ENTREPRENEURIAL

CENTER OF NORTHWEST CONNECTICUT

November 2017 Newsletter

Small Business Series

Making the Most of 'Small Business Saturday' for Your Business

Monday, November 13th
6:00-7:30 PM
Mad River Lofts, Building 2
10 Bridge Street, Winsted, CT

CLICK HERE TO REGISTER

- Create incentives to boost your foot and online traffic
- Learn more about American Express Small Business Saturday 101
- Collaborate with other local shop owners to strengthen your marketing outreach

Seth Duke is a marketing and communications executive with 10 years of experience working with small for profit and nonprofit businesses in NW Connecticut. He has served on the Board of Directors of several organizations including The Hispanic Coalition of Greater Waterbury and is currently Marketing Director at O&G Industries - one of the largest construction companies in the country. Seth is a member of SCORE and is a Certified Business Mentor.

Managing Employees - Human Resources & More!

Tuesday, December 5th
6:00 – 7:30 PM
The Roberts Tax Group,
49 Main St. Unit 2, Torrington, CT

CLICK HERE TO REGISTER

What do I need to do before I hire an employee? How much does it cost, what questions should I ask? How do I start to create an employee handbook or policies and procedures?
If you are looking to hire or develop a better system for managing your employees, join this session to learn about some of the keys when it comes to Human Resources Management within your small business.

Jenn Marecki is a graduate of the University of Connecticut with a Bachelors of General Studies focused on Sociology and Communications. Jenn brings 20 years of business experience including Human Resources Consulting for Fortune 500 Companies to her small to mid-sized clients. Jenn has filled roles such as Broker, Staffing and Recruiting Manager, Compliance Leader, Employee and Labor Relations Manager, Operations Director, Vendor Negotiations Manager, Project Management and more.

Peter Callahan is a Professional Coach and the Founder of Fresh Perspectives, where they believe that everyone is capable of generating the relationships and results they want. Peter loves to empower leaders, students, and entrepreneurs to discover and act on their values, meaningfully connect with others, and find fulfillment in their work and lives.

In Partnership with

Town of Winchester
ECONOMIC DEVELOPMENT COMMISSION

Northwest Connecticut CHAMBER OF COMMERCE
Business Working Together

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FRIENDS OF MAIN STREET WINSTED

We want your feedback! What programs are you most interested in for 2018?

Your Most Powerful Forgotten Weapon: *Gratitude*

Forbes Leadership Forum
This article is by David Horsager, author of The Trust Edge

A recent study by Bersin & Associates underscores the bottom-line implications of saying thank you in the workplace. It reveals that companies that "excel at employee recognition" are 12 times more likely to enjoy strong business results. If you aren't already a believer in the thank you economy, just think about what it can mean to your business if you embrace the power of gratitude.

My own academic research on trust has revealed not only that gratitude makes a difference but that people don't require big gestures, just heartfelt ones. Simple

but genuine thank-yous or small, handwritten notes of appreciation can mean the world to people. So if it's so easy, why don't we do it more often?
When it comes to business, I think we fall into the trap of not seeing people when we work with them. We take them for granted and just assume they don't need a show of gratitude. This oversight can have huge consequences, particularly if you're the boss.

For instance, my friend Tony completed a project that saved his company tens of thousands of dollars a month. It also cut a process that used to take almost two days down to three hours. Considering the bottom-line significance of Tony's project, you can imagine his confusion when nothing was said after its successful implementation. At the first staff meeting afterward, his manager quietly slid him a box that held a standard item the company gave to recognize a job well done. But no one said anything, then or later.

Tony told me that as little as a handshake, a word of appreciation in private, or a pair of movie tickets would have meant more. But the silence hurt. He responded by leaving the company and starting his own successful business. I doubt that many organizations can afford to lose their Tonys simply because they've fostered a culture of silence instead of gratitude.

On a personal level, what are the qualities that attract you to another person? When I ask this question during speaking sessions, I often hear words like charisma, kindness, or physical appearance. The audience is usually surprised when I tell them that the most magnetic trait is not charisma or even a smile but gratitude. In fact, if you think about it, chances are good that the people you like and respect the most—both personally and professionally—have no problem showing their appreciation.

In business we're drawn to people who acknowledge our contributions. When those people hold leadership positions, you can see the trickle-down effect on the company as a whole—all the way down to customers. When managers and employees know that company leaders value gratitude, those who serve customers on the front line show appreciation more readily. And we know that the customer who feels appreciated won't hesitate to return.

Knowing that gratitude comes with so many benefits, why do we still struggle to express it? I think we often assume that we do more than we do, or we tell ourselves that it's not worth the effort. If that's where you're coming from, then I have three suggestions to help get you out of your gratitude rut.

1. Take a few minutes each morning to make a list of three to five things you appreciate. This requires only a moment and it helps you cultivate a habit of gratitude. When we're caught up in our day-to-day routine, we easily overlook the people and things we appreciate. A daily reminder can give us a much needed happiness boost while also putting us in the gratitude mindset.

2. If you deal with employees, find ways to personalize your appreciation. The method of appreciation or the person who extends the gratitude can make a big difference. For example, some people value acknowledgement before a group, while others prefer a one-on-one thank you. This extra effort demonstrates that showing gratitude isn't just a routine for you. It makes a difference when people see that you care about what matters to them.

3. Leave yourself open to feedback. Part of expressing gratitude means also hearing what the other person has to say. One of the reasons we get frustrated with gratitude is because when we do show appreciation we don't always get the response we expected. An underwhelmed response to your display of gratitude can have several causes. The primary one might surprise you: lip service. If you show gratitude to someone who feels it's not genuine, the gesture will fall flat. If I as a manager thank an employee for doing a great job but ignore his feedback about ongoing issues, it rings a little hollow.

When we make the effort to adopt gratitude year-round, the results can prove astonishing. Few things stick in our minds like those moments when we learn that people appreciate our efforts or we acknowledge how others have helped us. I promise that when you make the effort to make gratitude a central part of how you think and act, you won't be disappointed with the results.

Interested in our Mentoring Program?

If you are a business looking for support from someone in your industry
OR
An established business willing to provide mentoring and coaching....

PLEASE let us know and we'll get you teamed up!

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