
The Nielson Report

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THE NIELSON GROUP
COACHING ORGANIZATIONS FOR BREAKTHROUGH PERFORMANCE

Collaborating For Results

[Part 1 of a 3 part series on Collaboration]

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it is the only thing that ever has.”

— Margaret Mead

Imagine an acoustical engineer, an electrical designer, a pilot, and a manufacturing engineer in a computer-generated virtual environment putting their heads together, running jet engine simulation to offer their expert opinions on what they see. This is collaboration, and it is happening everywhere people think together about the same problem, situation, or goal. The technology for collaboration, created at the National Center for Supercomputing Applications Simulation, is being applied in industry to areas of scientific visualization, manufacturing design, rapid prototyping, and education.

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Are YOU maintaining a positive attitude at work?

Maintaining A Positive Attitude In The Workplace!

If you want to become or remain a positive force in the workplace, you need a strategy. Follow the suggestions below to get yourself on your way:

- ◆ Ask three people you consider positive forces how they maintain their attitudes.
- ◆ Survey your use of language, and change it when necessary. This includes inner talk and outer talk. Change your negative words and thoughts into positive ones.
- ◆ Surround yourself with as many positive people as possible.
- ◆ Appreciate yourself. Accept yourself for who you are, not who you ought to be.
- ◆ Don't worry about something that has already happened. If there is a lesson to be learned, learn it and move on.
- ◆ Accept that you are going to make mistakes.
- ◆ For one entire day, commit yourself to using all of your energy to be positive.
- ◆ Realize that how you feel about something is your choice.
- ◆ Take charge of your life, and give yourself credit when you do.

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— Adapted from *The 6 Success Strategies for Winning at Life, Love & Business* by Wolf J. Rinke

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In a competitive environment, collaboration is critical to innovation, inspiration, and speed.

Collaboration is a way of energizing people to work and think together. It is the exploration of multiple options from various perspectives.

Collaboration is the process of people thinking and working together to discover ways to solve problems; address complex or cross-functional issues; improve processes, products or systems; or invent new ones.

Creative, collective thinking applied to work we do leads to examination of how we do it, and how we can do it better. This means



discovering new ways that are better, simpler, more efficient, or faster. You will discover many advantages to getting the individuals within your organization to collaborate with others and share their individual thoughts for greater collective thoughts. The benefits are enormous. In the words of Dee Hock, founder and CEO emeritus of VISA USA and VISA International, “Given the right circumstances, from no more than dreams, determination, and the liberty to try, quite ordinary people consistently do extraordinary things.” With collaboration, the whole is not the sum of the parts. The whole is exponentially greater than all of the parts. Individuals join the cooperative effort by polling their personal resources for superior results.

The Benefits of Collaboration

Shared knowledge earns knowledge in return, and polled knowledge consistently leads to better outcomes. In the information era, sharing information is important because it leads to understanding and keeps you in the loop of what is happening. Sometimes just being in the know opens a wider range of opportunities for action.

When problems are complex, seemingly insurmountable, or just frustratingly difficult to solve, answers and breakthroughs are more likely to be discovered through a collaboration of diverse capabilities or divergent viewpoints.

Continued on next column –

The process of collaboration can transform conflicting points to common goals. Collaboration provides an abundance of ideas and options in a short period of time. Searching for new and better ways in today’s morass of possibilities is more than one mind can handle, or at least more than one mind can handle as well, in the same time frame. There are countless tasks and complexities that are beyond the capability of one person alone which can be handled by the concentrated efforts of many.

There are three additional reasons for collaboration:

First: Collaboration will help improve production and product quality. Many can accomplish what one cannot.

Second: Collaboration frequently provides better results in shorter time frames.

Third: Improved products and higher levels of productivity, and processes without bottlenecks will contribute to increased profitability.

Even workers who do the same job, but do not ordinarily work together can benefit from sharing tacit information. This is the kind of information that is often not written anywhere, but learned through experience and passed by word of mouth. The knowledge of how to perform tasks they all do separately can be profitably shared. The result is that each party in this collaboration gains personally from the collective knowledge of the group.

Is your team, workgroup, association, or company utilizing collaboration effectively?

[In our next issue we will focus on the *Rules for Collaboration* and part three will focus on the *Three C’s Of Collaboration*.]

Need help with effective collaboration?

Contact The Nielson Group today at
972-346-2892 or e-mail us at:
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Only those who risk going too far will ever know how far they can go.

— Author Unknown

How To Protect Yourself From Credit Card Fraud

When another person succeeds in using your credit information to commit credit fraud, it can cause a lot of hassle in your life. So how do you protect yourself?

Here are a few tips on how to avoid becoming the victim of this type of crime:

- ✓ **Periodically review your credit reports.** There are three main credit bureaus. Order your credit report from each of them at least once a year. Request copies of your credit report from TransUnion (800.680.7289), Experian (888.397.3742) and Equifax (800.525.6285).
- ✓ **Properly discard documents.** Cut up, shred or otherwise destroy credit card statements, bank statements, pre-approved credit offers or any other documents that contain your personal information. Destroy credit card receipts, too.
- ✓ **Limit identification pieces.** Carry only essential identification pieces in your purse or wallet, backpack or car. Do not carry your Social Security card or your birth certificate with you unless absolutely necessary.
- ✓ **Limit the number of credit cards you carry.** Try to only carry one or two.
- ✓ **Memorize your PIN and password numbers.** Do not write them down.
- ✓ **Make and keep copies of credit account and bank account numbers in a secure place.**
- ✓ **Guard your personal information.** Don't give out credit card or Social Security numbers to people you don't know.
- ✓ **Do not have your Social Security number printed on your checks or driver's license.**
- ✓ **Monitor employees account activities** for unknown charges, withdrawals, or use.



— Adapted from the TransUnion Website

Motivational Quote

Don't base your success; success of your life, on other people's expectations. View success the way you want it to be and set a course to make it happen.

— Gary Sorrell



ONE MINUTE IDEAS

Carry On

Nothing in the world will take the place of persistence. Talent will not; nothing is more common than the unsuccessful person with talents. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan "press on" has solved and always will solve the problems of the human race.

— Calvin Coolidge, 30th President of the United States

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First Impressions Count

A recent study reported that 40% of Internet users in the U.S. changed their opinions of brands due to information they gathered online. This data is reinforcement that it's more important than ever to make sure that the image you are portraying online, and especially in your e-mail marketing, is an accurate reflection of your brand. Here are a few areas to consider when analyzing your brand reflection in your email marketing?

Design – Is the overall look of your e-mail messages appealing? Do your e-mail campaigns "look" like they fit with the rest of your marketing material? Do your e-mails have the appropriate colors, images and format to make a positive impression on your audience?

Subject Line – Is the subject line of your e-mails reflecting your brand and personality? Make sure that the words you use in the subject line are carefully chosen. This is the first statement your audience will read!

Content – Is the content in your e-mail campaigns worthwhile and interesting to your audience(s)? Poor content erodes your brand. If you send your constituents poor content, they connect your brand with the quality of the content.

Utilities – Can your audience interact with your e-mails easily and consistently? Items like changing preferences, signing up, forwarding the e-mail and unsubscribing all are a reflection of your brand. The easier your e-mail is to work with, the easier your organization is to work with.

Remember, first impressions count. In person, online, and even in your email marketing!

– Adapted from Opt-In news e-mail marketing research



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