

Performance Boosters for the New Year

By Roberta Chinsky Matuson

The last bottle of champagne has been uncorked and the time has come to put those New Years Resolutions into action. Where do you begin when your list appears to be unmanageable?

Identify your priorities - Have you ever noticed how the same things keep popping up on the New Year's resolution list? These items appear to have little impact on your business or you would have done something about them a long time ago. Pick one or two items on the list and promise yourself you'll move these true priorities forward. Now post this list as a reminder of where you will focus.

Reinvest in your organization - I recently looked around my home only to realize that things were falling apart due to lack of attention. In retrospect, it would have been less costly to do some preventative maintenance. I see the same things happening in organizations where it's been quite some time since employees have been nurtured.

Economic indicators support the notion that the recession is behind us. Hiring will soon follow. Invest in the infrastructure and your people and you'll be on your way to repairing the damage that has been done when you weren't looking. Provide opportunities for your employees to upgrade their skills and reward those who do so consistently.

Remove the dead weight - Are there people in your organization who have been coasting for some time? Is their work ethic starting to impact those around them? Do yourself and the employee a favor. Transition them out of the organization. You'll find it comforting to know that most people who are fired, wind up in a better place. This move will free you up to add bench strength to your team and will reenergize those who have been questioning the leadership of the firm.

Break from the pack - How liberating it must be to be a company like Facebook or Apple. You can take risks and innovate while others



I love the New Year! It's a time of hope for many. However, I'd be remiss if I didn't remind you that hope isn't a strategy. In this month's newsletter I'm sharing specific ways you can develop a workable strategy to boost profitability in the New Year. I strongly recommend picking one or two ideas and moving them forward in a big way. This laser-like focus will help you achieve sustainable results, for years to come.

We have so many new things in store for our clients in 2011 that we've decided to roll out the good news a little at a time so that we don't overwhelm people. January begins with the North American launch of my long awaited book, *Suddenly in Charge: Managing Up, Managing Down, Succeeding All Around* (Nicholas Brealey, January 2011). You can now click on the above Amazon link and search inside the book. We'll have the bonus chapter up on our site shortly. However, if you can't wait and you'd like to read it now, send me an e-mail and I will e-mail a copy within 24 hours of your request.

spend their time trying to catch up to you. But what if you could create an environment where workers feel safe taking risks? What would that look like? How would it feel? What could you accomplish?

You might create a product others have only dreamed about or build a brand as strong as Nike. You could accomplish some amazing things and thrive, which sounds a lot more exciting than spending all your time trying to survive.

Reassess your processes - When is the last time you've taken a close look at your processes? If you can't recall the date, then it's time to assess the way work gets done in the organization. By examining the way you approach particular tasks, you could find a more efficient method of performance.

Outsource - The rules of business are changing so quickly. But one thing that hasn't changed is the need to remain focused. Why are you managing your own website if you are not in the business of web design? Are you involved in every decision in the company even though you have no expertise in particular areas? Find trusted partners who can handle these matters so you can turn your attention to areas directly related to your core business.

Implement one or two of these suggestions and you will be well on your way to having a healthy and profitable New Year.

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Here is some of the buzz that is being said about this book:

"You must pre-order this book today-must read for any small business owner!"

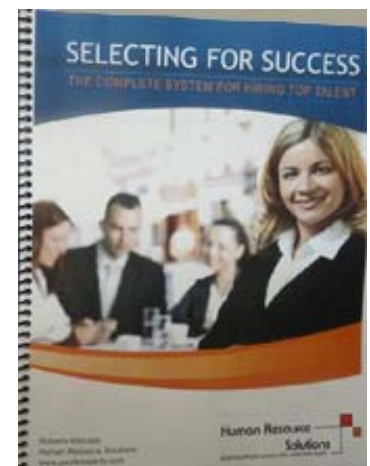
-Peter Rinning, Owner and CEO of QRSTs

"Suddenly in Charge is a must-read playbook for the new manager.... Delivered in a unique and creative way, Roberta Matuson equips the new manager with practical tools and examples that set their course for success in all directions."

-Barbara Callan-Bogia, Vice President, Organization Development & North American Retail Human Resources, Office DEPOT

Stay tuned for our next announcement regarding ways you can bring **Suddenly in Charge** right into your organization.

- Roberta



Check out our latest product offering for business owners and hiring managers who are seeking to slash expensive employee turnover. **Selecting for Success: The**

Complete System for Hiring Top Talent is now available for purchase.



From our Blog Rolls



The Management Escalator:
[Will 2011 Be Your Best Year Ever?](#)

Generation Integration
Uniting Boomers,
X-ers and Millennials
in the Workplace

[Momentum...How to Get Moving Again](#)

Social Media Links



We've added new speeches to our lineup! **[Click here](#)** to view what's new. We are currently booking dates for 2011 keynotes and presentations. To ensure you get the date you need, don't delay. Give us a call today or e-mail us to lock in a date.

Roberta is heading back to

Washington, DC. The Treasury Executive Institute is going to host Roberta for a keynote and book signing event for **Suddenly in Charge** in early 2011. Roberta will also present **Winning Outcomes: Using Influence to Get Others on Your Side** for members of the Employer's Association of the NorthEast. We'll announce more happenings as soon as arrangements have been finalized.

Media Sightings

"Consulting Society Business Predictions/Advice for 2011"

Expertclick.com, Dec. 1, 2010

[Click here!](#)

"Contingency Plans" *HR Executive Online, Dec. 1, 2010*

[Click here!](#)

"The Six Common Mistakes of New Bosses" *Manufacturing Weekly, Nov. 16, 2010*

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Recently Published Articles

Would you like to have Roberta guest blog or write an article for an upcoming publication? [Contact us](#) and we'd be happy to make that happen.

Roberta has recently been invited to share her thoughts as a [guest blogger](#) for [BNET](#) as well as the Christian Science Monitor's New Economy Blog, which will appear later on this month. She will also be contributing articles to British Airways Business Life, Events Solutions Magazine and NEHRA's Insights Magazine.

Moving Forward

This is the perfect time to take action and move past your competitors. Give us a call today and we'll be happy to discuss ways you can improve productivity and profitability.

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