



ENABLE YOU INC

NEWS & NOTES

Issue 3

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 OR NOT TRUE?

Test your knowledge. The first person to email the correct response wins a Starbucks Coffee Card.

The origin of the twelve animals of the Chinese Zodiac is filled with myth and legend.

A commonly held belief is that Buddha decided to invite all the animals of the earth to visit him on New Years Day.

However, despite preparing for the biggest party since the disembarkation of Noah's Ark, only 12 animals arrived. They were the Rat, the Ox, the Tiger, the Dragon, the Snake, the Horse, the Sheep, the Monkey, the Rooster, the Dog, and the Pig.

Buddha decided to honour his guests by awarding each a year of its own.

A FEW OF OUR FAVORITE MARKETING SUCCESSES

When planning your own business successes, it's helpful to take inspiration from industry leaders. One of our favorite examples of smart marketing is **Shred-It Inc.**, a company that was born right here in Mississauga, Ontario.

After graduating business school, Greg Brophy launched Shred-It in 1989 by attaching an industrial shredder to a truck and calling on local businesses to open accounts. Most prospects weren't immediately impressed with his service. To convince them, he created a money-back offer, "If we don't cut your shredding costs by at least 25% in the first month, you won't be billed; we'll pack up our equipment and not bother you again."

With this guarantee, Brophy's close rate rose from 30% to 70%. Once he'd landed big-name clients, he'd present a list of their names and phone numbers for potential clients to reference-call. With **persistence and a critical WIIFM (what's in it for me) guarantee**, Shred-It moved from zero to over \$100 million in sales in less than a decade.

Both **W.K. Buckley Ltd.'s** reinvention of itself in the late 1980's and **Tilley Endurables Inc.'s** recent marketing campaigns share **an honest, folksy approach, rooted in their respective spokesmen/owners' front line experience**. People heard the background behind the, "It tastes awful but it works" slogan and the story of the infamous Tilley hat recycled through an elephant's digestive tract. They remembered, and were intrigued enough to try the products for themselves. Both companies scored big market share increases as a result.

Two other Canadian winners, **Roots Canada Ltd.** and **Dollarama**, are miles apart in terms of their markets and their presentation, but both have **a clearly defined vision and have pursued it consistently**. Customers who are seeking stylish, quality clothing, leather goods and furniture, know they can find it at Roots. Likewise, tourists looking for a cool Canadian souvenir. True to its "negative heel" beginnings, Roots features its Community Support philosophy (along with instructions on how to apply for donations for kids and environmental causes) on its website.

Dollarama is Canada's "dollar store king". By adhering to the \$1.00 price point and choosing retail locations carefully, the company has created a loyal, repeat customer base and turned cut-rate shopping into an adventure.

All of these local leaders have done the following on the way to reaching and maintaining market dominance:

- be memorable (starting with your name)

BACK BY POPULAR DEMAND.....

Enable You Inc. is once again hosting a complimentary half-day B2B seminar and light lunch, geared particularly to businesses with 20-200 employees.

“Lessons & Inspiration For Executives & Entrepreneurs: What Can Kill Or Catapult Reputation & Profits”, will cover key planning and compliance issues, such as current health and safety and HR matters, plus topical legal considerations vital to local businesses.

This is both an entertaining *and* interactive session. You will leave with an outline of an action plan to address any gaps in your planning or compliance efforts. A follow-up complimentary consultation is also available to all registrants. A lawyer colleague will be co-presenting.

The seminar will be held on Friday, September 15th, from 8:45AM to 12:45PM, at Prime Office Toronto Airport, 5925 Airport Road, Suite 200, Mississauga. Registration is limited and offered on a first-come, first-served basis.

Email your registration to enableyouinc@rogers.com.

Learn from other businesses' successes and failures and find out what you should be doing now to protect your company's interests and profits!

- build a breakthrough strategy
- be honest (whether it's "tastes awful" medicine or unabashedly cheap merchandise)
- target ownership of a market niche (focus: don't try to own the world)
- follow through consistently and persistently
- stay close to your customer (know their needs, they'll change over time)
- tell the world (celebrate top employees, communicate your own successes, and educate your audience via advertising and media coverage).

COMMUNICATIONS AND CORPORATE CULTURE PART II: PRESERVING EMPLOYEE PRODUCTIVITY

Everybody understands that in 'big business', big decisions have to be made and that sometimes, employees aren't going to be happy about them. Some managers adopt the attitude that their employees will just have to get used to it. Or, worse, they figure that if the employees get too much information, it will stir up dissension and lead to lack of productivity.

In the real world, the opposite is true. People may not like all the changes that go on in the corporate world, but if they're well informed and understand how they can contribute, the company or department does better as a whole.

Smart managers know that keeping the workforce well informed helps morale and productivity. They follow three simple guidelines.

1. **Tell them early and often.** As soon as you know anything about a change, let them know. People know when change is happening and if you don't tell them what's going on, they'll make it up based on what they've been able to observe. This increases the communication challenge because you have to address all the rumours before you can actually disseminate the true story.
2. **Give them sufficient information.** Even if you tell them early enough, if you don't give them enough information, the potential for misinterpretation goes up exponentially. In many cases, a company will have good reasons not to share all information with employees. However, give them enough information to be able to answer the question 'why'.
3. **Make sure your messages are consistent and congruent.** Nothing destroys good communications faster than behaviour incongruent to the message. In other words, if your message is about how important attendance at meetings is and employees see the bosses coming to the meeting late or not at all, then you've lost one of the most important things in communications - trust. Be prepared, therefore, to 'walk the talk' once you've communicated the message.

Follow these guidelines and employees will be well informed and feel like valued members of the company.