

*Entelechy's Newsletter for Trainers, Managers, HR Professionals and Others
Responsible for the Performance of Others*

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DIFFERENTIATE YOURSELF

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“We don’t have what you need.” How many times in the past six months have you consciously turned away business? In the last six months, we’ve referred over half of our potential clients to other companies because, based on our consulting experience, training was NOT what the client needed to increase performance.

When I shared this “strategy” with my marketing consultant, she was shocked. It took a couple of minutes to explain why this was a win-win for both Entelechy and the potential client. The client, of course, is provided with more appropriate resources to help address his/her performance issue. However, the benefits to Entelechy are less obvious, but they are equally important:

- Client satisfaction; Entelechy gains a reputation as being first and foremost interested in the client. Always at the short-term expense of a sale.
- “Guaranteed” success; we only solve performance issues that are caused by a lack of skill or knowledge (that’s about all that training CAN address!). We don’t try to train people who aren’t performing because of inadequate compensation or because of unclear expectations. Therefore, all of our training results in measurable increases in performance. (That’s why we can smugly offer an unconditional guarantee with our training; we stack the deck by only doing training that we know will result in performance increases.)

- Better relationships/broader expertise; because we can provide the client with the resources they need to address their specific performance challenges, clients tend to call us for other resource needs.

Want to differentiate yourself? Try turning away business. If you can help clients identify their needs, and how they can best address them, you become an invaluable resource working side-by-side with your client. And in this competitive environment, if you are not working side by side with your client, chances are that one of your competitors is!

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TURN UNPRODUCTIVE MEETINGS AROUND

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Someone said that meetings are where minutes are taken and hours are lost. If meetings you hold or attend seem pointless, boring, and non-productive with little or no action resulting, take heart, you can turn them into enjoyable productivity sessions.

Most unproductive meetings are the result of poor planning and lack of clarity. Some meeting planners don't see the cost associated with "getting together". If, for example, your staff of 8 meets weekly for an hour and half of that time is less than productive, you've wasted \$6240 (assuming a per attendee cost of \$30/hour) this year!

If unproductive meetings are bad, no meetings are worse. Groups and departments need to communicate and work out problems; the meeting can be the best forum for communication and problem solving. If it's done correctly. Follow these simple rules to turn unproductive meetings around:

1. Consider alternatives to face-to-face meetings:
 - Memo/e-mail
 - Conference call (with e-mail prereading)
 - Videoconference
 - Web conference
2. Test the need for more/fewer meetings.

3. Establish the objectives of the meeting.
4. Plan well in advance, sending out an agenda and prework as appropriate.
5. Prioritize agenda items and estimate time required for each item.
6. Target the participants who should participate; clearly identify roles (what will each participant contribute or gain?).
7. Start and end on time.
8. Set discussion norms and clarify what happens to ideas that don't fly.
9. Take minutes of important discussion and action items; summarize and distribute.
10. Enforce follow-up.
11. If you are a meeting participant, what will you contribute? Do you need to be there for the entire meeting? Can you work on other materials without disturbing others?

(This information comes from *Time Mastery for Managers*, a module in Entelechy's High Performance Management program. For more information, check out <http://unlockit.com/HPM-TMM.htm>.)

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I NEED SOME HELP FROM AN HTML PRO!
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Entelechy would like to upgrade its newsletter from plain text (as you're receiving it now) to HTML format. Rather than turning to internal staff, I'm opening up an opportunity for you, faithful reader.



I would like to pay someone for a spiffy, easy-to-use, template for Entelechy's newsletter. I'd like to be able to modify the newsletter template and send out the newsletter without additional support; therefore, the template needs to be easy to use.

If you are interested, please send samples and pricing to ttraut@unlockit.com.

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MAILING AND PRIVACY INFORMATION
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If you would like to automatically receive this free newsletter please sign up by clicking <http://unlockit.com/thekey.htm> and register your email address. Entelechy will not sell, rent, or otherwise provide anyone else your membership information for any reason. Period.

If you decide at a later time that you would like to be removed from our mailing list simply click on <http://unlockit.com/optout.htm> to be removed immediately from our mailing database. (If you have trouble with the opt out link, please send an email to me directly at ttraut@unlockit.com and I'll personally remove your name.)

Send this email to your friends and colleagues who may be involved in training and the performance of others and could benefit from FREE performance tips, tools, and techniques.

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