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# The Corporate Communicator

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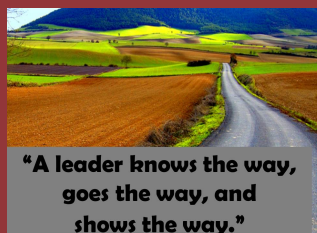
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### Consider This ...



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

### Take a Vacation!

Many people don't take vacations often enough and when they do take vacations, they bring work along. Stop! Taking a vacation is necessary and can increase your productivity.

When you take a vacation ...

**You reduce stress.** Vacations bring stress relief not only on the vacation, but for weeks later.

**You are reenergized.** Taking regular time off to 'recharge your batteries,' invigorates and motivates you.

**You are healthier.** You will feel better during the day and sleep better at night. Your body naturally will start to heal itself and you will have fewer aches and pains.

**You are less likely to burnout.** Burnout is a result of stress. Lowering

your stress will help you work smarter not harder.

**You are more creative.** A change of pace is stimulating. A stimulated brain is more creative.

**You will have stronger relationships.** Spending time enjoying life with loved ones can keep relationships strong, so that you can enjoy the good times and get through the hard times.

AND ...

**You will actually do a better job.** Lower stress levels lead to increased quality of work on the job.

The bottom line is that taking a vacation gives you the break you need so that you can return to the office refreshed and better equipped to handle whatever comes.

*(From Stress Training - Dr. Mimi Hull)*

### Promoting Integrity

Promote integrity in the workplace and seek to have it define your organization. How can you promote integrity?

**Be a role model.** Example is the best way to lead. If you demonstrate honesty and integrity in all situations, your people will catch on and follow suit. Show true character through silent and humble actions which always speak louder than words.

**Create a buddy system.** While integrity is doing the right thing even if no one is watching, working in pairs tends to keep individuals honest. This keeps them on their toes and requires them to be accountable to a partner.

**Train your employees.** Promote integrity by holding ongoing seminars and trainings regarding ethics. Choose

a value each month to discuss at monthly meetings. Use case studies and role plays so that when faced with a moral dilemma they would have practiced their responses and choices.

**Encourage integrity.** Integrity is making the correct choice when having to decide between right and wrong. Let your people know that you encourage them to choose "right," before they find themselves in a situation that requires action. Let them know that integrity is as important as profitability.

Integrity is an important part of the corporate culture. Without it, organizations will ultimately fail. Scandals and scams occur when individuals are not acting with honesty and character.

*(From Ethics Training - Dr. Mimi Hull)*

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## Why Millennials Love Internships

We asked millennial interns why they want to do internships. Here are their responses!

### Gain Real Work Experience -

Internships build on classroom theories. Interns want to complete interesting and challenging tasks, and make real decisions that solve relevant problems.

**Learn New Skills -** Doing an internship will set them apart from others when they enter their professional field.

**Fulfill Academic Requirements -** Interns often receive college credit toward graduation for doing an internship.

**Build Their Resume -** An internship

enhances their credibility and qualifications for a job after graduation. They may have jobs that pay the bills but internships give them an edge for post-graduation jobs.

### Work with a Potential Full-Time

**Employer -** Both the millennial and the employer get to “try before they buy.”

### Begin a Professional Network -

Internships allow students to practice social skills and meet and be mentored by people they might not meet otherwise.

**Gain confidence -** Students feel more confident when they are given real work day challenges and realize that they have worked at a professional standard.

### Test Out an Industry or Organization -

The internship gives them an opportunity to decide to continue (or not!) in their academic field before they graduate.

(From Bridging the Generation Gap - Dr. Mimi Hull)



## Motivation and Recognition Tips

**Be sincere and specific.** Effective recognition isn't sweet talk and a fake smile. As a leader, show that you truly appreciate your people's contributions. Mention how they specifically helped the organization. When they know *how* they succeeded, it encourages that behavior in the future. Many leaders will say to their direct reports, “good job on the XYZ account.” If you really want the words to resonate, be specific about what ‘good job’ looked like. For example, “I noticed that you have a knack for saying just the right thing to calm a person down.” When you are specific, people realize you are watching and paying attention versus using tired clichés.

**Choose the right time and place.** Don't wait to give the compliment. Two weeks later does not generate the same response as immediate recognition of a

good attitude, problem solving or a successful project.

Determine whether a task deserves formal public recognition, a casual announcement, praise during a team meeting, or a more informal personal response. Some people like to be complimented in front of others. Others do not and prefer a personal quiet recognition.

E-mail is nice; but, a handwritten note means you took time to find a card and write a personal note and you don't run the risk of the e-mail being overlooked. If you have someone that is getting great feedback from clients, ask the client to write a testimonial letter.

**Involve others.** Have the president, CEO, COO, CFO pick up the phone to make a congratulations/thank you call. As much as your team likes you, it's always nice to hear praise from other sources. Also, hardworking people often put in long hours. Consider sending a thank-you letter home highlighting their specific contributions. Thank the family for the important role they play by their support and encouragement!

Praise is great and will make a difference, especially if it is done right!

## You Need a Leadership Program ... Now!

Your organization is unique and if you bring a leadership program in, rather than sending people out, it will better satisfy your needs, serve more people AND can be more cost effective.

**1. Look at your needs.** I often ask my clients: What improvements do you want to have? What are your goals? What will you take as evidence that the program was successful?

**2. Look at your successful leaders.** What do they have in common? List those traits and behaviors that work for your organization. Be specific. Look beyond your top leadership as you might find successful leaders throughout the organization with traits you would like others to have.

**3. Who do you want in the program and what are their needs?** Before you hire someone to create the program, look at where people are currently and how you want them to develop. It is OK, and often beneficial, to have people from different levels in your organization together. In

terms of content, there is no point in doing training on a skill your leaders have already mastered.

**4. Design the Curriculum.** I am often asked, "How long should the program be?" My response is that it depends on what you need to train! We then go over the desired outcomes and design the program. Form follows function!

**5. Evaluate and revise.** Be sure your evaluation asks how they are going to implement what they have learned, not just did they like it. Check back later to see how they used what they learned and what they would love and need as a next step.

Leadership development is a process and a worthwhile investment to provide people with necessary skills that will make your organization even better. Don't wait. Your leaders need it now!



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## HULL & ASSOCIATES

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by Dr. Mimi Hull



### Dear Dr. Mimi:

We are about to embark on a strategic planning process. Are there any particular types of people who should be included? We have too many people to include everyone, and yet I don't want to leave out an important person. How do I begin to choose?

—*Confused*

### Dear Confused:

We have found that a successful strategic team can best be compared to a sports team, where you gather people who assume key positions in a game.

First and foremost, you need a facilitator or a coach. They can be helpful in determining what it will take for the plan to be successful. Your facilitator is a person who can be neutral but who has lots of experience developing strategic plans and helping groups come to decisions. If there is no one in your organization who can take on this role, consider hiring an outside person.

You want to be sure to have a "dreamer" who is not stuck in "but we have always done it this way." They may have wild

and crazy ideas, but they really are good at getting people to "get out of the box."

Recruit an "explorer" to your team who will research what others in the field are doing and what has been done historically.

Add a "realist" who can predict what problems may occur that could derail your plan. These people are often skeptics who question the feasibility of the ideas.

Be sure to include a "champion" who will shepherd the plan once it is created. These people will make sure that the plan happens. They will keep it front and center.

Ultimately, you will need "doers" who will take the ball and run with it and make the plan a reality. They don't want to be in on the beginning stages, but like to be informed what the expectations are once the plan is implemented.

By having a cross functional team, you will cover your bases, enlighten your blind spots and be able to create a more potent plan.

—*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).

by Dr. Mimi Hull



### Dear Dr. Mimi:

I am new to management, and new to a department that is full of pessimists and naysayers. What can I do to help?

—*Positive Pat*

### Dear Positive Pat:

Negative people are often craving attention, so it is important to show them respect. You have an advantage being new because they are supposed to share their perspectives with you. Let them do so.

Give each person a chance to tell you what is working and what is not. Listen, but be careful not to agree. It is important to note that naysayers can have their points.

Look for the reality in the naysayers' arguments and ask for positive suggestions. When they are positive, or even neutral, show additional appreciation for their input.

By doing this, you are having them become part of the solution and can hold them accountable for helping to resolve the issues that they bring up. You always hear me say, "People support what they help create," and they really do.

Most importantly, don't catch the negativity virus. Find a positive person you can seek out when the negativity gets to be too much.

—*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).