



ENABLE YOU INC

NEWS & NOTES

Issue 1

ENABLE YOU INC.

Enable You Inc. provides the resources to complete the ongoing work or special project you haven't the time or staff expertise to address. Our services include a comprehensive range of business planning, human resources, marketing and communications support. Ask about our complimentary Opportunity Audit (with recommended action plan).

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TRUE/NOT TRUE?

Test your knowledge. Email your response & be eligible for a prize draw.

What's in a coaster? Are they just decorative or is there a reason for their existence? As far back as 5000BC, people used coasters. Archeologists have found them in many tombs of the Pharaohs and burial places of the elite of Egypt. Originally made of papyrus, Roman patricians used them to protect furniture surfaces heavily inlaid with gold. In medieval times, coasters were used as legal tender in some public houses and in the Elizabethan era, rich citizens used coasters as wall coverings in the mosaic style. Today, coasters still protect highly polished wood surfaces and the variety of coaster shapes, patterns and composition only makes them more durable, so we can logically expect that when archeologists excavate the early 21st century, coasters will still form an important part of life's tapestry.

ENABLE YOU INC SEMINAR HIGHLIGHTS

"Good practical advice; a good 3rd party session examining our business practices." "Excellent seminar -actually could be longer." "Wonderful session."

These are some of the comments from attendees at the recent half day seminar, presented by ENABLE YOU INC. to clients and fellow MBOT members at the Board Of Trade's Mississauga offices.

The seminar, "Boosting Efficiency & Market Competitiveness", attracted attendees from the real estate, insurance, commercial and retail products, non-profit and IT sectors, among others.

Seminar participants experienced a popular team-building exercise, Personality Dimensions, designed to improve corporate efficiency and communications. (The average North American employee works at about a 60% rate of efficiency.) A second presentation was provided on identifying local and macro trends, and how to analyze these trends to improve competitiveness and reduce risk.

Included in the list of the 20 most significant trends for Mississauga businesses:

- an aging customer base and workforce (marketing and workforce management ideas)
- a highly diverse population
- increased regulation and litigation (minimizing risk exposure)
- growth in outsourcing (creative, cost-advantageous options)
- the demanding consumer (health conscious, cynical, customization)
- the next stage of technological innovation (from a computer on every desk to a computer in every pocket)
- business partnerships (from joint marketing to M&A)
- security (real and perceived threats)
- our growing City (tax base and infrastructure issues, evolving "personality").

We sincerely thank all our seminar participants and look forward to hosting additional sessions in the future!

**Next Issue: Why Use Independent Contractors?
Communications & Corporate Culture
Compliance Check-up**

COMMUNICATING EFFECTIVELY

Everyone agrees that good communication is critical to successful management.

Whenever executives meet to discuss success criteria, communications comes out on top of the list.

We communicate by sending and receiving ideas, information, opinions or emotions, which we then interpret. Keeping this in mind, a business needs to develop communication patterns between individuals and groups that are meaningful, direct, open and honest. Effective communication is a vital link between a manager and his team, yet, in reality, it is often a very weak link.

Add to this the fact that people don't retain much of what they take in. According to communication surveys, out of an average of 2000 messages a day, we will only remember 65. It also depends on the means of communication as to how well we retain it:

Reading – 10%

Hearing – 20%

Seeing – 30%

Hearing & Seeing – 50%

So how does a business ensure that their message is heard and retained? You build a communications plan, which always includes four carefully considered basic components; the communicator, the medium, the message and the recipient?

THE BOTTOM LINE ON WELLNESS PROGRAMS

Are corporate wellness programs merely HR feel-good fluff, or can they actually improve bottom line performance? The answer, of course, depends on the objectives of the program, and the quality of both its execution and follow-up.

For example, conducting a preliminary cost-benefit analysis re the potential return on a smoking cessation program yields some interesting numbers. The associated costs of smoking to organizations range from absenteeism, medical care, insurance, loss of on-the-job time, property damage, and maintenance.

The typical smoker loses 35 minutes daily to their habit, resulting in 18.2 lost days per year. He/she is also absent 3 more days yearly than a non-smoker – the equivalent of one month of paid time lost per year!¹ 24% of employed adult Canadians smoke an average of 17 cigarettes daily (and in workplaces where smoking is permitted, up to 40% of employees smoke)². Hence, the impact of efficiency improvements realized from a low-cost smoking cessation program can be substantial. A final statistic: taking into account the effect of second hand smoke, the average cost of workplace smoking in 1991 in the U.S. was estimated at \$3,000 per year per employee (smoking and non).

BETTER TEAMWORK EQUALS HIGHER PROFIT

Do you have teams who are missing deadlines and deliverables, are over budget or delivering the wrong thing?

Ineffective teamwork can spell the difference between success and failure. Building the skills necessary for excellent teamwork will create better working environments, resulting in quality deliverables that are on-time and on-budget.

One of the tools to help individuals learn about themselves and build stronger teams is called Personality Dimensions® (True Colors® in the USA).

Based on Carl Jung's hypothesis that all human characteristics can be categorized, Personality Dimensions® is a temperament instrument which uses the metaphor of colours to translate complicated personality and learning theory into practical information we can all understand and use. One business environment, that introduced this instrument, saw absenteeism and turnover fall below 5%.

The benefits of this knowledge can help you boost individual esteem and team effectiveness by providing everyone with an opportunity to open their hearts and minds to their potential, by helping them recognize and encourage potential in others, by teaching them to bridge the gaps in communications, leading to respect and compassion for themselves and others, by opening doors to successful relationships and a climate for effective learning and teamwork.

¹ Adapted from Cascio, W.F, 1991. *Costing Human Resources: The Financial Impact of Behavior in Organizations*, 3rd ed., Kent Series in Human Resource Management. Boston: PWS Kent.

² Study by the University Of Toronto's Ontario Tobacco Research Unit, as reported in the University College Alumni Magazine, Spring 2005.