



## Timely Information for Personal Success

### Personal Branding Quiz *How are You Doing?*

If you don't believe you have a personal brand, think again. Just by virtue of who you are, your brand exists in how people perceive, think, and feel about you in the workplace. Whether you have worked consciously on your personal brand or not, you may be making mistakes that can seriously undermine your career. The following is a quiz to help determine if you're committing some common errors:

**Do you work on easier tasks before tackling the tough ones?**

Successful personal brand builders define their priorities every morning and stick to them. You need to be fresh for the jobs that require more, so the best time to tackle them is first thing in the morning.

**Do you act like you understand something when you really don't?** Worried about looking like a fool, we often don't ask questions. The problem is, you may end up doing nothing because you don't know what to do, or you could do something that isn't appropriate for that particular task. Bottom line: Asking questions for clarification is actually smart!

**Do you underestimate the importance of proper eye contact?**

Proper eye contact is critical to your personal brand. Staring at someone (i.e. too much eye contact) makes you appear as though you're trying to dominate him or her, while looking down (i.e. too little eye contact) can appear as a sign of low self-esteem or nervousness. It's important to find a happy medium.

**Do you think that how you "look" to others only refers to your physical appearance or how your office looks?** Your brand extends to any area in which you come into contact with people. If you walked out to a parking lot with a well-respected top executive, only to discover that the back of his car was filled with empty soda bottles and fast food containers, his personal brand would be affected, wouldn't it?

**Do you ignore the importance of silence?** Without the rests in music, there would be no rhythm. Speech has rhythm, too. As a result, sitting back and listening is sometimes the best "sound" you can make. Done well, it can convey confidence, patience, and reflection.

**Do you fail to answer questions directly?** A direct question only has one answer. Vague, wishy-washy answers negatively affect your personal brand. Give a direct answer *first*. Then, explain your choice.

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### Fueling the Fire in Employee Performance

If managers want employees to be awesome with customers, managers must be awesome to their employees. The following are some strategies to do just that:

> **"Weed the garden."** The strategy here is to hire the best and leave the rest. If managers do not "weed the garden," the performance of the entire team will decrease. In addition, employees might be standing at the water cooler complaining about how tough their jobs are because of their co-workers who don't pull their own weight. And if they're grumbling, they're probably not focused on going the "extra mile" for the customer.

> **Resist the temptation to cut training in tough times.** Instead, employees must be

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## CLIP-N-SAVE!

[www.foodfit.com](http://www.foodfit.com)

# Healthy Recipe: Chicken with Garlic & Fall Vegetables

### INGREDIENTS:

- 2 tablespoons olive oil
- 1 pound skinless, boneless chicken thighs
- 1/2 cup white wine
- 1 large yellow onion, sliced
- 1 stalk celery, finely chopped
- 3 cloves garlic, minced
- 2 carrots & 2 parsnips (each: peeled, sliced)
- 1 bay leaf; salt & pepper to taste
- 2 cups chopped, canned Italian tomatoes

### NUTRITIONAL INFORMATION:

- Calories per serving: 335
- Protein: 23 g.
- Carbohydrates: 26 g.
- Sodium: 363 mg.
- Fat: 16 g.
- Saturated fat: 3 g.
- Fiber: 5 g.



### DIRECTIONS:

① Heat olive oil in large skillet over medium-high heat. While oil heats, season chicken with salt & pepper. Add chicken to pan and brown on all sides. As chicken browns, transfer to plate and set aside. ② Add wine, let it boil rapidly for one minute and then stir to remove any browned bits stuck to pan. ③ Turn heat to medium and add onion & celery. Cook about 5 minutes. Add garlic and cook for 2 more minutes. ④ Return chicken to skillet and add remaining ingredients. Adjust heat so mixture simmers slowly. Place lid loosely over skillet. Cook until chicken is completely tender, about 25 minutes. ⑤ Serve chicken & vegetables in warm bowls.

**Serving size:** 1 bowl with chicken and vegetables.

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## Fueling the Fire *cont'd from Page 1*

viewed as assets. Employees will work hard for companies that make an investment in them, and training can be an inhibitor to job turnover. However, if you have higher turnover relative to competition you will have lower customer satisfaction.

> **Celebrate the small successes.** Don't wait until the end of the month or the end of the year to note the good things going on in your workplace. More frequent acknowledgments will not only recognize those people that are going the extra mile, but encourage others to do the same.

> **Give employees the tools they need to do the job.** One company had catalogs with information that quickly became obsolete. As a result, the firm put all of its catalogs, as well as current pricing information, on CDs and equipped their field personnel with laptops. This allowed the workers to give accurate product and pricing information to the customer on the spot. ❖

*Source: Howard Hyden, keynote speaker and founder of The Center for Customer Focus. To find out more, check out [www.howardhyden.com](http://www.howardhyden.com).*

## Personal Branding Quiz

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**Do you fear feedback?** You can't develop a personal brand unless you receive feedback to find out how your brand is working. *Asking* for feedback says to others that you're a professional, and that you want to improve. Conversely, *giving* useful feedback is also powerful, especially if you want to be a leader in your organization.

**Do you believe that if a job isn't 100% perfect, it isn't done?** Most of the time, a job done roughly 80% well is done well enough. People who don't believe this are often spinning their wheels, trying to make changes that won't make a difference in the long run. At the same time, those who adhere to this adage are finished with the original project and moving on to the next one. Are you an absolute perfectionist that can't let go? Or, do you know when to move on to the next job? ❖

### Scoring

If you have 1-2 "yes" answers, well done! You obviously have a strong personal brand, but keep working on it until you reach a score of "0."

If you have between 3-8 "yes" answers, the good news is that you've uncovered opportunities to strengthen your personal brand. Choose one or two areas that you think could make the biggest difference in your brand, and create a plan to change those behaviors.

*Source: Brenda Bence, certified executive coach, and author of How YOU™ Are Like Shampoo, a start-to-finish book for defining, communicating, and taking control of your personal brand at work. For more information, visit [www.howyouarelikeshampoo.com](http://www.howyouarelikeshampoo.com).*

## Tips to Upgrade Your Life!

1. Make goals realistic and achievable.
2. Don't be afraid to make changes in your life.
3. Stop using material possessions to make you feel better.
4. Start crossing off things on your bucket list.
5. Learn to live in the present. ❖

*Source: Alexander Green, author of The Secret Shelter Island: Money and What Matters.*