



The Power of People



Greetings!

When I was introduced to Jack Gunion, it was because of his need to start up the Human Resources function for BASKiNS Western Wear, an organization he had recently joined as Chief Executive Officer. As a retail industry veteran Jack knew BASKiNS had great potential. That's why he joined the company. Today BASKiNS is growing at a rate of over 20% per year, adding new jobs and opportunities for their Associates and increasing market share on a monthly basis. Read our [case study](#) to learn how People Possibilities has played a part in the Company's success.

For those of you living in Texas, the Houston Livestock Show and Rodeo kicks off with the Downtown Rodeo Parade on February 26th. Do you have your Rodeo outfit ready? You will want to visit a [BASKiNS store](#) to buy it and register in their Rodeo Sweepstakes. Known as "The Greatest Official Western Wear Store of Texas," BASKiNS will have what you need and you might even win a prize. Visit the website to find a location near you.

Sincerely,

Kathi Crawford, SPHR, IAC-CC

Upcoming Events

March 10, 2011
 Guest Speaker
[Kent State University](#) Center of
 Excellence for
 Entrepreneurship
 and Business
 Innovation

SPRING 2011
 Tuesdays 6 - 9
 p.m.
 EMPOWER
 Leadership
 Program Instructor
 Register at The
 University of
 Houston:
[EmPOWER
 Leadership
 Certificate
 Program](#)

FALL 2011
 Tuesdays 6 - 9
 p.m.
 EMPOWER
 Leadership
 Program Instructor
 Register at The
 University of
 Houston:
[EmPOWER
 Leadership
 Certificate
 Program](#)



Case Study - Start Up Human Resources Department

Taking a family retail business and ramping it up for expansion means having a team of qualified and committed people. Personnel needs for retail businesses pose a specific and ongoing challenge for management. Getting the right people in the right position and productive quickly is the key to sustained growth and profitability.

In 1972, the Baskin family opened their first store in Trinity, Texas. For working families in Texas, BASKiNS has become the place they count on for exceptional value and a friendly hometown environment. The Company's service philosophy continues to be - "neighbors serving neighbors." From the first store in Trinity, the Company has grown to 19 stores all across East Texas with over 250 employees and revenues in excess of \$30 million. In 2004 the Baskin family sold the Company to an investment firm who kept things exactly as they were. In 2009, new ownership took over with exciting plans for the future. Addressing the human resources needs of the Company was CEO, Jack Gunion's first task.

[Click here to read the case study](#)

If You Knew You Could Not Fail, What Limiting Belief Would You Discard?

When I first heard this question in my yoga class, I was inspired. As a business relationship and career coach, this is a question I have asked my clients. I immediately posted this question to Twitter and Facebook. I had a few responses from friends and colleagues who were also inspired. The question opened up dreams and visions of roads not traveled for them. **What if you knew you could not fail?**

In the day-to-day rhythm of our lives, it is easy to construct a box around ourselves as we are told what we are good at or feel we have to do because we need to make a living. We seek the perceived safety of self-defined limits of our strengths and weaknesses, falling into a career and life path that meets our immediate needs.

A concept I explore in my personal branding workshop is to distinguish between a personal branding statement and a job description. Consider the idea a person is "a motivator and catalyst for people who sell imaginative solutions to clients" versus "a Sales Manager." It takes time to figure out our unique personal branding statement. To discover and explore your full potential, ask yourself: **If you knew you could not fail, what limiting belief would you discard?**

Use this question to start reviewing your self-concept and seek feedback that truly honors your unique interests and abilities. What if now, with this question, you were guaranteed success, who would you be?

FALL 2011
Wednesdays 6- 9
pm
Rice University
Institute for Human
Resource Education
Instructor
[Register Here](#)

About

At the heart of People Possibilities is the belief that transitions are extraordinary opportunities for innovation, relationship building and growth. We empower leaders to transform the workplace by Creating Innovative Solutions for People at Work.

Building a bridge to a new way of thinking, People Possibilities focuses on optimizing the power of positive change.

We partner with business leaders to understand the complexities of human interaction and provide ideas to foster the employee lifecycle and increase productivity.

At People Possibilities we are Changing the Culture of Business One Leader at a Time.

Learn more about our services by visiting our

[website](#)

New Addition

We are happy to announce Dianne Todd, SPHR has joined People Possibilities as a Project Manager and Consultant.

Dianne is a bilingual global business leader with in-depth experience in Human Resource operations, project management, technical management and business consulting. She has spent time in various roles in the chemical, financial services and aerospace industries, and most recently spent thirteen years as a leader directing HR organizations for a large manufacturing organization.

Previously, Dianne was a management consultant in the financial services industry. She began her career as an electrical engineer working in the Aerospace industry. Dianne has the ability to quickly add value by optimizing processes and people within organizations.

Please join me in welcoming Dianne!

Quick Links

[People Possibilities Blog](#)

This blog is about ... well ... people! We talk about people in careers, as leaders, how they behave, what motivates them, their personal brand ... you name it, if it's about people, we talk about it.

What Are You Curious About?

Is there a "people" topic you would like to read about in an upcoming newsletter or on our blog? Would you like to contribute an article? If so, let me know. Email me at kcrawford@peoplepossibilities.com.

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