

BCS/INM NEWSLETTER

Vol. 7 – Number 1

BCS – John Barnes • INM – Tom Stevens

January 1, 2012

Happy January 1st

Here we go again – starting over at 1 – 364 days to go.

Congratulations

“If it is to be – it is up to me!”

ALP = Advanced Leadership Program

CLP = CommScope Leadership Program

ELD = Enterprise Leadership Development - CommScope

EMP = Executive Management Program

IMP = In-house Management Programs

MCG = Managing Change Workshops

PSP = Professional Sales Program

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Traveling

I have travelled to many places, but I have never been in Cahoots. Apparently, you can't go alone. You have to be in Cahoots with someone. I've also never been in Cognito. I hear no one recognizes you there. I have, however, been in Sane. They don't have an airport; you have to be driven there. I have made several trips there, thanks to my consulting work.

I would like to go to Conclusions, but you have to jump, and I'm not too much on physical activity anymore. I have also been in Doubt. That is a sad place to go, and I try not to visit there too often. I've been in Flexible, but only when it was very important to stand firm.

Sometimes I'm in Capable, and “what'shername” says I'm there more often as I get older. One of my favourite places to be is in Suspense! It really gets the adrenalin flowing and pumps up the old heart! At my age, I need all the stimuli I can get! I have not yet been in Conclusive – I don't think but I am not sure.

Seminars in 2012

Executive Management Programs

Class 39

- ▶ Week 1 – Jan. 23 – 27, 2012 ◀
- Week 2 – Apr. 16 – 20, 2012
- Week 3 – Jul. 16 – 20, 2012
- Week 4 – Oct. 15 – 19, 2012
- Week 5 – Jan. 21 – 25, 2013

Class 40

- ▶ Week 1 – Mar. 19 – 23, 2012 ◀
- Week 2 – Jun. 11 – 15, 2012
- Week 3 – Sep. 17 – 21, 2012
- Week 4 – Dec. 10 – 14, 2012
- Week 5 – Mar. 18 – 22, 2013

Class 41

- ▶ Week 1 – Jul. 23 – 27, 2012 ◀
- Week 2 – Oct. 22 – 26, 2012
- Week 3 – Feb. 18 – 22, 2013
- Week 4 – May 20 – 24, 2013
- Week 5 – Aug. 12 – 16, 2013

Class 42

- ▶ Week 1 – Nov. 12 – 16, 2012 ◀
- Week 2 – Feb. 25 – Mar 1, 2013
- Week 3 – Jun. 10 – 14, 2013
- Week 4 – Sep 16 – 20, 2013
- Week 5 – Dec. 9 – 13, 2013

To enroll participants in any EMP class or to obtain detailed information please contact Tom Stevens at 865-458-3429 or email him at – inmco@mindspring.com.

Chronological Calendar – - 2012

EMP 35/5 – JAN 16 – 20
EMP 39/1 – JAN 23 – 27
EMP 36/4 – FEB 06 – 10
EMP 37/3 – FEB 20 – 24
PSP 11/4 – MAR 05 – 09
EMP 38/3 – MAR 12 - 16
FMP 40/1 – MAR 19 - 23
EMP 39/2 – APR 16 - 20
EMP 37/4 – MAY 07 – 11
EMP 36/5 – MAY 21 - 25
EMP/40/2 – JUN 11 - 15
EMP 38/4 – MAY 25 - 29
EMP 39/3 – JUL 16 - 20
EMP 41/1 – JUL 23 - 27
EMP 37/5 – AUG 06 - 10
EMP 38/5 – SEP 10 - 14
EMP 40/3 – SEP 17 - 21
EMP 39/4 – OCT 15 - 19
EMP 41/2 – OCT 22 – 26
EMP 42/1 – NOV 12 – 16
EMP 40/4 – DEC 10 = 14

“Knowledge is power.” Francis Bacon

“There are no national boundaries to learning.” Japanese Proverb

Steven's Statement

The start of a new year is a good time to do management house cleaning. All companies, divisions, departments, etc. issue rules and regulations. They are called policies. At the time, they might have seemed reasonable and justifiable. However, few organizations have a process that regularly reviews these pronouncements to see if they are still relevant.

A suggestion – look at the policies/procedures you and your organization issued in 2011. Are they still relevant? Do they help or hinder your business? If you can't unanimously say that they help your business – get rid of them! One only has to look at the US government to see an example of over indulgence in rules and regulations that interfere with growth.

While you are at it take a long, hard look at your products. Are they still relevant? Should any be dropped from your menu of products? Do any need to be given a touch up and pushed harder in 2012? How about your R & D efforts? Any projects that should be dropped – any that should be intensified?

How about customers? Are there any that should be dropped from your list? That's right – dropped! Have you ever examined your customers to see if you lose money or make money on each sale? One of our clients discovered that they were losing money every time they sold to about 20% of their customer base. Explain to these customers you can no longer afford to lose money selling them products. Raise your price or ask them to give their business to a competitor.

Managers often get into things and find they are in over their heads. The University of California has done some interesting research. They have discovered that managers who have made unsuccessful decisions in the past tend to pour more time and money into the same unsuccessful decisions. Why? They have outlined several reasons –

- They believe future gains are possible.
- They are optimistic that they can turn things around.
- They are publically committed or identified with the project. Their ego involvement gets in the way.
- They hope they can get their investment back even if the project fails.

Escalating commitment is insidious – it creeps up on you and before you know it you are further committed. The US involvement in the Vietnam War is an example.

ACTION PLAN – Examine your policies, customers, products, research & development projects very carefully. What should you keep and what should you discard? When you do this, leave your ego outside the room. Remember the Glen Campbell lyrics – “You've got to know when to hold them and when to fold them.” Remember the dollar bill auction in week four – negotiations?

Should any of you have the managerial courage to try this process I would appreciate knowing what happened!

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“It is easy to be brave and have courage from a safe distance.” AESOP
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John's Jottings

Happy New Year! Just think, a fresh new year. What are your hopes, dreams and plans? Dare I ask, “What are your resolutions?” You do have them, don't you?

Did you know that experts tell us that most resolutions are broken before the first month is over? Wow! How discouraging. It almost justifies never making them in the first place.

However, Tom and I have a tool for helping you make your resolutions a success!

It's called the Success Chart. Those of you enrolled in our various programs will find a discussion of the Success Chart behind Tab 1 in your Management Handbook. For those who may not be in our programs or may have lost your Management Handbook, read on.

Step 1 - identify those 7 – 10 things that you consider most important for you to accomplish this year. Perhaps one is spend more time with you family. Or, learn a new management skill. Or, set goals and objectives with your direct reports. Maybe it is to give each direct report a performance review at least once per quarter. You know what your most important issues are. Jot them down.

Step 2 - post your list where you will see it regularly. Perhaps that place will be on your desktop or on your office computer. Maybe you will make it a note on your smart phone. Or maybe low tech works better for you. Just put them on a piece of paper and tape it to your bathroom mirror! Or on your desk. It's important though, to put the list where you will see it.

Step 3 - evaluate your current progress on your chosen items. Summarize your evaluation by assigning a number to each item. Keep it simple. We suggest the following for your consideration - 0 = no progress; 1 = some progress; 2 = substantial progress; 3 = achieved success. Be sure to write it down beside the item.

Step 4 - re-evaluate at the end of the month. Write down your score. When you achieve something, give yourself a 3, celebrate the success, and then replace that item with a new one for the remaining months.

Remember Abraham Lincoln's comment, “Always bear in mind that your own resolution to succeed is more important than any other one thing.” That's wisdom!

And that great philosopher Anonymous reminds us, “Many of life's failures are people who did not realize how close they were to success when they gave up.”

To achieve success remember these suggestions from the word itself: -

- S-set your goals and plot your course
- U-understand your own abilities
- C-create an environment of achievement
- C-call on others for encouragement and advice
- E-expect to make some sacrifices
- S-surround yourself with positive people
- S-strive for excellence

Tom and I wish you a new year filled with **SUCCESS!** Let us know how we can help!

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Watches

If you were in the market for a watch in 1880, would you know where to get one? You would probably go to a store, right? Well, of course, you could do that, but if you wanted one that was cheaper and better than most of the store watches, you went to the local train station! Sound a bit funny? For about 500 towns across the northern United States, that's where the best watches were found.

Why were the best watches found at the train station? The railroad company wasn't selling the watches. The telegraph operators sold them. Usually the telegraph operator was located in the railroad station because the telegraph lines followed the railroad tracks from town to town. The rail line had already secured the shortest distance between towns and the right-of-ways.

Most of the station agents were also skilled telegraph operators as that was the primary way they communicated with the railroad. They would know when trains left the previous station and when they were due at their next station. In fact, for a period of nine years the telegraph operators sold more watches than all of the retail stores combined.

A telegraph operator named Richard arranged all this. He was on duty in the North Redwood, Minnesota train station when a load of watches arrived from the East. It was a huge crate of pocket watches. No one came to claim them.

Richard sent a telegram to the manufacturer and asked them what they wanted to do with the watches. The manufacturer didn't want to pay for the return freight, so they wired Richard to see if he could sell them. Richard sent a wire to every agent in the system asking them if they wanted a cheap, but good, pocket watch. He sold the entire case in less than two days and at a handsome profit.

That started it all. Richard ordered more watches from the watch company and encouraged the telegraph operators to set up a display case in the station offering high quality watches for a low price to all the railroad passengers. It worked! It didn't take long for the word to spread and, before long, people, other than travelers, came to the train station to buy their watches.

Richard became so busy that he had to hire a professional watchmaker to help him with the orders. That person was Alvah. And the rest, as they say, is history.

Their business took off and they expanded into many other lines of merchandise. Richard and Alvah left the train station and moved their company to Chicago -- and it's still there. It's a little known fact that for a while in the 1880's, the biggest watch retailers in the country were train stations.

It all started with a telegraph operator - Richard Sears and his partner - Alvah Roebuck! Sears & Roebuck Co.

The Tennessee Preacher

An old Tennessee country preacher had a teenage son, and it was time the boy should give some thought to choosing a profession. Like many young men his age, the boy didn't

really know what he wanted to do, and he didn't seem too concerned about it. One day, while the boy was at school, his father tried an experiment. He went into the boy's room and placed four objects on his son's desk.

1. A Bible.
2. A silver dollar.
3. A bottle of Jack Daniels whisky.
4. A Playboy magazine.

"I'll hide behind the door," the old preacher said to himself. "When he comes home from school, I'll see which object he picks up. If it's the Bible, he's going to be a preacher like me, and what a blessing that would be! If he picks up the silver dollar, he's going to be a businessman, and that would be okay, too. However, if he picks up the bottle, he's going to be a no-good drunken bum, and Lord, what a shame that would be. And worst of all if he picks up that magazine he's going to be a skirt-chasing womanizer."

The old preacher waited anxiously, and soon heard his son's footsteps as he entered the house and headed for his room. The boy tossed his books on the bed, and as he turned to leave the room, he spotted the objects on his desk. With curiosity in his eyes, he walked over to inspect them. Finally, he picked up the Bible and placed it under his arm. He picked up the silver dollar and dropped it into his pocket. He uncorked the whiskey bottle and took a drink, while he admired the centerfold in Playboy.

"Lord have mercy," the old preacher whispered disgustedly. "He's gonna run for Congress."

Her Diary - His Diary

Dear Diary -

Tonight, I thought my husband was acting strange. We had made plans to meet at a nice restaurant for dinner. I was shopping with my friends all day long, so I thought he was upset at the fact that I was a bit late, but he made no comment about it. Conversation wasn't flowing, so I suggested that we go somewhere quiet so we could talk. He agreed, but he didn't say much. I asked him what was wrong. He said, "Nothing." I asked him if it was my fault, he was upset. He said he wasn't upset, that it had nothing to do with me, and not to worry about it. On the way home, I told him that I loved him. He smiled slightly and kept driving. I can't explain his behavior. I don't know why he didn't say, "I love you too." When we got home, I felt as if I had lost him completely, it was as if he wanted nothing to do with me anymore. He just sat there quietly, and watched TV. He continued to seem distant and absent. Finally, with silence all around us, I decided to go to bed. About 15 minutes later, he came to bed. But I still felt that he was disturbed and his thoughts were somewhere else. He fell asleep - I cried. I don't know what to do. I'm almost sure his thoughts are with someone else. My life is a disaster.

His Diary -

Motorcycle won't start. Can't figure out why.

"Women would rather be right than reasonable."

Ogden Nash
