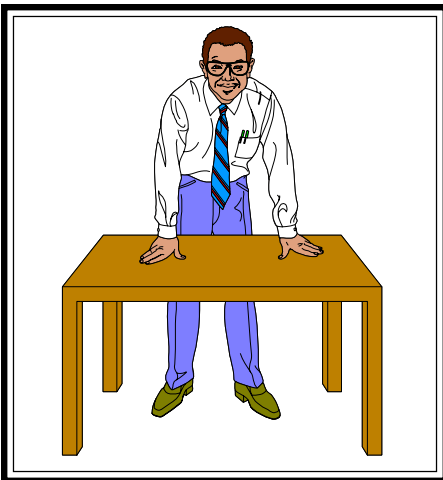


Positiv!

Atlanta's Foremost Spiritual, Motivational, and Professional Managerial Information Source

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Meetings

Here's a Tip on Meetings:

Merck & Co., Rahway, N.J., uses stand-up meetings with a 20-minute time limit for peer review of proposed projects.

To emphasize that you don't want long-winded presentations, you might want to consider an occasional stand-up meeting.

Source:

Industry Week
1100 Superior Ave.
Cleveland, OH 44114

Managing

Understanding Young Workers:

With more and more younger workers on the scene, managers need to understand what turns them on and off. Here's a list prepared by the authors of *Twenty-*

something: *Managing & Motivating Today's New Work Force:*

Turn-ons

Recognition and praise.
Time spent with managers.
Learning how what they're doing now is making them more marketable.

Opportunities to learn new things.

Fun at work-structured play, harmless practical jokes, cartoons, light competition, and surprises.

Small, unexpected rewards for jobs well done.

Turn-offs

Hearing about the past-especially yours.

Inflexibility about time.

Workaholism.

Being watched and scrutinized.

Feeling pressure to convert to traditionalist behavior.

Disparaging comments about their generation's tastes and styles.

Feeling disrespected.

Source:

Twenty-something, by Lawrence J. Bradford and Claire Raines
MasterMedia
16 E. 72nd St.
New York, NY 10021

Equipment

More on Answering Devices:

Another critic of automatic telephone answering devices for companies has joined us in suggesting that companies return to a live voice to direct inquiries.

Doris Walsh, president of a company that publishes newsletters about international consumers, points out that it's especially frustrating for people using English as a second language to cope with four-minute sequences of pushing buttons.

She suggests that sales representatives give their direct number to clients but have a human being answer the general business number, which new prospects are most likely to call.

She recommends including extension information on business cards, advertising, direct mail, and every possible communication vehicle.

Walsh explains that it's difficult for the average caller to know the difference between the "customer service department" and "need more information" selections.

Suggestion: Call your own number. Pretend that you don't know the name of the person you want to reach.

Walsh humorously suggests that there should be another choice for people: Touch 9 to terminate the relationship with this company.

Source:

HotLine, Newsletter Publishers Association
1401 Wilson Blvd.
Arlington, VA 22209.

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