

What Type of Music is Playing in Your Organization?

By Roberta Chinsky Matuson

Your customers can tell if your employees are jazzed about coming to work, can you? Here are some genres that describe the daily activities of many organizations. Which one are you?

Oldies, But Goodies - These are the companies where employees are using tried and true methodologies to deliver solid results. There is nothing wrong with this approach, unless of course you are trying to position your company as being on the leading edge. If this is the case, you'll want to look at ways to inspire innovation by encouraging others to dance to the beat of their own drum.

Hip Hop Management - This describes organizations where employees are constantly jumping around trying to keep up with the changing dialogue presented by management. Employees are unable to repeat the words that describe these companies, as most often they are not flattering and in some cases may be bleeped out when censors are involved.

Smooth Jazz - These types of organizations run on autopilot, just like the elevators that carry this music. Employees rarely stray from what they are supposed to be doing. Customers know exactly what to expect, as little changes. Good for now, but will this environment result in dramatic growth for your organization?

Rock - You can feel the beat of these organizations all the way to Woodstock. Employees come to work every day ready to rock and roll with the ups and downs that occur in business. They transfer this energy to customers, vendors and anyone else who comes within earshot of these firms.

Lullaby - These are the organizations where workers are comatose. Most employees are sleep walking through their jobs and counting the hours until they find themselves back in their own beds. Little gets done in these companies, as there is barely enough energy (or profit) to keep the lights on.



Thank goodness for the iPod. This remarkable device allows everyone in my family to listen to their own beat without offending others. However, there are times when I think I'm belting out a great tune only to have my 10-year old daughter remind me that I'm singing way off key. Perhaps the same thing is happening in your business. You may think things are humming along nicely in your organization, while others are hearing something completely different.

It's really hard to rate your own performance, when people are generally too nice to tell you what they really think. That's why my most successful clients bring me in to do a sound check every now and again. This ensures that their employees come back into harmony before they have swayed too far off key.

Fall is the perfect time to do a sound check in your organization to ensure the tune you think you are singing is the one that your employees are hearing. Call us today to improve the harmony in your organization.

Jazz - These are the companies where employees are really jazzed about what they do, which is obvious to everyone they come in contact with. Employees practice their craft with an eye towards creating a sound that can be heard around the world. Apple Computers and Zappos are among a handful of companies found on this playlist.

The world would be quite boring if every company sounded the same. Just make sure the sound that is coming out of your organization actually sounds like music to your customer's ears.

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Fall is the perfect time to kick up the beat in your organization. Call us today to get things moving in the right direction.

Recent Testimonials:

About nine years ago, it occurred to me that I was a walking employee handbook and that our policies tended to be influenced by the mood I was in at the time a staff member asked about a particular issue. It was then that we decided we needed an employee handbook.

We put together a team of five staff members from various departments to create our handbook. After about two months and many hours of meeting, we had not made any progress what so ever. We needed help!

Roberta Matuson was our answer. She met with us, developed a plan, and walked us through the process to record our policies and procedures. She helped identify areas where policies were non-existent. She then developed and produced our employee handbook. We still use it today.

Whenever a question or situation has arisen over the last nine years—we simply refer to the handbook—it has not failed us. Thank you Roberta!

Tim Slattery, CEO
CFSmail.com

If you are interested in receiving the same dramatic results, please [click here](#).

To unsubscribe from this mailing list, please send an e-mail with your name and "UNSUBSCRIBE" written in the subject line to Roberta@yourhexperts.com

- Roberta



New Product Offering: I recently was asked to write an [article for Monster on top hiring mistakes](#). Many, if not all of these costly mistakes can be avoided by hiring right the first time. My new product offering, **Selecting for Success: The Complete System for Hiring Top Talent** is now available. This product was developed in response to the many requests received from organizations that don't have the budgets typically available at larger companies, yet wish to achieve similar results of dramatically improving quality hires and reducing costly employee turnover. The program includes:

- The secrets of hiring for fit and training for skills
- What you need to know to conduct effective selection interviews
- Common interviewing mistakes and how to avoid them
- Everything you need to begin interviewing like a pro
- Worksheets you can use to immediately hire staff, managers and sales professionals
- All the forms needed to hire top talent, including sample letters

Here's just one of the many testimonials people are giving me regarding the immediate results they have seen using this system.

"This is a tool that can be used at all levels of an organization to improve hiring results. As soon as I

received it, I applied the ideas and structure to a hiring process I had already begun for a key senior sales position at MicroTek. There is no doubt the process improved dramatically after applying these concepts. As a small business, we can't afford to pay expensive search fees. We also have limited training resources so I want to make sure we hire the right person from the start.

I wish I had this tool a month ago. We hired a sales associate who we then fired less than three weeks later! If we had followed this system, I am sure we would have re-opened our search and not put our sales staff through 3 weeks of training and frustration. This is a concise, well organized tool that can be used immediately to improve hiring results!"

Anne Paradis
Chief Executive Officer
MicroTek

As an introductory offer, I am making this system available for \$129 plus shipping (and sales tax if applicable) to those of you who are in my community. (The regular price is \$149 plus shipping and sales tax if applicable.) Or if you prefer, you can receive this product as a download. I'm so sure you are going to love this system that I'm offering a money-back guarantee!

Email me to order your system today.



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Roberta was invited to be a guest speaker on April 15th for the Executive Roundtable Group. The topic was: **The Truth About Getting Hired: Job Searching Secrets from a Former Hiring Manager.**

Please [click here](#) to see Roberta's new speaker web page. We are currently booking dates for 2010 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.

Media Sightings

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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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