

RAJ REVIEW

Ideas

Insights

News

Monthly Briefing for the Business Professional

A Message From RAJ

Ever since we were children and September meant going back to school, we have thought of Labor Day as the end of summer and the beginning of a new year. Time to buy a new wardrobe ... time to put our nose to the grindstone ... time to start new projects. We're certainly looking forward to our "new beginnings" at RAJ and hope you feel the same. It's a perfect time to think about improving employee relations, building better teams, and increasing your bottom line! You

Special of the Month Reminder:
Coaching 101: 30% off our \$300 one-on-one coaching session. Offer ends September 30, 2007.

need only pick up the phone or send us an email and the process can begin.

We've received some interesting replies to the contest we began last month and encourage

those of you who have not replied to do so now. On October 1st we'll select the best entry and post it in October's newsletter. The winner will receive two free screening interviews along with a great book on the art of interviewing. So get your entries in before you miss out on this great deal!

September 2007 Edition

Reader Highlights

- NEWS:** Contest replies are coming in
- FEATURE:** Excellence in People
- TIPS:** Crazy ideas sometimes make for good customer service
- FOOD FOR THOUGHT:** Two reasons for losing



Featured Article

Excellence In People

(Excerpted from Dr. David Thompson)

People adapt to their environment as effectively as possible, some more so than others. This can also be true, not only from person to person, but within the same individual. A relevant characteristic shown by effective people is confidence – meaning they accept, rather than fear their reality. While fear is not the opposite of confidence, certain fears can interfere with one's confidence. Most fears are unrealistic and lead people to base their behavior on things other than reality. While specific behaviors might be most frequent and dominant, all behavior is appropriate on occasion. Thus, the decisive person is indecisive occasionally and the cheerful person is appropriately sad when warranted by reality. Confidence is not a constant striving to always appear strong and courageous; it is an acceptance and approval of periodic fears and frustrations. In short, confidence is a flexible, wide-ranging repertoire from which are emitted appropriate feelings and behaviors at appropriate times. More than anything else, it is feelings and behaviors which take us to something we want rather than away from something we fear.

What can managers do to increase confidence in their colleagues and employees? Increase their liking of people! People are effective with people they like because with them they experience nominal fear. If we can associate people with positive things to our employees, we can increase their confidence. If we reinforce our employees for their positive reactions to and enthusiasm for people, we will increase their confidence.



Books of the Month

What You Fear Is Who You Are,
Dr. David Thompson
(www.mtrcorp.net)

On Becoming a Leader,
Warren Bennis

Tip of the Month

Excerpted from *Crazy Ideas-And Good Customer Service-Can Make You Money* (T. Scott Gross)

Phil Romano, the founder of Fud-druckers, once owned a small, out-of-the-way Italian restaurant called Macaroni's. It was packed on Monday and Tuesday nights when most restaurants struggle to keep their doors open. Why? Romano had a gimmick based on the old Psych I principle of random rewards begetting regular behavior. In this case the behavior was eating at Macaroni's on an off night. If you happened to be dining there on a randomly chosen Monday or Tuesday night, you and the other diners received a letter instead of a bill at the end of the meal which stated that because the Macaroni mission was to make people feel like guests, it seemed awkward to charge guests for having a good time. So, once a month, on a Monday or Tuesday, unannounced, everyone would eat free. One night "comped" reduced revenues by 3.3%; but there was a full house on eight nights when the place normally would be empty! Word of mouth testimonials are one of the most effective forms of advertising and in one fell swoop, Romano got a couple hundred tongues wagging!

Food for Thought

Competition: The two common reasons for losing are not knowing you're competing in the first place, and not knowing with whom you really are competing.

Philip Simborg,
Grubb & Ellis



Inspirational Thought

The first step toward getting somewhere is to decide that you are not going to stay where you are.

John Pierpont Morgan

Enthusiasm breeds confidence
and confidence absorbs fear.

Waldo Waldman

On The Humorous Side

New CEO: A company that felt it was time for a shake-up hired a new CEO who was determined to rid the company of all slackers. On a tour of the facilities, in a room full of workers, the CEO noticed a guy leaning on a wall. He wanted everyone to know he meant business, so he walked up to the guy and asked how much he earned weekly. A little surprised, the fellow answered, "\$300." The CEO handed the guy \$1200 in cash and screamed, "Here's four weeks pay, now GET OUT and don't come back!" Feeling pretty good about his first firing, the CEO looked around the room and asked if anyone knew what the "goof-off" did at the company. With a sheepish grin, one of the other workers muttered, "Pizza delivery guy from Domino's."



GET IN TOUCH

We love feedback. Let us hear from you about what's most useful in our newsletters, how we can make it better, and topics you'd us to tackle for you.

Call us to discuss your needs, explore how we can help, and learn more about our services.

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