
Simply Practical

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SYMPRAXIS, LLC
MAXIMIZING YOUR BOTTOM LINE

Talk It Up

It's been well established by behavioral science that what we say – and how we say it – has a tremendous impact on thoughts and actions. Yet, according to author Dr. Kenneth Christian, many of us go about our lives woefully unaware of the impact everyday use of language has on our attitudes and our fundamental beliefs about ourselves.

In *Your Own Worst Enemy: Breaking the Habit of Adult Underachievement* (Regan Books, 2002), Christian offers six tips for taking control of your speech patterns and talking yourself into greater achievement.

1. Stop “try”-ing.

The word “try” is a part of what Christian calls “loophole language.” By saying you will “try” to do something, you are implicitly giving yourself an out to fall short. For one week, forbid yourself from using the word “try” and see what kind of effect it has.

In addition, note the difference you feel between forbidding yourself versus simply 'trying' not to use the word.

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Are you controlling your speech patterns?

Recruit, Recruit, Recruit

Part 2 of 2

Where do I find talented resources?

In part one we introduced the strategy of constantly recruiting talent for your business. The strategy is not that hard to understand. However, allocating the time and energy to set it up and follow through, can be another challenge.

I recently had the opportunity to meet with the Business Development Director for a new organization called Staffing Master (www.staffingmaster.com).

This organization has established a system that helps companies recruit talent for a fixed fee. Some of you may have been exposed to head hunters and other recruiting firms that charge a percentage of the hired candidate's compensation package or similar fee system. Other providers in the marketplace have hourly rates for conducting services in the hiring/recruiting arena.

Staffing Master's unique approach allows you to post a job opening in an account. Then they submit the posting to a wide array of internet job search sites. They have established relationships with the job search internet companies, so they can review and select candidates based on the specific characteristics your job has identified. As a result, they pass along candidates they find, including candidates you might never have known about through traditional advertising.

The information for each candidate is then posted to your account.

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However, prior to the information being posted, the candidate is further qualified through an electronic question and answer process. The results become part of the candidates' data that you receive. Therefore, before you communicate with this individual for the first time, you have an initial feedback already provided by the candidate and you can tailor the interview based upon this feedback. This allows you to utilize your time more effectively during the interview.

As a user of Staffing Master 'E-First' services, you are provided a confidential account that will give you access to the talent pool identified for your job search. The fees they charge are very competitive. (In fact, the cost for a single job search with them is less than the cost of posting a job on just one or two job search engines.) It is also quite cost effective if you consider the price of a newspaper ad and the cost of your time to sort and review the resumes received from the ad.

I am not promoting this company nor do I have any direct affiliation with this business, but the concepts is fresh and worth consideration as you upgrade your strategy to constantly recruit talent to your business.

As Collins said - "Get the right people on the bus first."

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The Impact of Poor 'Outlook'

Explanation: When candidates have a poor Outlook it means that they do not feel good about some aspect of their life, including but not limited to their job, company, self, home life, financial situation or physical appearance.

Since candidates are in the process of looking for a job, it is reasonable to assume that they are not happy with their present employment, because of the company, manager, performance, lack of support, challenge or growth opportunity.

Continued on next column –

Impact: While it is normal to see an Outlook problem in a candidate, an Outlook problem that is not resolved at the time of hiring is a problem for the entire workforce. If you equate Outlook with a contagious disease, then it is safe to assume that within 90 days, everyone on your workforce would have an Outlook problem. Therefore, it's crucial to be certain that THIS Outlook problem is due to the uncertainty of the candidate's employment status.

An individual with an Outlook problem, when recommended for hiring, is someone that you can confidently hire if you are certain that the problem is related to his or her current employment situation.

Web Site Of The Month

AnnualCreditReport.com

The federal Fair Credit Reporting Act (FCRA) requires each of the nationwide consumer reporting companies to provide you with a free copy of your credit report once every 12 months beginning in December 2004. A credit report contains information on where you live, how you pay your bills, and whether you have been sued, arrested, or filed for bankruptcy. The information is sold to creditors, insurers, employers, and other businesses that use it to evaluate your applications for credit, insurance, employment, or renting a home.

This central site allows you to request a free credit report, once every 12 months from each of the nationwide consumer credit reporting companies — Equifax, Experian, and Trans Union. Find out when FREE reports are available in your state at www.annualcreditreport.com

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2. Cut out vagueness.

Phrases like “kind of” and “sort of” allow you to express ambivalence while seeming to make a statement. When you speak about goals or other definitive aspects of your life, use unequivocal language. Don’t say, “I sort of want to do this,” say, “I will do this.”

3. Take responsibility.

Decisive people, you will notice, speak simply in the present tense and in the active voice. Compare the difference between “It needs to get done” and “I need to do it.” Take greater personal responsibility with your language, and you will take greater personal responsibility with your life.

When you speak about goals or other definitive aspects of your life, use unequivocal language.



4. Negate the negative.

Catch yourself every time you use such self-defeating statements, as “I hate making presentations,” “It’s too late to take this training,” or “I can’t figure out this new computer system.” Such self-limiting talk becomes a self-fulfilling prophesy. Instead, say, “I choose to like making presentations,” “There’s still time to take the training,” and “I have yet to figure out the new training.” Ask your friends and family to help catch you whenever you use negative phrases.

5. Put things behind you.

Describe any negative traits you perceive about yourself in the past tense. So rather than saying “I’m not a good closer,” say, “I didn’t used to be a good closer.” By relegating these negative attributes to the past, you imply the possibility for change, and soon you’ll be believing it.

6. Make positives present.

Use the present tense to discuss positive attributes, even attributes you don’t feel you manifest quite yet. By using the present tense, you put pressure on yourself to make the statement a reality.

"There is one quality which one must possess to win, and that is definiteness of purpose, the knowledge of what one wants and a burning desire to possess it."

— Ronald Reagan



Lessen Crisis Management

Keep crisis management from dominating your day. After putting out a fire, routinely go one-step further by asking:

- ◆ What is the pattern here?
- ◆ Why did it occur?
- ◆ What can we do to avoid it in the future?
- ◆ Who can be trained to prevent it from happening?

Then put a plan into place to avoid the crisis next time.

— Adapted from *Don't Oil the Squeaky Wheel ... and 19 Other Contrarian Ways to Improve Your Leadership Effectiveness*, Dr. Wolf J. Rinke, www.wolfrinke.com. One-Minute Strategy

Photographing Saves Time

Turn your digital camera into a time-saver in the office:

Photograph your whiteboard after a meeting to preserve the notes without copying them by hand.



Troubleshooting A Stagnant Meeting

Be ready to propel a meeting forward when it hits trouble spots. Here are three classic meeting problems and how to solve them:

- ✓ Problem: “We always peter out.” Solution: End the meeting on a high note. If 17 minutes into the meeting, you reach the climax of the gathering, stop the meeting there. That way everyone walks out revved up – and more productive.
- ✓ Problem: “Everyone’s bored out of their minds.” Solution: Make attendees laugh. Here’s a trick from Sheldon Arora, CEO of Esoftsolutions in Plano, Texas: The last person into the room at the monthly companywide meeting has to tell a joke. It loosens up the room and fills the seats on time.
- ✓ Problem: “No one retains a thing.” Solution: Do a five-minute recap at the end. You want everyone to leave knowing exactly what they’re supposed to do. Clarify potential outcomes, outline next steps and make assignments.



— Adapted from *Escape From Meeting Hell*, Patrick J. Sauer, Inc., www.inc.com.

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