

ADMINADVANTAGE

The Exclusive Online Magazine for Administrative Professionals

August 2017



Getting Started on Twitter for Your Business

FEATURES:

Comfort at the Workplace - Strategies and Tips

Watch That (Body)Language: The Importance of Nonverbal Cues

Introvert Guide to Positive Office Politics

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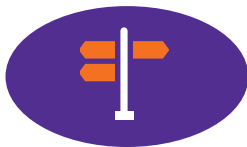
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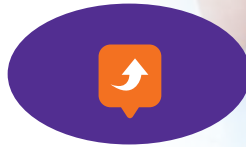
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Seamless Communication

A photograph of an office cubicle. In the foreground, there is a desk with a computer monitor displaying a colorful map, a keyboard, and a mouse. A black office chair with a beige seat and backrest is positioned in front of the desk. To the right of the desk, there is a white telephone and a small shelf with various items, including a purple folder and some papers. The cubicle walls are light-colored, and a window with vertical blinds is visible in the background, showing greenery outside.

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Comfort at the Workplace - Strategies and Tips

By Groshan Fabiola

However, as this generation is slowly being replaced, a new work culture is taking over. Younger, tech-savvy employees demand the improvement of working conditions and to their help come a series of HR studies showing the link between comfort and productivity. ►►

Far from being a trend or a luxury, employee comfort is becoming an attribute of the modern workplace, one that can boost satisfaction, loyalty and productivity. With that in mind, every informed business owner wishing to keep up with modern workplace requirements should understand the influence that comfort has and take measures to increase it in a cost-effective manner.

THE CONNECTION BETWEEN PRODUCTIVITY AND COMFORT ▼

Some building managers and business owners postpone comfort improvements because they lack the funds and they choose to spend their available money somewhere else. However, employee comfort is far from being inefficient. Although it does require an investment, it pays off. Neglecting it has the opposite effect; when they work in an unpleasant and uncomfortable place, employees are distracted. They cannot focus on doing their job, as they are focusing instead on what bothers them. Whether it's a poorly ventilated room or a dirty office, discomfort can lower their productivity and, as a result, waste money in the long run. Needless to say, it can lead to absenteeism and employees who are unsatisfied with work conditions will eventually quit. On the other hand, making an effort to increase comfort will influence staff loyalty and boost their morale.

HOW PLEASANT IS THE BUILDING DESIGN? ▼

People go to great lengths to improve their home design and make the living place more

welcoming and comfortable. The same principles should be applied to the workplace. If the building is not properly designed, the staff will be in a bad mood and they won't be able to perform. When assessing the productivity levels of their staff, managers should determine whether certain flaws in the building design have a negative influence.

For example, if employees have to work all day in very small offices or if the rooms are empty except for an office, then it's normal for them to be affected and perform poorly. To boost morale levels, managers should add more personality to the building by placing a few decorations, repainting the walls or refurbishing the floors.

THE IMPORTANCE OF BREAK AREAS ▼

Depending on company policy, employees either have a few minutes of break every hour or one full hour to get their meal. During these minutes, it's important that they feel like they're in a comfortable space, not a cold and impersonal environment. Setting up break areas is a great way of making the workplace more enjoyable and allowing staff to relax. These spaces don't have to cost a lot of money. If you're on a budget, you can set up a room with a TV, a comfy sofa and some bean bags. For buildings that have access to an outdoor space, creating a green corner is a good idea. In case the budget allows you, you can create something even better and get inspiration from some of the

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world's largest companies. For example, Uber has nap rooms for their employees, Google offers shower rooms and bars and Microsoft break areas include multiplayer games to promote team spirit.

CLEANING SHOULD NEVER BE SKIPPED ▼

Investing in decorations and high-end break areas will not make a huge difference if you do not cover the basics of comfort: cleanliness. Every respectable company should have a contract with a commercial cleaning service in order to provide a safe and clean space for their employees. After all, the staff should focus on their work and should not have to worry about how much dust is on their desks or the questionable smell coming from the bathroom. No matter where your offices are located, commercial cleaning services are an absolute must. Working in a dirty space not only influences the mood and productivity levels of the staff, but also poses health risks and may cause workplace accidents. For example, if people work in an area with persistent mold, they can develop respiratory conditions and this makes you liable as an employer.

DETAILS THAT CAN MAKE A DIFFERENCE ▼

Sometimes, even a building with a friendly design and good air quality can become stressful and, in that case, managers can work on a few details to increase comfort:

- **New chairs** - spending eight hours a day sitting in a chair with poor lumbar support cause lower back pain and increase the risk of other conditions later on, according to research. If you have the budget for office upgrades, then new ergonomic chairs should be included on the list.
- **Temperature** - the office should have a thermostat and workers should be able to change the temperature as they see fit. In seasons when temperatures hit extremes, heating and air conditioning units should be available.
- **Lighting** - employees should have as much access as possible to natural sunlight. If not, artificial lighting should mimic sunlight and not put a strain on the eyes.
- **Uniforms** - in companies where wearing a uniform is compulsory, managers should try to make the clothes as comfortable as possible, so that employees can move freely. 

Find out more on how commercial cleaning services are among the top investments that managers should make to ensure a healthy and comfortable workplace environment.

Getting Started on Twitter for Your Business

By Susan Friesen

TRAINING

HOW TO SET YOUR PROFILE, MAKE CONNECTIONS, AND START EXPANDING YOUR BUSINESS EXPOSURE THROUGH TWITTER ▼

July is Twitter Month for us so for those already using Twitter for their business stay tuned for more 'how tos' and tips on using Twitter for business!

For those of you who haven't braved the Twitter social media waters quite yet, this article will provide compelling reasons why you should use Twitter for business and then dive into how to set up your profile and how to get started building your following on Twitter.

WHY USE TWITTER FOR YOUR BUSINESS? ▼

Twitter is a major player in online social media. In January of this year Google purchased Twitter Fabric (A Twitter development arm for apps) for an undisclosed sum for good reason. With 328 million + active Twitter accounts it's a big audience to exist within.

Your ability to reach your target audience is amplified by having Twitter as it allows your users to see the latest news on your business in real time and provides a window into your company by way of what you share and promote.

Almost 25% of verified Twitter users count themselves as journalists and often news hits Twitter before the other platforms have a chance to draft a report.

Whether you're local or national or even international following journalists and making connections is a great way to have your own content shared with a large audience with the intention of course that some turn into paying customers.

It's no surprise the current estimate is 93% of businesses use Twitter with over half using it daily.

Another big plus is how Twitter (and social media in general) has replaced traditional PR. Companies who use Twitter report a 20% improvement in customer relations!

HOW TO SET UP YOUR TWITTER ACCOUNT ▼

Let's break down just how easy it is to set up a Twitter account. Then we'll review how to use it.

Step one in setting up Twitter:

- a. In order to access this in your new account you'll need to click on the top right next to where you see the word Tweet.
- b. This will open a menu.
- c. Select the top part where you see the username you entered when signing up.
- d. This will take you to your Twitter profile page.
- e. Now select Edit Profile as indicated on the page.
- f. Now you can enter your bio (limited to 160 alpha numeric characters)

*When drafting your bio start with what your

business does or share what your followers can expect from you and end with something more personal about you.

Example 1: A certified fitness coach who's passion is health, wellness & eating Vegan sharing tips and recipes to help you on your health journey. Wife & Mom who loves the outdoors

Example 2: (This is mine): I share tips on Digital Marketing, Websites, Branding & Social Media. An experienced & passionate Web Developer, eBusiness Consultant, Wife, Mother & Chocoholic

- g. Update your professional profile photo**
(image size: 400 X 400)
- h. Update your header image (image size: 1500 X 500)**
- i. Enter your location**
- j. Add in your website address**
- k. Choose your theme colors - ideally have them match your business brand colors**
- l. Then click "Save changes"! Now that you've got your profile it's time to look for followers.**

FINDING FOLLOWERS ON TWITTER ▼

This part is both very easy and very hard. Let me explain!

It's easy to secure followers from anyone looking to turn you into a customer. It's much harder in the reverse order.

Some accounts have hundreds of thousands of followers but nearly all are other people looking

for clients. It can be easy to get sucked into a sinkhole of marketers so be very wary of any suspicious accounts.

Instead look for people you know. Not just personally but brand personalities you trust. There is a very easy search function at the top right. Just type in a name and start checking. You can also use Twitter's Advanced search to narrow down your efforts further.

People with high numbers of 'Following' and low numbers of 'Followers' indicates they're not securing good connections with their content so watch out. Even if they are following you, it only means they are watching to see if you follow back and as soon as you do, they will unfollow you. A practice I do not condone at all.

Any accounts with near even numbers of 'Following' and 'Followers' could simply be people in a niche who follow each other but aren't reaching anyone outside that sphere. They're okay to add but make sure that's not ALL you add.

You can use Twitter's email tool as well to farm your email for possible connections held within your emails records of people you've emailed with in the past.

If you're still stuck: try writing down a list of brands like yours and add them. Following your competition not only shows you what's popular

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in your industry, it also gets your name in front of their followers if you ever feel compelled to reply. Another easy trick we covered recently during our Twitter month is using hashtags to find local businesses on Twitter.

Many of us deal locally so make sure to check out that post linked above.

Don't worry about your Follower count too much and focus on quality over quantity.

KEEP TWEETING ▼

Now it's time to start tweeting! This is your 140 character opportunity to market yourself in your own voice.

Try some tweets out that link to your site's pages but don't overdo it. Focus on building out an identity that establishes trust in your followers.

Look for voices in your industry with trust where you can retweet and like their content.

When retweeting look for opportunities to tie their point back to your business. If they share X and you build awareness around X then retweet and add a link back to your relevant page whether it's a static product page or a blog post. The goal is to reach both them and your users in a way that connects you to the trusted authority.

A great way to increase the viability of your tweeting is to add an image to your tweet. This is really easy and recently Twitter made

it even easier with their addition of a GIF function. You can search for funny and/or relevant GIFs right within your Tweet. Just click below the text box where it says GIF.

Make it fun and share content you love.

Don't get into a trap of only using Twitter for self promotion. 🚫



Susan Friesen is the founder of eVision Media, a boutique web development and Digital Marketing firm of over 15 years that specializes in designing, building and marketing professional, unique websites for entrepreneurs, businesses and organizations.

Visit <http://www.ultimatewebsiteguide.ca> and grab your FREE "Ultimate Guide to Improving Your Website's Profitability - 10 Critical Questions You Must Ask to Get Maximum Results".

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◀ **Joan Lunden**, journalist, former host of *Good Morning America* and senior living advocate.

Watch That (Body)Language: The Importance of Nonverbal Cues

By Brandi Britton, OfficeTeam



“I speak two languages, Body and English.” — Mae West

Mae West had it spot on. This iconic actress was the queen of sharp one-liners as well as smirks and sideways glances. In fact, body language sometimes speaks louder than words, which is why administrative professionals need to master the nonverbal cues they're transmitting — both consciously and subconsciously. Equally important is knowing how to read the subtle signals of the people you encounter daily.

Here are some tips for projecting and interpreting various forms of body language. ►►

IT'S NOT JUST WHAT YOU SAY... ▼

It can be easy for irritation, sarcasm or a snarky attitude to sneak into your conversations, especially by the end of a trying workday. The result can be friction and flaring tempers in the workplace, even though the words themselves may be innocuous. On the other end of the spectrum, an even and positive tone not only can de-escalate a tense situation, but can also get the results you desire.

The successful administrative worker is a consummate pro. Even when you think the other person is wrong, such as a verbally abusive customer, you should be the adult in the room and respond calmly and professionally. What's more, when you take the high road, many times your tone causes others to reconsider their words.

As a job seeker, an energetic tone of voice is highly effective for making a positive first impression. Whether on the phone or during in-person interviews, your words and vocal inflections should work together to let hiring managers know you're enthusiastic about their company and tackling whatever tasks come your way.

PUT ON A GOOD FACE ▼

Most people are born knowing how to read faces. Eye contact and facial expressions are so important that the senior managers

interviewed for a recent OfficeTeam survey (<http://officeteam.rhi.mediaroom.com/2017-06-06-Is-Your-Body-Language-Costing-You-The-Job>) ranked these two nonverbal cues first and second, respectively, regarding what told them the most about job candidates during interviews.

It's easy to manipulate words, but facial expressions seldom misrepresent a person's true feelings. You likely have encountered this before: Someone's words say one thing, but their darting eyes or downward gaze say another. (Note that in many non-Western cultures, direct eye contact is regarded as rude or threatening.)

To rid your face of negative expressions during a job interview, practice having a friend lob you questions and videotaping the session. Does your smile reach your eyes, or is it isolated around your mouth? Are you fidgety and nervous or calm and confident? Is your eye contact confident or self-conscious? The more you practice this scenario, the more you'll be able to control your facial expressions during the actual event.

At the same time, pay attention to other people's faces to pick up on important nonverbal cues. Let's say you're planning an office event and suggest to your boss that it be held at a nonconventional venue. If they say "okay" but look down or away, it could mean

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they aren't totally on board with the idea. This is a sign you should ask a follow-up question or make a different recommendation.

SHAKEDOWN ▼

Whether greeting a new acquaintance or a longtime client, one of the most important nonverbal communications is the initial handshake. You want to strike a happy medium between the death grip and limp fish. A good approach is web-to-web: Extend your hand until the skin between your thumb and index finger — the technical term is “first webbing” — gently meets the first webbing of the other person's hand. Aim for a solid but moderate grip, give one shake and then release. Complement the handshake with a smile and cordial eye contact.

TAKE A STAND ▼

Convey a sense of presence and professionalism with your stance. This means no slouching or other ways of making yourself small. Stand or sit up straight, square your shoulders and lift your head. This body language communicates that you consider yourself an equal member of the team.

DRESS THE PART ▼

Yes, what you wear is a loud nonverbal cue. Even though dress codes can vary widely across organizations, getting the office attire right can set you apart from the pack, both when looking for a job and as you advance in your administrative career.



As part of your interview preparation, research what you should wear. Peruse the organization's website and check out their social media. Is the prospective employer's dress code jeans-and-hoodie casual or suit-and-tie formal? If you know former or current employees, ask them for advice.


A good rule of thumb for interviews is to dress one notch above a company's normal dress code. So, if the tech startup you'd like to work for has a casual work environment, opt for business casual. Similarly, to move up the career ladder at your current company, look at what people on the next rung are wearing and emulate their style. As the saying goes: Dress for the role you want, not the role you have.

BE GOOD WITH YOUR HANDS ▼

When talking to upper management or listening during a meeting, what are your hands and arms doing? Biting nails, twirling hair, tapping fingers, cracking knuckles, touching your face, running the back of your hand across your nose — all these gestures are distracting and detract from your professionalism.

If you're not sure whether you have these and other quirks, ask a trusted colleague for feedback. We make many of our body movements subconsciously. Once you know what distracting gestures you're prone to, you can be more mindful of them and bring them under control.

At the same time, no hand gestures at all can be just as bad. When people speak without moving, they can come across as unnatural or indifferent. Strive for an open style of nonverbal communication with uncrossed arms, unclenched palms and, for emphasis, controlled hand motions.

So much of our communication comes from what's not said. Make sure you're sending and interpreting messages as effectively as possible by being aware of your body language and the nonverbal cues of others. 

Brandi Britton is a district president for OfficeTeam, the nation's leading staffing service specializing in the temporary placement of highly skilled administrative and office support professionals.

OfficeTeam has 300 locations worldwide and offers online job search services at roberthalf.com/officeteam. Connect with us on Facebook, LinkedIn, Twitter, Google+, Pinterest and the OfficeTeam blog.

Introvert Guide to Positive Office Politics

By Dorothy Tannahill-Moran

Isn't positive office politics an oxymoron? Especially for an introvert? Office politics, like many things has its positive and negative sides. We notice the negative, which is disgusting and dysfunctional. It often harms or abuses others in the process and for the rest of us; we try to avoid the fallout. ►►

What we tend to not notice is the positive office politics that does take place, mostly because we don't recognize it for what it is. When it works well, it makes a group efficient, productive and satisfied.

To sort this out, you first need to understand the definition of office politics.

Office Politics Definition: In its simplest form, office politics is about building relationships in order to achieve some kind of end result. It's the dynamics between people who work together that determines such things as support, engagement and advantages to the support of each person's goals. It's the basis of decision-making. It's how things are done anytime you have a group of people working on something. (which can include your neighborhood association, church, nonprofits and the list goes on)

As you can see, that is a fairly neutral concept neither positive nor negative. What leans the needle in one direction or the other is the action of the players (people).

With that in mind, how can an introvert wage positive office politics and not lose their soul or self-respect in the process? Consider this: Form mutually beneficial relationships - Let's face it, we form relationships for selfish reasons, even if it is simply because we like the other person. It's time for you to think more strategically. Who in the organization is

in a position of influence or power? Who are the stars? These are good people to hang out with. Success rubs off. BUT, what's in it for them? What do you bring to the party? Figure it out and then focus on that as you form these strategic relationships.

- **Manage up** - We hear about this but don't often understand it. Spend time observing your boss and their boss. Figure out what's important. Once you do, engage them in conversations and information exchanges where their interests and your job intersect. Don't assume upper management knows anything about what you do or how you contribute - so, tell them! Adapt their priorities and keep them updated. It's hard to not totally love and support someone who has your back as a boss.
- **Be clear about your goals.** You must have a career goal in mind for any of this to make sense. Otherwise, you're just doing a job with no real "end-state". Armed with that goal clarity, share your destination with those bosses. Strangely enough, when people don't advocate for themselves, the assumption is you're happier than a clam where you are.
- **Influence decisions** - This is where introverts really can shine. We prefer to form our relationships one at a time. While you're busy chatting up your various strategic relationships, engage them and influence


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their thinking towards support of your needs. Obviously, you are there to reciprocate. Reciprocity is a highly influential action and you want to plan to do it often.

- **Read the system** -As an introvert, it's very easy to hunker down and focus on the task at hand. It can be too easy to ignore what is going on around you with all of that focus. At the drop of a hat, someone can fall into or out of favor and you need to pay attention. There are reasons for this type of shift and you not only need to be aware of it so you can also adjust your strategy but you need to learn from it. This should inform your behavior going forward.

It's all about reciprocity. If you haven't caught on by now, Office Politics is all about the relationships and what each person gets from another person - that serves their goals or agenda.

You can choose to be "above" office politics and when you do, you put your future at peril. I suggest you pick waging Positive Office Politics. 

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Seamless Communication

Irish Soups

By Enda McLarnon

I have found when any visitors I have had come to Ireland, they always ask me for some of my Irish Soup Recipes. In particular, they seem very interested in the very traditional Irish Soup recipes. There are in my opinion three very traditional soups that are well known and popular in Ireland. These are:

- **Irish potato soup recipes**
- **Irish vegetable soup recipes**
- **Irish chicken soup recipes**

As any society develops so does their food

culture but in my opinion not everything should be changed, and these soups are in that bracket for me. The onslaught of cookery programs on TV has almost forced chefs to find their own twist even with a simple soup. Frequently these days cream is added and blended with cream then drizzled on top to add effect, and lots of sprinkling with parsley seems to be a standard. I like taste and I like natural traditional tastes so I have added nothing fancy to these traditional Irish soup recipes so I hope you try them out and I hope you enjoy the wholesome taste.

Irish Potato Soup

What you need:

**5 large potatoes, 2 pints of vegetable stock,
1 onion, 1 turnip, 1 carrot, 2 celery sticks
1/2 pint of milk (or cream) 1 ounce of butter,
1 tablespoon of tapioca.**

Clean and peel the potatoes and then thinly slice. Melt the butter in the saucepan and add the potatoes and cook for 5 minutes. Add the vegetable stock and bring to the boil.

Dice the onion, turnip, carrot and celery and add along with salt and pepper. Cook for a further 30 minutes.

Blend the soup and return to the saucepan. Add the tapioca and return to the heat for around 15 minutes. Add the cream and stir in slowly. You should now have a very tasty Irish Potato Soup.

Irish Vegetable Soup

What you need:

**4 pints of vegetable stock, 2 onions, 1
carrot, 1 parsnip, 2 sticks of celery, 1/2lb of**

**barley, 2 lbs of dried peas, 1 small turnip,
salt and pepper to season**

Dice all the vegetables. Put the stock into a saucepan and boil and then add in the vegetables. Cook the vegetables until they go soft and add salt and pepper to taste.


You can sprinkle with either chopped parsley or chopped thyme for appearance.

Irish Chicken Soup

What you need:

**1 chicken carcass, 1 medium sized onion,
1 pint/600ml of milk, 1 chicken stock cube
4 tablespoons of boiling water, 4 tablespoons
of cold water, 1 tablespoon of cornflour,
A pinch of nutmeg, 100g/4oz chopped
chicken, 1 Bay leaf, 1 clove**

Break up the carcass and put into the saucepan and then put in a bay leaf and a clove. Dice an onion and add this. Dissolve a stock cube with boiling water in a small jug and add this and allow simmering for 20 minutes.

Strain and return to the saucepan. Then mix the cornflour with cold water to make a smooth paste and add to the saucepan. Bring to the boil and it should by now have thickened. Finally add nutmeg and the chopped chicken and simmer for about 30 minutes with the lid on. Finally add salt and pepper to taste 

Sudoku

9			1	4	8		3	
			2				6	1
	8	2	3	6				
4	2		5	7				3
8								5
3				8	2		7	4
				5	4	3	2	
2	7				9			
	3		6	2	1			7