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The Corporate Communicator

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Hull & Associates

225 S. Swoope Avenue
Suite 210

Maitland, Florida 32751

Phone: (407) 628-0669

www.hullonline.com

Email:

info@hullonline.com

Twitter: [DrMimi](#)

Our Staff

Dr. Mimi Hull President

drmimi@hullonline.com

Barbara May ... Office Mgr.

Hailey vonHassler Intern

Vanessa Gonzalez ... Intern

Kenzie Whittaker Intern

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Consider This ...

ONE DAY OR DAY ONE?
YOU DECIDE!



Caring for the Working Caregiver

More than 1 in 6 working Americans have to assist with the care of elderly or disabled family members. Often these caregivers arrive late, decrease their hours, rearrange their schedule, take an unpaid or even change from full-time to part-time work, which leads to decreased income and benefits and the loss of a valuable employee. A team member who is also a caregiver **isn't** being irresponsible. By definition, they care! With support and flexibility, caregivers can remain productive employees.

How can you ease the burden on your working caregivers and still get the job done?

Allow workplace flexibility. This can include flex-time and telecommuting.

Adopt a result-oriented workplace policy that values and emphasizes job performance and results, not just time spent.

Research and offer resources. This can include referral services, counseling, eldercare support and benefits, and other information. The caregiver may not have the time to do this research that can be so very helpful.

Inform other employees that while you are flexible, the job is being done and deadlines are met.

Taking these steps will not only help them balance their work and caregiving roles, but it also benefits your organization by improving productivity, bettering worker retention, and fostering good morale.

Celebrating Valentine's Day at Work

Love may be the theme of Valentine's Day, but in the office **the more important theme is discretion.** Here are some useful tips for navigating and enjoying Valentine's Day in the workplace:

THINGS YOU SHOULDN'T DO:

-Don't flirt or profess your love or feelings for another colleague.

-Don't bring your personal relationship into the office. No parading around the office with the flowers you received—nor complaining that you didn't get any!

-Don't buy your boss or any one person a gift that is from just you. Keep it professional!

-Don't give a distracting gift (such as a singer, dancer or any other performer).

-Don't send an anonymous Valentine's card.

THINGS YOU CAN DO

-Do a "heart" activity—like collecting pet food for an animal shelter.

-Do use the holiday to promote a sense of togetherness in the workplace like encouraging everyone to wear something red.

-Do be mindful of other's feelings and emotions.

-Do bring candy or goodies to share. Put them in the break room, so it is known that they are meant for everyone.

-Do create an "Appreciation Board" where everyone can share what (not who) they "love" about their job or coworkers.

Whatever you do, keep it professional. If it might be taken wrongly, don't do it!

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Unconscious Bias

Bias is an inclination or prejudice for or against a person or group. Unconscious biases are the thoughts and feelings that we may not be aware of, but can keep us from being fair. Our attitudes and behaviors toward others can be influenced as much by our instinctive feelings as by our rational thought processes.

While we may not be aware of our prejudices, and/or prefer not to admit them, they can have damaging consequences on both the way we interact and the decisions we make.

When we share a trait with someone, be it the same gender, college, hometown, or some other similarity, we tend to give them preferences. For example, you may consciously think that men and women are equally effective leaders but, as a woman, you may

subconsciously believe that men don't have the same level of empathy or people skills as women. This may influence a hiring decision, even though this topic was never discussed or questioned.

The Halo Effect is another form of unconscious bias. If we have a good experience with someone of a particular group, we may overestimate other group members' abilities. Likewise, if we hear or have a negative experience with a group member, it could cloud our opinion and we might discount an individual's positive attributes. This is how stereotypes are created and promoted.

The more we experience different ideas, images and people that challenge negative stereotypes, the less unconscious bias we have. We need to make the unconscious conscious to gain control of ourselves. be better at what we do, and, more importantly, who we are!

Generational Volunteer Recruiting: One Size Does Not Fit All

For nonprofits, volunteer recruitment is a major focus. While all generations in the workforce—from Veterans to Millennials and even Gen Z—volunteer, not all want the same volunteer experience. Understanding their priorities will help you bring in an engaged volunteer force.

Veterans want to continue what they are doing. They value consistency, **a set schedule and no changes.**

Baby Boomers. Baby boomers make up the largest demographic, and have been known to volunteer at a high rate. This is especially true as more and more Boomers are retiring and are looking for something engaging to replace their former workplace roles. Don't assume all Boomers want routine tasks—while some may, most Boomers are **looking for a purpose** behind their volunteer work. They also want to reconnect, restart, and build bridges to the next generation.

Generation X. Gen X—while busy with families, being entrepreneurs and climbing corporate ladders—are looking to balance work/home life, and are enthusiastic about volunteerism that supports causes like education. Gen Xers

also **value their independence**, so keep this in mind when designing roles and assigning duties. If you don't micromanage, you can have a wonderful and dedicated Gen X volunteer!

Millennials. Though lower in volunteer rate, Millennials are always looking for a **cause, as much as an organization, to support**, and will split their time between a variety of causes. If you are up to date with technology—mention that! This will be a key incentive for many Millennials. Additionally, the more you can **allow Millennials to bring their friends and get involved**, the more successful you'll be in recruitment.

Gen Z. They are motivated to volunteer due to a combination of wanting to assist their local communities and hoping to **improve their resume.** "What can I learn?" is often their motivation. They're making smart, pragmatic choices about preparing for their future and want to impact the futures of others.

Whatever you do, think about your target volunteer audience and keep in mind their unique wants and needs when recruiting future volunteers for your nonprofit!

How to Get People to Take Advice

Why would someone reject the very same help they asked (and paid for) even when it means failure? Studies have shown that 70% of the failure is **not due to the consultant**, but to the individual's and/or the organization's resistance to change.

I am grateful that my clients have a much better success rate ... and here's why!

The conventional approach is to see things as rational problems to solve.

Consultants, both internally and externally, tend to take a "who, what, when, where, why" approach to fix it.

However, there are **two types of resistance** that need to be treated: **logic-based resistance** and **emotion-based resistance**. This conventional approach only deals with the logic-based resistance. As a Psychologist, I know that the **emotion-based resistance has to be dealt with first and foremost!**

How do we do this? We not only talk with clients about their goals, timing, and

implementation of initiatives, but we also discuss the emotion-based reactions to it. We train on how different personalities accept change differently. In other words, we deal with feelings first!

Why? People are people first. We help clients clearly understand the initiative and what is going to happen and to accept that **negative resistance is normal and expected and needs to be dealt with.**

We build confidence by discussing their other change successes and remind them that the gains are worth the effort.

We help identify both logical and illogical fears of the future and help dissolve the power these fears hold over them and how important it is to take emotional responsibility for their actions, attitudes and thoughts. This helps reduce resistance!

We know that **people may not be able to control the way they feel but we remind them that they can control how they act!**

Positive actions bring positive results!

And...by accepting help, the chances of achieving their goals are increased markedly!



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E-mail -

DrMimi@Hullonline.com

Phone - (407) 628-0669



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Email -
DrMimi@HullOnline.com
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 by Dr. Mimi Hull

THE corporate couch



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.

Dear Dr. Mimi:

I like my job, but I need more money. I have been here over a year, and no one has said anything about my salary. I want to ask for a raise as I really could use the extra money to keep on top of my bills.

—*Underpaid*

Dear Underpaid:

Your salary is not based on how much money you need. It is based on your performance. Before you ask for a raise, ask for a performance review. Also, raises should not necessarily be tied to length of service but rather to quality performance. If you get a good performance review, then you can ask for a salary review. This is a nicer way of asking. If you truly feel you are underpaid, there is always the possibility of looking for employment elsewhere.

—*Dr. Mimi*

 by Dr. Mimi Hull

THE corporate couch



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.

Dear Dr. Mimi:

My department is relatively small, and I can see my manager's office. Our company has had several rounds of budget cuts and layoffs. Last week, I saw a co-worker meet with the manager and leave looking unhappy. I haven't asked about the conversation, but now I feel like I should be worried about my job. Please help!

—*Eavesdropping*

Dear Eavesdropping:

Because of your company's current situation, I understand your concern. Chances are you're probably not the only one who saw that conversation. It could have been anything. If you are really concerned, request a meeting with your manager and discuss your job security. This can be a worrisome time for employees, and you should suggest they be relatively translucent with you all during this time. Also, to secure your status, consider spending less time watching your manager and more time doing your work.

—*Dr. Mimi*