



Winning Ways

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Winning Ways

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Winning Ways NewsBits

Sign up now for the next **Winning at Sales** class, beginning April 27th!

Tune in to WAGE Radio AM 1200 at 7:25 a.m. on March 27, to hear Betsy Hudson speaking about the Youth Leadership Program, Rising Stars.

Winning Ways completes its first quarter sponsorship of the Leadership Breakfast in Reston, VA, on March 30. The Leadership Breakfast is a forum for business executives to discuss leadership challenges in today's corporations and society.

Don't miss Betsy Hudson speaking at a NAWBO event on April 24 at 4:30 at the Tower Club in Tysons Corner, VA.

Join Betsy Hudson of Winning Ways and Linda Barker of Business Impact Associates (www.BizImpact.Biz) when they facilitate at the "Shaping America's Youth Town Meeting" on Saturday, April 21 2007, at Temple University's Liacouras Center in Philadelphia, PA.

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Increasing Employee Satisfaction

by **Betsy Hudson**

Vice President, Business and Educational Development

Marketing and customer relations experts tell us that our customers today want more than a simple product. Customers want to feel understood and that their needs are a high priority to the organization with which they do business. What is true for our external customers is also true for our internal customers, our employees. They want more from their company than simply a paycheck; they want to feel valued, understood and a part of the team, that they are participating in the overall success of the organization. The ultimate question, then, is: *How do companies create such an environment for employees, leading to higher productivity, greater work satisfaction and increased retention?*

The first step is by laying a foundation of clear values, vision and mission for the organization. Involve as many employees in this process as possible, at all levels. After all, values govern our behavior, or how we interact with each other and our customers. The more each employee has a part in determining the standards by which we do business, the more likely they will be to follow them, what we create we tend to support. The same is true of vision and mission: the vision being where the company is going, the mission meaning how it will get there. Each member of the team should understand what his or her unique part is in reaching the company's goals.

The second is to communicate this groundwork throughout the organization. In established companies where the direction is set, how many employees actually understand the values governing how you do business? How many can tell a new team member what the company's vision is, or how the mission applies to daily operating? It is critical that each department, team and individual is well-versed in the basics of why the company exists, and how the individuals fit into the overall plan. Consider facilitating small group discussions around these topics. The level of participation will give valuable insight into the level of involvement.

The third element is to demonstrate consistency in leadership. If *honesty* is a core value for your organization, then being found telling an untruth does not demonstrate honesty. Inconsistency in how we operate day to day versus how we say we should operate builds insecurity. With the lay-off rate as it is in our industry today, it is more important than ever to build security through consistency.

Fourth, value the ideas and opinions of your employees. This not only fosters trust and a positive atmosphere, it also is effective in problem solving. The answers to most questions are within the team—ask them! No one has a corner on the market for solutions. Take advantage of the experience and expertise of senior members, as well as the fresh outlooks and diverse points of view of newer employees. Involving team members in problem solving and decision making builds a sense of belonging and value, and employees are less likely to leave a place where they feel they belong and are valued.

Finally, evaluate regularly. Not only the performance of the employees, but check the overall performance of the organization in meeting the needs of its employees. We continually monitor the "customer service" of our customers, to identify areas of improvement and to predict future business based on referrals. *It is even more important to monitor how our employees are feeling about their position, their productivity and leadership within the organization.* We take our cars in for periodic checks of all operating systems, oil changes and tire rotations. How much more important is it to continually evaluate and make adjustments to our business?

A Special Announcement from Winning Ways:

Parents, are you looking for ways to help your teens develop life skills like goal-setting, decision-making, and interpersonal communication? Through the nationally acclaimed America's Rising Stars program, Winning Ways is offering a ten-week course for youth, to help them develop the positive attitudes and life skills that will allow them to soar!

The course will begin April 9th. Visit our website, www.WinningWaysInc.com for more information on the course and how to register. Contact Betsy Hudson at 571-437-6192 or bhudson@winningwaysinc.com with questions.