depression in the Workplace

Depression is the number one contributor to disability statuses in the US. It affects 1 in 10 adults and impacts daily activities including getting up and going to work, and we don't talk about it!

Many people avoid discussing their depression because they don't want to be seen as "weak" or "just going through a phase"; instead, they suffer silently or ignore the signs about how their depression affects them. Signs include:

**Engaging in frequent reckless behavior.** Is there evidence of substance abuse or a new extremely dangerous hobby? Many with depression show signs of having a "death wish".

**Being down, crying or self-loathing.** Harsh self-criticism, unexplained crying and disappointing work is a strong indicator of depression.

**Change in sleep pattern.** If being late to work because of accidentally sleeping in or nodding off at the desk is a regular occurrence, it may be a sign of depression.

**Lack of concentration.** Frequent trouble with staying on task or meeting deadlines may be depression.

**Change in appetite.** Increased or decreased appetite and weight change and/or an avoidance of lunchtime is another sign of depression.

In our next newsletter, we will cover addressing depression at the workplace. If you need help now, call the Depression/Suicide Hotline at 1-800-273-TALK (8255).

**Disclaimer:** *Everyone has a "bad day". Symptoms of depression are consistent and often follow a pattern. Showing a symptom once or twice does not mean it is depression.*



## Decrease Your Stress Level at Work

Stress in the workplace is inevitable. Each new stress can motivate you to face the challenge ahead, or it can weigh you down and keep you from being successful. The choice is yours! Coping behaviors affect your ability to bounce back from stressful situations. Here are some coping strategies that work!

**Look for Opportunities in the Challenge.** When a stressor arises, our natural instinct is to focus our energy into overcoming the threat. Instead of wasting time worrying about the problem, brainstorm creative solutions. Even creative silly solutions can trigger useful ones which can help you deal with the stress

**Ask for help.** Use the stressor as an opportunity to communicate with fellow employees or even problem solve with management. People like being asked to help and appreciate your seeking them out for recommendations.

**Look at the Bigger Picture.** Taking on one stressor after another may dishearten you and make you an unenthusiastic

worker. Step back, take a breath and look at the bigger picture. Keep focused on the goal. Ask yourself, "What purpose does this stress serve?" "Does it really matter?" "Will it matter in five months?" By putting your stressor into perspective, you can think more rationally and stay on track.

**Build in Recovery Time.** Our bodies are better built to handle stress in short bursts. Taking a break between stressors will rejuvenate you. Activities such as overeating, Internet surfing, or drinking give us the illusion that we are "de-stressing", but in reality you are intensifying the problem. Physical activities and/or meditation are better ways to reset your body and ensure that you have a fresher start.

**Take a deep breath... literally.** Intentionally focus on your breathing rather than the stressor. When you take slow, deep breaths it can activate the relaxation response by stimulating the parasympathetic nervous system. The result is lowered heart rate and blood pressure. You will feel more relaxed and your stress level will drop.

(From a Stress Management training by Dr. Mimi Hull)

## Five Social Media Tips That Apply to Personal Success.

**1. Less is more.** Just as the more social media platforms a business has, the more confusion is caused for clients. If you try to be all things to all people, you will limit your success. Marketing departments should maintain about 3 to 4 social media platforms that allow the most online advertising and engagement for the company. What are your top three skills?

**2. Don't "over post".** Your social media platforms should regularly post information that is beneficial and appealing to your clients, employees and supports your image. If you clutter conversations with sidebars and rabbit trails, your important points may get lost. Cluttered newsfeeds make people unfollow you and too much talking makes people avoid you. Keep a balance!

**3. Engage!** Always engage with your followers on social media. If someone tweets to you, respond! If someone tags you in a Facebook post, share it on your own page. Everyone wants to feel important. For a client or employee to

know that you acknowledged them results in more activity. Likewise, a responsive communicator is seen as a good communicator!

**4. Take Advantage of Negative Feedback.** When a client or employee is not happy with your company and makes that known on social media, respond and make an effort to make amends. This shows that you are not trying to hide anything and it boosts your reputation for honesty and great customer service. Similarly, use any negative feedback from your boss or even a coworker to develop!

**5. Try New Things.** Social Media is an ever-changing game, as is the workplace. Make sure you are making the necessary changes on a variety of individual platforms. Success is based on trial and error. See what gets responses and what your audience reacts to best! Always strive to make your connections stronger. While change is challenging, it is necessary, both personally and professionally!

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## HULL & ASSOCIATES

### FREE CONSULTATION

Have you ever said, "but I told them ..." You probably did, but the message you sent was not the message they received. Call Dr. Mimi to help improve communications!!!

Dr. Mimi Hull is a fully licensed psychologist who has helped many organizations improve communication, leadership and team building. She can help you, your organization, your board and/or your staff.

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

**Contact her for a FREE consultation!**

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practical training that you can immediately put to use. It fills up fast!  
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**Our Contact Information.**

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**CC** by Dr. Mimi Hull

THE corporate couch



**Dear Dr. Mimi:**

I sit next to a co-worker who is always running into my manager's office with complaints about things I did or didn't do. In actuality, I am not making the mistakes that are being reported.

We have a lot of flexibility in the way we can handle things, and just because I don't do it the same way as my co-worker does not mean that it is wrong.

I feel like I'm in high school and my actions are being reported to the principal. I believe that my co-worker wants to see me fail or perhaps get fired. What should I do to change this?

—*Out of Answers*

**Dear Out of Answers:**

To eliminate opportunities for your co-worker to have anything negative to report to your manager about your performance at work, create a pattern to always follow policies, procedures and workplace rules to the letter, and keep your manager informed yourself about what you are doing and why.

When working on your daily tasks, exceed your manager's expectations so that he or she is familiar with the quality of your work. With you as a proven, valued employee, your manager will be less likely to listen to a tattletale.

—*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](http://www.HullOnline.com) or [DrMimi@HullOnline.com](mailto:DrMimi@HullOnline.com).

**CC** by Dr. Mimi Hull

THE corporate couch



**Dear Dr. Mimi:**

I have a co-worker who professes to be my friend on the job, but always takes credit for my suggestions, ideas and project solutions. I don't want to seem like a tattletale, but I am fed up with her taking credit for my work.

—*Fed Up*

**Dear Fed Up:**

When this happens again, arrange a meeting with this person and let them know in detail what is bothering you about their behavior. Give them the benefit of the doubt, and allow them the opportunity to explain their actions. Try to get an agreement from this individual that this behavior will not happen again. If the behavior continues, have a confidential discussion with your manager regarding the situation and explain how you handled this matter with your co-worker. Make sure you have evidence to prove that the idea was yours or you were the one who did the work.

—*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](http://www.HullOnline.com) or [DrMimi@HullOnline.com](mailto:DrMimi@HullOnline.com).