

# The Enerpace PaceSetter

News as Individual as YOU are!

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July 2015

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Dear Subscriber,

Did you do it? Did you get your "homework" done from last month's *PaceSetter*? Got that vacation scheduled yet?

I can report in that I have successfully completed my homework. Last month, Maria and I started in San Diego and worked our way North to Los Angeles for the annual alopecia conference.

And thanks to YOUR generosity, Maria raised \$3,570 and came in 4th place overall. As I promised, a photo from the conference is below. Thank you, thank you for your support!

This month, we're highlighting a bunch of great articles we've found on a whole potpourri of topics.

We hope you find them as valuable as we did -

Elene

p.s. Our "Tortoise & the Hair" Walk-a-thon raised an-all-time record of \$54,000 and "Team Maria" contributed \$3,570 with YOUR support. Thank you! Maria also got to visit with NBA star Charlie Villanueva (below). He reminded the kids that they may have alopecia, but alopecia does NOT have them! He's certainly a great role model and living proof of that statement.

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## Upcoming Events

(All listed in Central Time)



**"Ask The Experts: Communication Tips for Telephone, Video, or In-Person Interviews"**- St. Raphael's Career Transition Group - Saturday, 8/22 9 a.m.  
[Details](#)

**"Turn Your Accent into an Asset!"** - UCWBG September Webinar, Friday, 9/11/15 @ 12 noon CT  
[Details](#)

Our new partner, the [Quality Training Institute\(QTI\)](#) offers a variety of courses for professional development and career growth including Enerpace workshops.

And, QTI is offering Enerpace Subscribers a 15% discount on all upcoming courses. To take advantage of this, use promo code: enerpace71983 when registering. This code expires 9/31/2015.

Click [here](#) to learn more about QTI and the upcoming workshops and events. There are some new ones starting in September!

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## Leadership Learnings

***How to Lead Stupid People***  
Anil Saxena, *Linked 2 Leadership*

Before you decide that your employees are not capable, look at your leadership skills. Your team is only as good as the leader!



Ask yourself the key questions provided to make sure you're positioning your team for success.

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## Career Management Corner

***How to Get Your Colleagues' Attention***  
Amy Gallo, *Harvard Business Review*

It's summer time. Getting co-workers to concentrate and follow through can be difficult - especially when folks get distracted by the great weather and want to get out of the office early! We do too!

So, how do you get your colleagues to listen? Start by filling in the blanks with the steps provided to get

your requests responded to as quickly as possible.

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## Business Building Blocks

### *How a Simple Story Can Improve Your Business*

Tim Berry, OPENforum



Need to create your business strategy? This article describes a simple way to work through the process.

Why make it more difficult than it has to be? Come up with the

compelling story about your business and differentiate yourself today!

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## Enerpace News

1. In the article, "25 Lead Generation Ideas from the Pros," Enerpace offers some advice in tip #24 about productive strategic alliances.

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2. Need some negotiation tips from other small business owners and entrepreneurs? Here are 36 ideas to try - and ours is at #11!



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3. Our newest alliance partner, the Quality Training Institute, has published Enerpace's article, *A Balanced Life: What is it?* in their Article Library. Be sure to check out their broad catalog of classes and seminars on a wide variety of business and career management topics.

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4. Do you watch videos on websites? In our June newsletter, we conducted an unofficial and unscientific survey asking just that question! We were curious to see if those in our network really took the time to watch videos. We keep hearing that we "must" use video, but is that what our connections really want? Is this something that we should be providing in our newsletter, on our website and LinkedIn page?

Here's what we found...

A. When asked whether you watch videos:

- 27% - yes
- 29% - no
- 53% - sometimes

Most of the comments revolved around having the time to watch videos, since reading is much faster. Others were concerned about disturbing co-workers with the volume of the videos. Some just said they prefer reading.

Bottom line- for those that might watch a video, it definitely needs to be of interest, short, and load quickly.

B. What's the ideal length of a video?:

- 40% - 30 -60 seconds
- 27% - 1-3 minutes

C. What kinds of information do you want to see in a video? Descriptions of products, company events, career strategies, branding, sales, networking, product demonstrations, and anything that would benefit with a visual!

D. Does age make a difference? 94% of those who responded were over age 41. Perhaps that's why folks were ambivalent about video?

So, we're glad we asked! And, if you completed the survey - thank you! Perhaps you can use this information to help your marketing efforts too?

There's still time to participate if you wish, since we've left the survey open. Click on the survey link below to answer 5 quick multiple choice questions. If we get a lot of new replies, we'll update our results in next month's issue of *The PaceSetter*.

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## **Windows 10 Advisory**

John Becker, Medical Office Systems, LLC



We've been talking about whether we should install Windows 10 at Enerpace.

Read on to see

what our July expert has to say on the subject. Let's just say we here at Enerpace will be NOT be jumping on this bandwagon any time soon!

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## **Cool Tools**

### ***Export Linked In Connections***

We all have valuable connections in our LinkedIn accounts. There's great value in that "relationship capital" we've worked hard to create over time.



Did you know there's a way to back up those connections and save them into your own email system or CSV file? Well you can! Read on to learn how.

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## **Great Books**

### ***Triggers: Creating Behavior That Lasts-- Becoming the Person You Want to Be***

by Marshall Goldsmith and Mark Reiter

Everything doesn't always go as planned and the "triggers" in our lives can send us in the wrong direction.

We've been recommending this book frequently, since there's great wisdom inside from Marshall Goldsmith, the author of the wonderful book "What Got You Here Won't Get You There".

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## Quotes You Can Use

*"One loyal friend is worth ten thousand relatives."*

Euripides  
(480-406 BC)  
Ancient Greek Playwright and Poet

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