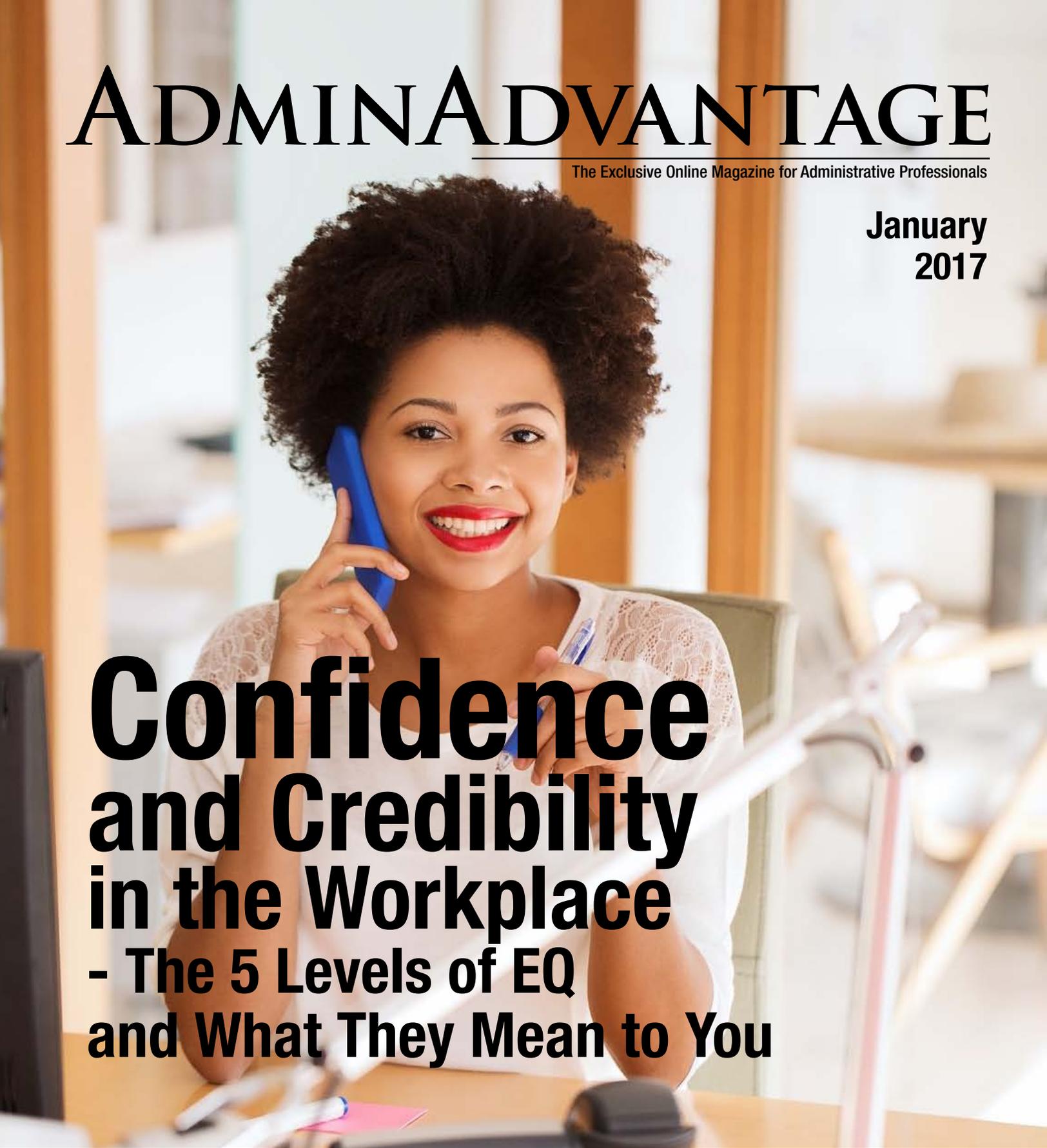


ADMINADVANTAGE

The Exclusive Online Magazine for Administrative Professionals

January
2017



Confidence and Credibility in the Workplace - The 5 Levels of EQ and What They Mean to You

FEATURES:

The Six P's of Success

Rules, Tools and Jewel

How to Make My PowerPoint Look Amazing

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That Changed My World

By Matt Manero

Unfortunately, I have hired and fired hundreds of people in my 21 years of owning my business. In short, I was terrible at it. But because I recognized the impact both culturally and financially to CFF, I forced myself to get better and develop a system that works. You can put this process into place within your company and I guarantee your hiring problems will be dramatically reduced. Here are my 7 tips to a better hiring process. ►

1. You need to look at a lot of candidates. On any given day, CFF will have hiring ads placed in various places. Hiring is a full time job for growing companies. At CFF, we use Indeed, Ladders, Zip Recruiter, Craigslist and referral sources, 24 hours a day 7 days a week. We receive resumes daily. Think of it like fishing... the more hooks you have in the water, the better your chances of catching someone.

2. Make them call you. We don't put a lot of weight into resumes but we put a lot of weight in the initial phone call. We offer our phone number and proper contact on every job



posting we have. Why? Because communication is vital to success - people need to talk to people. Put a phone number in your posting and allow applicants to call you. Trust me on this... it's easy for anyone to send you a resume, but when they call you, they have just taken initiative.

3. Do personality testing - We believe that personality testing is vital to our hiring process. We use THE PREDICTIVE INDEX test. It takes 10 minutes to complete and after our initial phone call, if we think the applicant could be a fit, we send them a link to it. If they fill it out, GREAT, if they don't, you don't want them anyway. If the test shows they fit our culture, we invite them to the next step.

4. Have a hiring expo. Set a date (we do it every other week) and invite all of the qualified candidates to a HIRING EXPO. This gets multiple qualified applicants to your office at one time. Therefore, you don't have to meet with them individually. The hiring expo allows you to see how they interact with strangers, their level of preparation and it allows you to deliver your message to a group rather than individually. This process has been a HUGE time saver for us.

5. 3 Interview Process - I believe in a 3 interview process at my company. Here is how it works: Interview #1 - With me and my VP of the appropriate department. I ask one primary question: "what are you most proud of in your life during the last 6 months?" This tells me a

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lot. If they have difficulty answering, they are not winning in the game of life. I'm looking for people who want to WIN, and I force them to give me current examples from within their life. Interview #2 - is with everyone else in my company. Yes... everyone. I believe in full transparency, so I allow applicants who have made it this far to meet their potential co-workers, Operations, IT, Accounting, Video Production and Sales all make time. We provide 5 minutes with each person, and the applicant can ask anything they want. "How hard is it... really?" "How many calls do I REALLY need to make?" "Do you like your boss?" are all questions that end up getting asked and discussed in these short meetings.

Interview #3 - customer service surveys. We will pull our last 50 deals (about one week for us) and print simple one-page customer service surveys for each. The applicant, in this interview, will call these clients and ask them a few questions such as, "Did we return your calls promptly?" "Did we save you money?" "Why did you choose CFF?" and most importantly, "Would you do business with us again?" This final interview allows the applicant to hear directly from our clients of their experience with us. It provides the applicant the confidence that they are making the correct choice by working for us. In addition, we get to hear the applicant on the phone. If they can't have simple conversations like these, how will they ever handle difficult conversations about strategy and market share with a client.

6. Forget about references. I used to collect 3 references from applicants. Two business related and one personal. I never got a bad reference, and hired many bad employees. References are not part of our hiring process anymore. If you are lucky to get an applicant from a referral source you trust, that is about as good as you can hope for.

7. Break some bread. I remember taking a new salesperson to lunch, AFTER WE HAD HIRED HIM, and realized by the time we were done with lunch, that he was not a good hire. He treated the waiter poorly, couldn't decide what to order, and didn't want to talk about business at all. During your hiring process, you need to break some bread. Breakfast, lunch or dinner, it doesn't matter, but you need to see the applicant outside of the work environment.

Bonus tip: Your gut is not a good indicator. I knew it all in the past and would only trust my gut during the hiring process. I was so wrong. Patience, conversations, interviews, feedback, personality tests, and customer surveys tell me a story that is far better than the story my gut could ever tell me.

Hiring is one of the biggest challenges any employer will face. It is a full time job that never stops. The effort you put into hiring great people will pay  off in droves. Doing it poorly... well you  already know how that story plays out 

The Six P's of Success

By Charles Fitzgerald Butler

I learned the 6 P's of success from my mother. When I was 12 years old my mother started a non-profit youth entrepreneurial organization called Tomorrow's Entrepreneurs Today. Her main purpose was to keep me and my friends off the streets and out of gangs. ►►

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For 12 years she ran a nationally recognized organization that received awards from the city and county of Los Angeles, the state of California, and from Presidents George Bush and Bill Clinton. She had the non profit of the year for the United States. There were thousands of kids who were impacted through her program.

The foundation of her non-profit were the 5 P's of success (I added one more P). Her P's are:

1. **Passion (I added this P)**
2. **Prayer**
3. **Patience**
4. **Persistence**
5. **Perseverance**
6. **Productivity**

I have been earning money as an entrepreneur since I was 9 years old. From watering grass to owning my own vending machine company. I have done catering, network marketing, and real estate. I discovered that passion is a key ingredient. Passion makes the sixth P. Some of these business paid for my prom, college, professional licenses, and exotic vacations. The 6 P's work.

Here are the 6 P's of success.

1.Passion: a strong or extravagant fondness, enthusiasm, or desire for anything
In my 20's I was all about the money. I went to school, got scholarships, investing in real estate,

trade commodities, and was in management at UPS. I knew I wanted to be an entrepreneur but I was looking for the quick buck. I made the quick buck and lost even quicker.

I wanted the shortcut. I raised money for real estate projects that never came to fruition. I worked at a job I hated, and started companies in niches I had no business being in. It took me years to find my passion of writing and speaking.

When I worked for a event staffing agency at USC and UCLA football games I noticed the passion these young players had. Passion was evident in their coaches, parents, and their fans. For the players and the students this was a short term event in their lives. These players and students would graduate and move on. But for that moment they had passion.

Passion is a must your business. I see so many people start a business because they went to a seminar, a friend asked them, or they stayed up late and so an infomercial. I have made the same mistake many times. Don't follow the money follow your passion.

How enthusiastic are you about your job? How excited are you about your debts and living paycheck to paycheck? Do you have that same attitude about the business you are in? Are you working in a position that fits your skills, talents, and strengths? It took me until I was 35 before I started living my passion.



Passion is the fuel that keeps you going when the sales are slow, when you lose out on contracts, when the affiliate company shuts down, and the city will not approve your plans. Passion propels you to take your dreams and turn them into a reality.

Before someone joins my team I ask them what their passions are. I want to know that they have

a passion for internet marketing. If they don't I don't need them on my team. Our passions have to align because when adversity arise I want them to stick it through.

Don't fret if you are not working in your passion.

Find out what drives you and get into it ASAP! I missed out on years of enjoyment because I

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limited myself to making money and not working in my passion. Find your passion.

Choose a business and make sure you work in your skills, talents, and strengths. I never thought I could make money writing and speaking. There are a lot of people who achieve success and wonder, "Is that all there is?" Don't be that person.

2. Prayer: a devout petition to God or an object of worship.

The definition says a devout petition. Divine guidance will lead you to success. George Washington Carver prayed everyday about a little peanut. Numerous products came from his inventions of that peanut. Because of his devotion to prayer he created new industries from his discoveries.

This is not a discussion about which religion is right. I believe the Lord Jesus Christ is my savior and I will leave it at that. Do develop a relationship and spend quality time with your creator. Prayer has saved me from mistakes. Prayer has guided me and it is a key component in the 6 P's.

Prayer can lead you to breakthroughs with your business. This is where your hunches and ah-ha moments can come from. Quiet time and calmness brings clarity. Why not spend it with a higher power. Don't like the word "Prayer". Then find some meditation time. Call it whatever you want.

3. Patience: the quality of being patient, as the bearing of provocation, annoyance, misfortune, or pain, without complaint, loss of temper, irritation, or the like.

"God I need patience and I want it now!" I have struggled with patience. I want things to happen now and fast. In our society of instant gratification, text messages, 24 hour news channels, and get rich quick schemes, people expect success NOW. You are bombarded about losing weight in 5 days, make \$10k this week, and get it now with no payments until next year.

My mother preached TTTT. These Things Take Time. The law of seedtime and harvest is always in effect. It takes time to test marketing campaigns, for escrows to close, and to build a list of clients. It requires patience to build relationships. Have your 90 day goals stretched to six months?

Passion and prayer gives strength to your patience. Patience does not involve being passive. It takes fortitude to keep marketing when the funds are low. Patience helps you study the trends so you can capitalize on it. Patience is listening to mentors and people who have traveled the road you are on.

Developing a long term perspective is the key to patience. Delay instant gratification and keep your end result in mind. If doctors can spend

years in school you can do the same mastering your business.

4. Persistence: the continuance of an effect after its cause is removed.

That pesky word that people hate. Persistence is the active part of patience. I can remember my mother persisting with her organization. Bringing in the funding, the sponsors, the events, and busing kids in from the local schools for entrepreneur expos.

Persistence was the key to me getting my real estate license, writing over 100 published articles, and posting 600 blogs. Persistence is planting the seeds and tilling the ground until you can reap a harvest. Persistence is asking for the sale, constant marketing, and communicating your vision of your company.

Here is a lesson on persistence:

- Mark Victor Hanson's book was turned down 300 times before he and his partner went on to sell 500 million books.
- Abraham Lincoln encountered lost elections, the death of his sweet heart, and failed businesses before he became the 13th president of the United states.
- John Elway lost 3 Super Bowls before he won back-to-back Super Bowls before he retired. Persistence will serve you well. It is your best friend in life when you intentionally use it to

become successful. Would you tell your child to quit trying to walk after they fell down? Look into your past and see where persistence has helped you conquer obstacles. How did it feel? Also look at where you should have persisted. Sometimes all it takes is one more try.

5. Perseverance: steady persistence in a course of action, a purpose, a state, etc., especially in spite of difficulties, obstacles, or discouragement.

In order to persist you must persevere. Remembered the failures I listed above. Those people persevered. John Elway had three of the worst losses as a Quarterback for a Super Bowl Team. He got crushed by the New York Giants in Super Bowl XXI.

He was out played by Doug Williams, in Super Bowl XXII where Doug Williams broke Super Bowl records and the Washington Redskins posted the biggest margin of victory in Super Bowl history. He was outplayed again in Super Bowl XXIV where he was outplayed again by Joe Montana's record breaking performance.

Three humiliating losses. Did John Elway quit? No! He continued to play and 8 years later he won his first Super Bowl and the next year his team won again. This is a great example of perseverance.

Roadblocks are on the road to achievement. Setbacks are a part of life and a process in your

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business. Logically setbacks make sense but emotionally we don't think they will happen. Disasters are going to happen. Losing your biggest client, your downline deserts you, escrow didn't close, no one showed up for your meeting, or your presentation was terrible. It's going to happen. The question is how will you respond? How quickly do you get back on your feet? Will you keep pushing forward? This is what perseverance is all about.

Recall the moments you persevered. It could be a project that took years to complete or that last rep in your workout. You have wins and these wins build your confidence.

6. Productivity: the quality, state, or fact of being able to generate, create, enhance, or bring forth goods and services.

Are you productive? Plain and simple you have to produce to succeed. You don't make money until you sell something. Your focal point is productivity and sales is your priority. Bottom line is you generate traffic, that produce leads, and those leads convert to sales.

Bring productivity to your sales teams and downlines. Busyness is not being productive. Focus on Income Producing Activities 70% of the time and your business will thrive. Put in systems to help you become more productive. Even a one person empire needs systems in place. You, as the rainmaker need to practice

Do It, Delegate It, Defer It, or Delete It. You can outsource, hire your kids, or use technology to make you more productive.

These are the 6 P's of success that I learned from my mother and practice today. She still uses them in her business at the age of 74. Implement and teach them to your family, friends, and team. 

Charles Fitzgerald Butler, is an entrepreneur and expert in internet marketing. Charles has a passion for helping people start and run successful home businesses. You can partner with Charles and start building multiply income streams from your home. Charles' goal is to help all who partner with him achieve cash flow and profits from their business. Marketing, leadership, and a business blueprint are essential in your success. Get Your Business Success System Here:

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Rules, Tools and Jewel

By Lorrie Tabar

It has been said before: the main objective of most businesses is to increase their owners' wealth. This is true of large corporations as it is true for small businesses. But, small businesses are often owned and operated by people with a specific passion and skill, people who are self-directed, courageous and motivated by more than just profit margins. Small business owners are often people accustomed to shouldering the majority of tasks related to running their businesses. And many owners are not experts in business management; they are experts in their crafts. So accomplishing all the various elements related to running a business can be quite difficult - even overwhelming. For these hard-working individuals, there never seems to be enough hours in the day to get everything done and still have time to enjoy the fruits of their labors. ▶▶

Proposed here are standard business practices that can be employed by small business owners to create as much efficiency and solidity in their businesses as possible, while alleviating some of the management burden. As stated in a previous article, “The Business Side of Healing”, it takes more than one element to ensure the success of a business. What is fundamental to success is the right combination of elements. I call it: the “Rules, Tools and Jewels” approach to business.

RULES

1. Schedule

Most small businesses are service businesses, and most services are based on scheduled appointments. You probably understand the necessity of scheduling clients. Well, what about all the other tasks of your business? Scheduling is as powerful a management tool for filing, ordering supplies and posting ads as it is for managing clients. As with everything else, don't wait until the paper stacks are blocking the door or the call-back list is cold or the inventory is depleted before you take action. Create a schedule that includes all of your tasks - including time for yourself to rest and enjoy your life.

2. Organize

Organization is order; order is control; control is safety. The opposite of this is chaos - dangerous to mind, bodies, and businesses. Being organized as a business owner is extremely helpful; it is also rather demanding. Even if a great system is instituted, organization demands

constant commitment and effort.

Effective organization means ensuring that everything is in the correct place where it can be retrieved quickly with minimal effort. It is the “bird's eye” point of view that promotes the idea that investment of effort at the beginning saves twice the effort at the end. Which would you rather do: take 5 minutes to label a folder, organize its contents and file it correctly in the drawer so it can be retrieved within 30 seconds; or spend 20 minutes looking for it in paper piles 6 months later when you urgently need the information? Hmmmm...

3. Prioritize

This has been discussed by every motivational speaker ad nauseum, so it probably requires little explanation. But, it does bear repeating. If you are providing a service to people, then the quality of that service is your top priority. If you are a business owner, then the profit margin is your priority. And if you are both?

There is no denying the possibility of conflicting priorities in the management of your business. And no one can tell you what your priorities must be; only you can decide. What my advice to you is: consciously re-evaluate your priorities in relation to your professional and personal goals. Document them at least twice a year. Be willing to change your routines and processes in order to support your current priorities. And scrutinize everything in your business under the bright light

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of these priorities. If you see something wilting under that light, it is time to make a change. When in doubt or when you are overwhelmed, take a second look at your priorities. They are the signposts that you need sometimes to face the crossroads of your journey..

4. Mark Your Boundaries

Establishing boundaries is the progression of scheduling, organization and prioritizing combined. You draw the map from where you are to where you want to be. You add the roadblocks and traffic signals. You design the rest stops and speed limits. And you decide who belongs on your territory and where they can go. As a business owner, you are responsible for this map - for marking the boundaries so that everyone, from family members to office staff to clients, know where they can and cannot go. What do you expect from them? What are you willing or available to do or not do?

It pays to be strategic and map out your boundaries. Communicate them too, before someone crosses over a line you don't want crossed. If you know when (schedule), what (organize), and why (prioritize) things are supposed to happen, the map will practically draw itself..

TOOLS

Ask a carpenter if tools are important; ask a mechanic. Ask a surgeon. Of course tools are

important! They can make all the difference. Well, small business owners need the right tools to manage their companies like a plumber needs his wrench. Some things like "space" and "time" are too obvious to discuss. Some of what is listed here is also quite obvious; but some items may surprise you. Just to hammer in the point...

1. Office Systems and Protocols

This is mostly about organization, setting the processes in place that determine who does what, when, where and how. It isn't the most popular of tasks, developing the operational procedures for a business. But it is quite helpful if you want to run the business efficiently and smoothly. All businesses should document their systems and protocols, even if they are very simple and brief. These documents, at least, should be on hand:

- a. **Business Plan - includes mission, goals, strategies, and financial projections**
- b. **Organization Chart - depicts levels of responsibility**
- c. **Operations Manual - procedures for managing and administrating the business**
- d. **Accounting/Bookkeeping System**
- e. **Employee Reference Manual - employee tasks, responsibilities and reporting**
- f. **Marketing Plan - scheduled strategies for promoting business**

2. Financial Management Tools

Accurate accounting records, wise purchasing decisions, and strategic planning and investing

make a great foundation for managing the financial strength of a business. Invest in a good bookkeeping system (discussed in “6. Software” below), and maintain rigorous control of your businesses purchasing and investing. If finance is not your strong suit, employ the services of someone who understands this element. You may not need a full-time accountant; you may not want the expense of a financial manager. Even if you hire accountants and financial advisors on an hourly basis during periodic intervals (such as the start-up of a business, tax season, and for end-of-the-year compilations), their expertise can be vital to protecting your business.

3. People Management

Not all businesses have staff, some are a one-person operation. But, even if the business does not have support staff, it will interact with others - clients, vendors, marketers, referrals, associations. Knowing how to manage people is an invaluable skill, and it is not as intuitive as one might hope. People management is driven by communication; some people are skilled communicators and some are not. It is highly recommended to all business owners that they become educated on the subjects of business communication and people management. There are many good books on these topics and there are lectures and classes offered constantly at colleges and community centers. Being a good communicator can make the difference between being a good manager that knows how to build loyalty in support staff and get the most out

of their abilities, or being a lousy manager that drives staff away and loses potential business (often without understanding why).

4. Security

Security addresses several things: physical safety for you and your employees, protection of property and materials, insurance and/or bonding for loss recovery, and security of information and finances. These are usual considerations for business, and don't require in-depth explanation. But, the security of information has become a more complex element in recent times when there is greater access to anyone's information via networking systems and the internet. All business owners must invest in protection from hackers, computer viruses and other internet related threats. There are independent computer consultants that specialize in offering services onsite to their clients. They can be instrumental in evaluating the security of your systems and protecting your information from unscrupulous individuals.

5. Documentation

Yes, this is the boring part. Paperwork is not the most exciting part of running a business. But it is important. Documentation is like the tracks that the train runs on - the train may still move without them, but it won't get very far. Documenting every aspect of the business is key to its basic organization. The system for creating, using and storing documents does

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not need to be complicated; it just needs to be utilized. Business owners are often good at documenting receivables and payables, cash flow, and sales volume. But they are not always as diligent when it comes to recording client feedback, employee performance, or

documentation in a way that will continue to be efficient throughout the life of the business. Office administration is a skill. If you want to find out the best way to document what is happening with the business, don't ask the boss. Ask the assistant.

A close-up photograph of a person's hands holding a white spiral-bound notebook. The notebook is held open, showing its cover. The word "RULES" is printed in large, bold, black capital letters on the cover, with the letter "R" in red. The background is plain white.

RULES

effectiveness of promotional activities. My advice to business owners is: if you are not a top notch administrator, hire someone who is to either manage your office (which includes documentation), or set-up your office and

6. Software

No matter what type of business you are in, chances are that you use a computer to manage your records. Most business documentation and communication is

accomplished using computers; so software, the part that makes using computers accessible to everyone, is as crucial a consideration as office location and equipment. Software programs are designed for specific purposes and to answer specific needs. There are programs for managing the day-to-day financial transactions of a business. Quickbooks, Freshbooks, Sage Peachtree Accounting, and Quicken are some of the most popular for small businesses. There are programs for creating documents that consist mostly of text, such as letters, memos, and manuals: MS Word, WordPerfect, Mac iWork; and desktop publishing programs for creating documents that feature both text and graphics and/or photographs such as: Adobe InDesign, QuarkXpress and Apple Pages '09. There are spreadsheet programs: Microsoft Excel, Lotus, and Office Mac. And there are drawing, graphic design, photo manipulation and other artistic programs such as: CAD, Adobe Photoshop and Illustrator, GIMP and Inkspace. Finally, there are website design and optimization programs: Dreamweaver, Sharepoint Designer, Web Studio, CoffeeCup, and Mac RapidWeaver.

7. Marketing and Strategic Planning

The most effective part of promoting your business is planning before you promote. Marketing is the activities that you or others do in order to increase awareness and interest in your business. The returns on marketing efforts are sometimes slow to appear, but they accumulate

over time and prove to be worth the investment. But, before doing any marketing it is very helpful to look ahead with the company goals in mind, to six months, one year, and five years into the future. Deciding what are the long-term goals of the company as well as what, and who, are the focus of the business, and on what aspect of your business you want to build the company's reputation are all a part of strategic planning. Marketing efforts are wasted if they are done sporadically, randomly and capriciously.

A small business owner tends to have an intimate relationship with his or her business. What this means is that he or she feels an expanded sense of ownership and, perhaps, pride in the business. It may feel like a part of his or her identity. Sometimes, as with other relationships, this intimacy may be blinding. It can be difficult to objectively evaluate a business when one is "intimately" involved. Employing a marketing consultant, a business coach, or a planning advisor can be very helpful in accomplishing the necessary strategic and promotional efforts for a business. Whether you go it alone or you wisely seek assistance, the strategic planning and marketing of your small business can be what ensures the future of your business.

8. Expert Advice

Getting advice from others who are experts in their field can save a business owner time, money and energy. More importantly, it can save them the repercussions of making devastating mistakes. Typically, at some point during the life

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of the business, owners will need the counsel of CPAs, lawyers, financial advisors, marketing professionals, and perhaps business advisors or coaches. An investment is necessary to obtain this expert advisement, but it is almost always worth twice the price. Whenever possible, try to obtain referrals for these resources from other business owners who have used their services.

9. Community Support

Building a relationship with the local community can be instrumental to ensuring success, particularly for small businesses. Look for opportunities to get involved with the causes and events of your community. Joining chambers of commerce and professional associations is another way of becoming more visible to your community. You may also wish to join a professional networking group, such as PowerCore or BNI. This is a good way for small business owners and independents to support each other. The point of the matter is, give back in some way to your community and it will give back to you.

10. Reminders

There are many ways to generate reminders to stay on track. Business owners are typically very busy people who struggle with where to focus their time and energy. It is easy to miss out on opportunities to promote your business or increase your proficiency because of the day-to-day demands of running your business. Using reminders is one way to overcome the constant

distraction of everyday demands.

Keeping written lists in a single notepad or an organizer is one way to manage task lists as well as creative and strategic ideas for future efforts. You may opt to record tasks and ideas on a digital source, such as a PC, laptop, Blackberry, Palm Pilot, iPhone or other digital device. For maximum efficiency, employ printed or digital calendars along with task lists and make sure that referring to them both is a part of your daily routine. There are benefits to using software that includes alarms and reminders when managing business processes and workflow. Many of the accounting, CRM, document management and other related software packages include calendar management functions with built-in reminders. Commonly used software like Outlook and Quickbooks includes reminder options. There are many powerful packages on the market now that incorporate accounting, planning, document control, scheduling, payroll and CRM capabilities into one management program, which simplifies the use of calendars and reminders because all of the company's data is managed with a relational, single-source method. Whatever technique you choose to manage daily tasks and record strategic ideas and planning, the use of reminders is a valuable tool for optimizing your resources.

JEWELS

The "jewels" of any business are the

professionals who prove themselves to be dedicated to supporting the goals, mission and success of the business. These professionals usually do not have a share in the ownership of the business. But their commitment, work ethic and integrity motivate them to give their best efforts to their employer, regardless of whether or not the compensation they receive is generous. These professionals may be full-time technical employees who provide the skilled labor that is the backbone of the business. They may be office support personnel, such as: office managers, administrative assistants, human resource staff, bookkeepers and IT staff. Or, these valuable individuals may be hire-when-needed independents such as attorneys, CPAs, marketing consultants, business coaches, and financial advisors. There is another category of “jewels” as well that includes personal assistants, life or wellness coaches, errand services and family members who are willing to roll up their sleeves and pitch in when necessary.

The point to remember is that “jewels” are precious and rare. Business owners would be wise to seek out, retain, and then treasure these individuals - let them know how valued and appreciated they are. The type of person that exhibits a willingness to “go the extra mile” is one that isn’t usually motivated by monetary reward alone. He or she is probably someone who values relationships more than profits; and the dedication and hard work that he or she provides to the business owner originates

in respect for that professional relationship. Many people have a philosophy of “no one is irreplaceable”. That may be true. But when you, as a business owner, lose one of your jewels, you will notice that loss. You may not find another one as brilliant to take her place; and you will miss that shine.

Hopefully, within the practices suggested here, small business owners will find their perfect combination of these elements in a way that will decrease their burdens, and increase their revenues as well as their downtime. Employing the “Rules, Tools and Jewels” approach to business will alleviate some stress for business owners because it provides a roadmap for navigating the rough waters of running a small business in an economy driven by competition. The good news is that the success of small businesses in America contributes to the success of us all. 

Lorrie Tabar is a freelance writer with 18 years of experience as a proposal writer for the construction industry. She also has experience as a caregiver and a licensed massage therapist in Georgia. She indulges in movies, books, art, movies, and creative cooking.

A lifestyle photograph featuring a glass of white wine in the upper left, a loaf of bread with a metal handle in the center, and a pot of mussels garnished with fresh parsley in the foreground. The background is a grey textured surface.

LIFESTYLE

Three Delicious Shellfish Recipes

By Kathryn H Williams

Shellfish is delicious all year round, but there's something about eating it in the summer that makes it that little bit more special (although eating it in winter and pretending it's summer could also work, if you've had enough of cold weather and short days!) ▶▶

Here are three of my favourite shellfish recipes that I enjoy all year round.

Mussels in a White Wine Sauce (Serves 2 mains or 4 appetisers)

For this recipe, you will need:

- 2lb of clean mussels**
- Half a cup of white wine (dry)**
- 2 knobs of butter**
- 0.25lb of finely diced shallots**
- One tablespoon of finely diced garlic**
- 1 or 2 teaspoons of flour**
- 0.25 cup of diced parsley**

First, you'll need to make sure that your mussels are clean. Put the mussels in a colander before placing under running water and scrubbing away any dirt and pulling away any beards that still remain.

To begin cooking, pour half a cup of the white wine into a pot and place on a high heat. Drop the mussels into the pot and cover. Bring the wine to the boil and leave on a high heat for 5-8 minutes, until all the mussels are open wide. At this point, discard any mussels that won't open. Take the mussels from the pot and place them into a bowl while keeping the wine to pour into a jug and leave to settle. This will let you separate any leftover grit left in the pan.

Now you can add the two knobs of butter to a separate pan and add the shallots. Once they

turn clear, add the garlic and a teaspoon or two of flour for thickness. Slowly add the wine that was placed aside from earlier and finish by adding the diced parsley to the sauce.

Serve with some rustic bread rolls with salted butter to dip into the sauce. This dish would work really well on its own as a main or as a great little appetiser for more servings.

Spaghetti with crab, tomato and basil



For this recipe you'll need:

- 1.5 tablespoons of extra virgin olive oil**
- 2 diced garlic cloves**
- Half a teaspoon of crushed chilli flakes**
- 250g of cherry tomatoes**
- 250g of thin spaghetti**
- 300g of fresh white crab meat**
- 200g of prawns**
- 1 handful of roughly chopped basil**
- Salt and pepper for seasoning**

Begin by boiling some pasta to the instructions on the packet.

LIFESTYLE

Now you can start with the rest of the meal by heating the extra virgin olive oil in a large frying pan. When it's nice and hot, add the garlic and chilli flakes to the pan for a couple of minutes before adding the cherry tomatoes for a further three. Add the prawns to cook for around 3-4 minutes until they're nice and pink.

Remove the pan from the heat and then add the crab meat to warm through before finishing with some seasoning. Mix the pasta in with the sauce and finish with chopped basil on top. Add some rustic garlic bread as a side.

Lobster Salad

(Serves 4)



For this dish you'll need:

- 4 small/medium sized lobsters
- 12 new potatoes
- 4 spring onions, finely chopped
- olive oil
- 2 tbsp chopped coriander
- 1 lemon, halved

mixed baby salad leaves

100g butter

Seasoning

If you are purchasing live lobster, you'll need to ask the fishmonger to kill the lobster humanely. Place the lobster in a boiling pot for 5 minutes along with some seasoning to cook. Once the lobster has cooled enough to handle, twist off the head and the claws. Crack open the claws and remove the pieces of meat inside. To remove the tail meat, cut up the centre of the inside shell with scissors before peeling back the rest of the shell and taking out the meat.

Now you can boil the potatoes in salted water until they are cooked and lightly crush with a fork when they are done. Fry your spring onions in olive oil for a couple of minutes before adding the potatoes, coriander and seasoning to the pan.

Add the all of the claw meat to the pan before squeezing in some lemon juice. Separate into four servings before piling in the centre of four dishes. Add the lobster tail meat on top along with some melted butter and cracked black pepper to finish. 

Kathryn Williams has owned her Pwllheli fishmonger shop, Llyn Seafoods, since 1998. As well as selling an excellent range of locally-caught fish, seafood and deli products, Llyn Seafoods also creates and sells mouthwatering home-cooked gourmet ready meals, which have won awards from True Taste Wales.

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How to Make My PowerPoint Look Amazing

By Ashley Streck

- Without Being a Designer!

The presenter takes their place. Anticipation! The speaker fiddles around with the computer and then... their first slide! Oh, no, 10 bullet points, no image and more text follows as the presenter drones on, slowly driving a lethal stake into their presentation... and the audience. ►

We've compiled a list of the top 7 mistakes to avoid and what to do instead to improve your next PowerPoint presentation. (These presentation tips can work beyond PowerPoint to Keynote, Prezi and any other presentation tool you use!)

Mistake #1: Not preparing

Decide on the goal of the presentation. By creating an outline first, you ensure that the content of your presentation is solid before you concern yourself with the visual elements.

Mistake #2: Too much text

Too much text is a design killer.

If you're going to put word for word what you're going to say, hand over the slides and take a seat instead. After all, if your audience is reading what you're saying, then what's the point of you being there? Remember you're not giving a document, you're giving a presentation.

Solution:

Instead of full sentences, use bullet points to deliver the key ideas on your slides. On average, each bullet should have no more than 6 words and each slide should have no more than 6 bullet points.

When using bullet points, build them one by one on the slide using the simple appear animation effect. This way, you can speak to each point individually and talk about it without your audience skipping ahead.

Mistake #3: Not enough visuals

Even for well rehearsed presentations, a bad visual experience can ruin it for the audience. Plus, can you think of anything more boring than staring at pure text for an hour? Remember, a picture really is worth a 1,000 words!

Solution:

When possible, look for ways to use a visual, such as a diagram or photograph, to illustrate the point you are making instead of text. Audiences respond better to visuals that get them thinking.

Don't get stuck using cheesy stock art when you can nab free high quality photos that make a much stronger visual statement. Sites like <http://www.freeimages.com/> offer photos which are free to use and many only require attribution, which can be thrown in at the end of your presentation with a link to the source.

TRAINING

Tip: Don't get carried away - it's a presentation, not a photo album.

Avoid clip art as it often undermines the professionalism of you as the presenter. There may be exceptions, so use carefully and sparingly.

Mistake #4: Bad Design

People are able to throw together some of the most atrocious, ugly, and utterly boring presentations on the planet. Using the slide themes included in your software is presentation suicide. They're overused, boring and usually pretty ugly.

Solutions:

We understand that for non-designers leaving behind templates may seem a bit scary, but you can do it! Remember to maintain a consistent use of colors, images and alignment to give a cohesive look to your presentation. Whitespace is a good thing. The less clutter you have on your slide, the more powerful your visual message will become.

Select colors that have high contrast, so that the text and graphics can be easily seen when shown. (Dark backgrounds need a light text color). Check the contrast of your colors with the online Color Contrast Calculator.

Mistake #5: Bad fonts

Non-designers frequently stress out about finding the proper typeface for a presentation

and for good reason. The right font can make or break your presentation.

Solutions:

Remember that typefaces can communicate a mood, a point in time, or any number of other factors. Instead of browsing your font list and looking for "something cool," instead think about the message you want to convey.

Consider the fonts below as an example of how typography can communicate with its design. Old style serif fonts tend to feel formal and professional while sans-serif fonts feel modern and clean. Never be afraid of standard-looking fonts. Using them can help ensure that your design remains inside the realm of clean and professional and away from cluttered and ugly. Our rule is that you should usually not use a font below 18 point size. If the font is too small, no one will be able to read the words. However, if your slides are going to be projected over a wide area, there's no need to enlarge the text excessively to fill the available space.

Mistake #6: Animations

Don't be tempted to use anything too distracting like "Checkerboard", "Honeycomb" or "Flip". Or, even worse, choose different transitions for each slide.

Solution:

Avoid movement of slide elements, it is very distracting to the audience. Avoid dissolves,

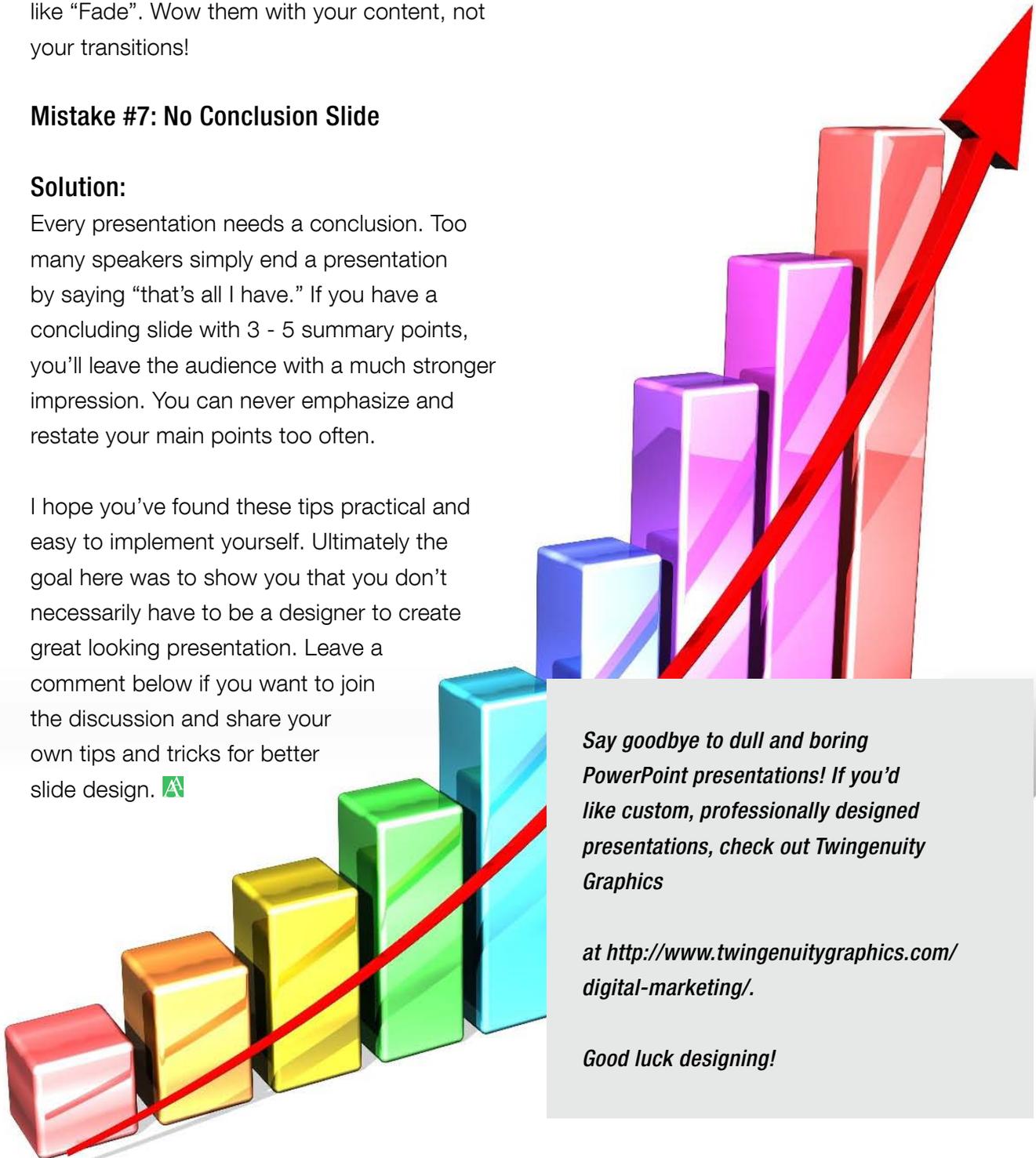
spins or other transitions. If you have your heart set on using transitions stick to a simple one like “Fade”. Wow them with your content, not your transitions!

Mistake #7: No Conclusion Slide

Solution:

Every presentation needs a conclusion. Too many speakers simply end a presentation by saying “that’s all I have.” If you have a concluding slide with 3 - 5 summary points, you’ll leave the audience with a much stronger impression. You can never emphasize and restate your main points too often.

I hope you’ve found these tips practical and easy to implement yourself. Ultimately the goal here was to show you that you don’t necessarily have to be a designer to create great looking presentation. Leave a comment below if you want to join the discussion and share your own tips and tricks for better slide design. 

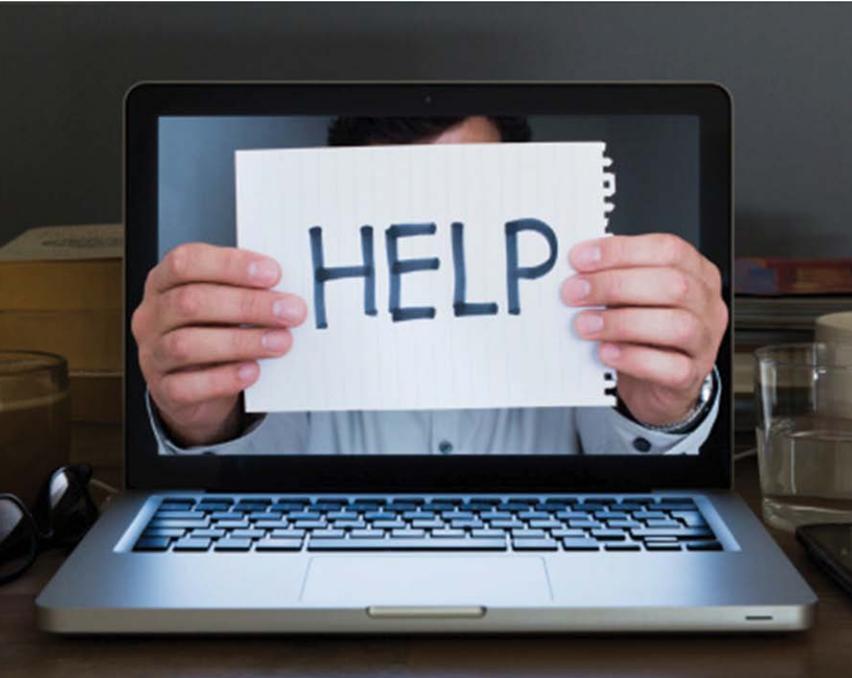


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Good luck designing!

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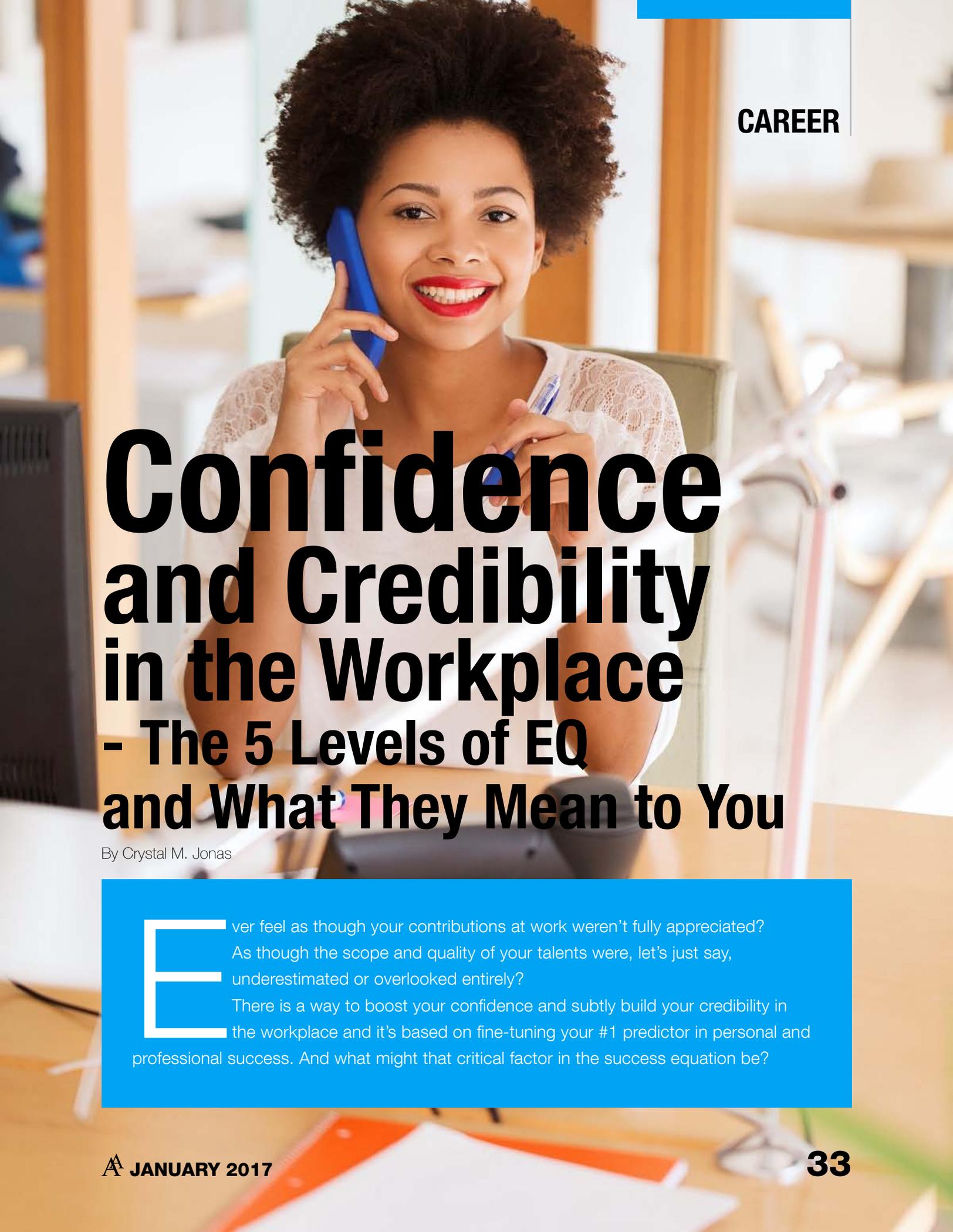
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Confidence and Credibility in the Workplace

- The 5 Levels of EQ and What They Mean to You

By Crystal M. Jonas

Ever feel as though your contributions at work weren't fully appreciated? As though the scope and quality of your talents were, let's just say, underestimated or overlooked entirely? There is a way to boost your confidence and subtly build your credibility in the workplace and it's based on fine-tuning your #1 predictor in personal and professional success. And what might that critical factor in the success equation be?

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Well, it's your level of Emotional Intelligence, also called EI or EQ. After decades of research in scientific labs and in offices across the country, biologists and social scientists have determined conclusively that your EQ, or "people smarts" accounts for up to 85% of your success in work and your personal life.

So, what's this EQ business all about and how do you go about raising yours?

Good questions. Let's deal with what EQ is first.

In a nutshell, EQ consists of five levels of intelligence.

You want to make sure you master the first level before you move to the second, and the second before you move to the third and well, you get the picture.

At the foundation of EQ is Self-Awareness.

Once you raise your self-awareness, you can begin to address Emotional Mastery, then Emotional Resilience. The fourth level is Likeability and finally, you get to move up to Social Capital.

Now, let's look at each level and get some powerful tips, tools and techniques about how you can improve each one, and increase your likelihood of being wildly successful.

Level 1:

To begin, you need to be Self-Aware. What do you need to know about yourself? Well, start with

your values, or what's most important to you. Can't help you with that. You know better than anyone what's most dear in your life and nothing is more important than your own personal values.

After you know your values, discover your strengths. Do this before you write down your goals. If you have goals without knowing your strengths, it's far too easy to work much harder than you need to in order to get your goodies. You've probably had a job in your life that didn't allow you to capitalize on what you do best. I call this being "misemployed." Remember the struggle and frustration involved just to keep up? The problem is, although there are plenty of below average people out there, there are also plenty of people of your caliber who are already good at that job who, like you, are willing to get as good as they can in that job as quickly as possible.

And what does this mean to you? You will never be competitive in a field that doesn't allow you to play to your strengths.

OK, so you've got your goals written down, and they are based on your strengths and values.

Now what?

Time for planning. I know what you're doing. You're pretending this part about planning isn't all that important, and you can probably just skip it.

Think again. Extensive studies have proven time



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and time again that for every minute you spend planning, you save 10 minutes in execution.

So, would you spend one minute to save 10? If you're business savvy, your answer is absolutely!

Once you have your plans, now make an action plan. Not a "to do" list that's as long as your arm, but a tight, short list of the Really Good Stuff. Not sure of what the "Really Good Stuff" is?

It's the thing you keep putting off. Want to know why you keep putting it on tomorrow's list? Because you put it down as one item and it's really about 10 different steps. If you'd taken the time to plan it out, you'd know that and be well on your way to accomplishing that which truly matters most to you instead of spinning your wheels on busy items that suck up your time, but get you nowhere.

Before we leave the topic of Self-Awareness, let's address one more issue. Remember that people only see a small part of who you are. They don't really know that much about you. They see only a tiny fraction of your behavior, brief little

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snapshots in time, taken completely out of context.

And guess when they really notice your behavior? That's right, when the going gets tough. Remember, no one at your advanced level gets to brag about behaving when life is easy. It's in times of chaos when the world most needs leadership and to have a level-headed, self-controlled person to model.

Level 2:

As we move up the ladder of Emotional Intelligence, we continue on to Emotional Mastery. When you have Emotional Mastery, you know your triggers. Having weak spots doesn't make you a bad person. Everyone has pet peeves. The point is to recognize this so you can anticipate how to properly behave under those circumstances.

You also need to be emotionally literate. That means you can fairly quickly identify and articulate your emotions in the moment. So, for example, instead of saying "I'm angry," you recognize that you're really confused, embarrassed, or fearful, or whatever you're really feeling. The more clear you are about what your emotion is, the easier it is to address it and work through the problem.

Emotional mastery also entails impulse control. The more you allow yourself to indulge your anger, the more you flood your body with the

chemical influx of the "fight or flight" syndrome. Since these chemicals stay around even after you get over yourself, it gets easier and easier for you misbehave when something minor happens, since you've already got all those chemicals coursing through your body.

Level 3:

At the mid-point in EQ we come to Emotional Resilience. That's being able to bounce back from emotional challenges.

The best action you can take is to develop rituals that allow you to release, relax, and let go of difficult encounters.

It helps to have a ritual at the end of the day, for example, where the minute you walk out of your work building, you think to yourself "Today I did my best. This is what I learned. (And here you mention something new you will do tomorrow.)" And then you acknowledge that tomorrow will be even better.

You will be well-served to remember what Maya Anjelou wrote: "I did the best I could with what I knew at the time. When I knew better, I did better."

All anyone can expect of you is that today, you did your best.

Level 4:

As we move up the EQ ladder, we are now at the

Likeability factor. The most important point to remember here is that this isn't about popularity and how people feel about you. Likeability is about how people feel about themselves when they are with you. See the best in them, even when it's challenging, and reflect it back. Inspire people with their own sense of self-worth and you will have enduring rapport with them.

Level 5:

Finally, on our EQ journey, we reach Social Capital. That's the ability to cultivate and maintain powerful, professional relationships. Remember, it's not what you know that counts, it's not even who you know, it's who knows you.

As I always tell my coaching clients, "The universe does not reward hard work it rewards recognized results."

The results are for the company, and the recognition is for you. Remember it's not enough to get results, people need to know that you are behind them.

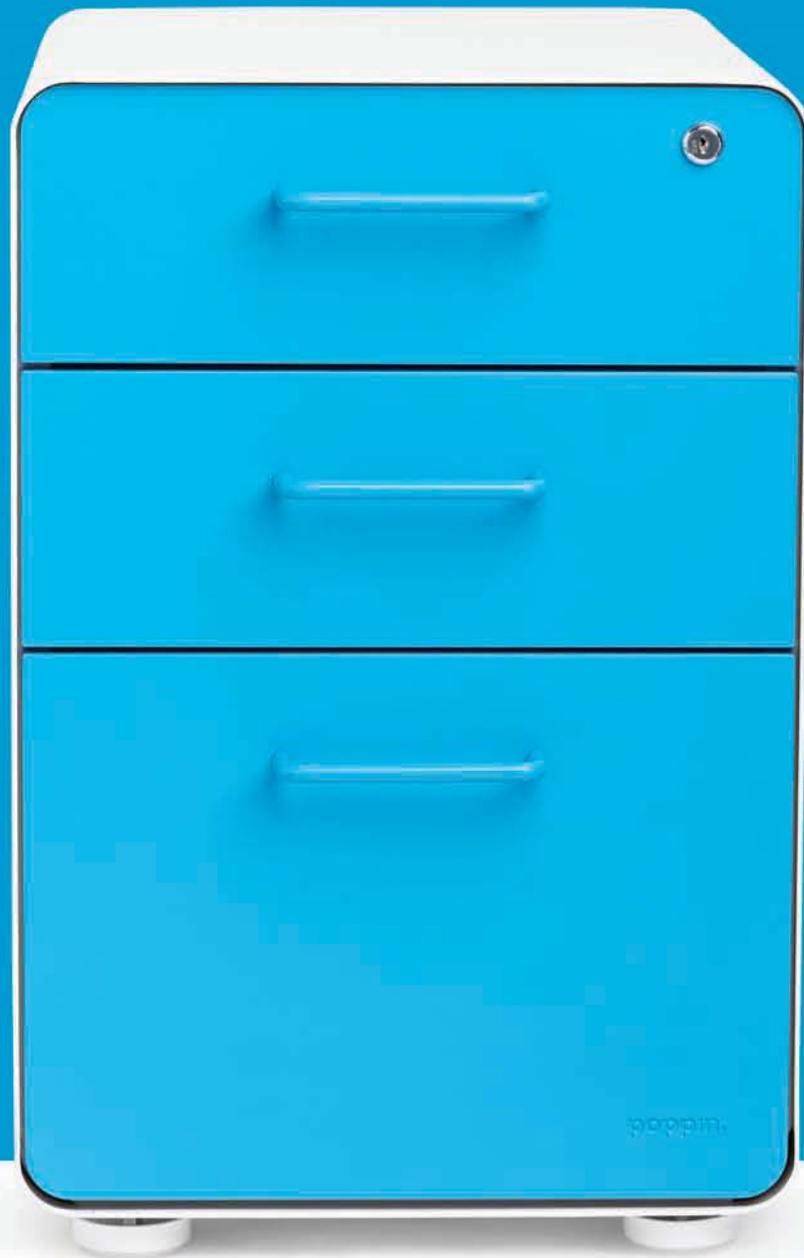
As you can tell, the idea of cultivating Emotional Intelligence is such a vital part in your success that you'll want to continue to study this topic and apply what you've learned. Your time and energy will be well rewarded when you begin to reap the emotionally, professionally and financially satisfying rewards of having a high EQ. 

Interested in more about this topic for yourself or to bring the idea to your company? International speaker Crystal Jonas helps you become more profitable through improved communication skills, emotional intelligence and employee engagement.

Visit her website at <http://crystaljonas.com> and Sign up for the free newsletters while you're there.

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