

Subject: News from People Possibilities

You're receiving this email because of your relationship with People Possibilities. Please [confirm](#) your continued interest in receiving email from us.

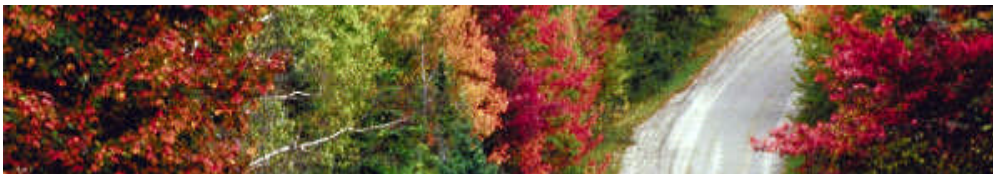
You may [unsubscribe](#) if you no longer wish to receive our emails.

News from People Possibilities

Fall 2009



The Power of People



Greetings!

In September the temperatures in Houston finally dropped below 100 degrees. I don't remember the day. I remember the feeling.

In September I started hearing from friends and colleagues that they landed the job or client. I don't remember the day. I remember the feeling.

In September companies took a deep breath and started investing in their business and in their people. I don't remember the day. I remember the feeling.

Yes, it feels like momentum is building as we move into the fall. With three months left in the year, we want to do all we can to leave 2009 on a good note and create a positive, forward "feeling" into 2010.

At People Possibilities we are assisting our clients to bring about positive movement in their work and in their companies. We recognize the value of increasing employee productivity and morale.

Our approach begins with an assessment of your workplace process and culture. We help you build this foundation and use our "ABC" model for impacting results of the employee lifecycle.

If your organization is going through a transition such as new leadership, new ownership, industry or market changes, or expansion, we would welcome the opportunity to visit with you. Please contact us to learn more.

Sincerely,

Kathi Crawford, SPHR, IAC-CC

Upcoming Events

OCT 6, 2009
"Differentiate or Disintegrate: How To Use Your Personal B.R.A.N.D. To Get Ahead"
Facilitator
Halliburton iMPACT Group

OCT 14, 2009
"The Power of You"
Instructor, The University of Houston
[EmPOWER Leadership Certificate Program](#)

OCT 21, 2009
"The Value of Executive Coaching"
Facilitator
ASTD Westside Lunch Bunch
[Meeting Open to the Public](#)

OCT 29, 2009
"Differentiate or Disintegrate: How To Use Your Personal B.R.A.N.D. To Get Ahead"
Facilitator
[Workshop Open to the Public](#)

NOV 3, 2009



"Trust Me"

Have you heard these words before either from someone you just met or someone you've known for years? What is your response? Do you trust this person automatically or does this person have to earn your trust? And, who trusts you? Why?

In today's workplace, trust is a big concern as more pressure is placed on leaders and employees to deal with economic pressures and an uncertain future. Building a culture of trust expands the level of contribution each of us can make. Yet, many people are not sure where they should place their trust as more and more examples of leaders who have taken advantage of others' trust come to the surface. What can you do as a leader in this environment?

James S. Coleman offers a four-part definition of trust behavior from the perspective of social theory in his book "Foundations of Social Theory":

- Placement of trust allows actions [based on incomplete information] that otherwise are not possible.
- If the person in whom trust is placed (trustee) is trustworthy then the trustor will be better off than if he or she had not trusted. Conversely, if the trustee is not trustworthy, then the trustor will be worse off than if he or she had not trusted.
- Trust is an action that involves a voluntary transfer of resources (physical, financial, intellectual, or temporal) from the trustor to the trustee with no real commitment from the trustee.
- A time lag exists between the extension of trust and the result of the trusting behavior.

The strength of Coleman's definition is that it allows for a discussion of trust behavior.

In early 2000 Development Dimensions International (DDI) completed a study entitled "Trust in the Workplace" ([CLICK HERE to read the report](#)).

In this report the formula for trust is described as: Business Competence + People Orientation = TRUST.

The first half of the equation, business competence, is generally easy to observe and evaluate and is oftentimes the reason a person advances to leadership. You can and should readily re-tool your business competence to deal with changes in the market and in your industry.

The second half of the equation, people orientation, tends to be a challenge for many leaders to adjust and improve. People orientation is described as having three components: 1) a fundamental belief in people, 2) open communication and 3) consistent behavior. These three components are the most critical for building trust with employees.

It is our people orientation that we need to evaluate, particularly in these turbulent times. As a leader, ask yourself:

"The Power of You in Action"
Instructor, The
University of Houston
[EmPOWER Leadership
Certificate Program](#)

Quick Links

[People Possibilities
Website](#)

[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!

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.

- Do I believe that people have a deep-rooted need to do a good job and that people are honest and can be trusted?
- Do I remove barriers that prevent my employees from fully actualizing their potential?
- Do I take time to explain?
- Do I know the strengths, needs and stress behavior of my employees?
- Do I take the time to engage in coaching employees so they can perform at the highest level?
- Am I consistent in my actions, decisions and moods?
- When I don't have the answer, do I say so and find the answer?
- Do I keep my promises?

If you answered all of these questions in the affirmative, your effectiveness in people orientation is high. And how many of us score a perfect ten every hour of every day? As leaders, we are pulled in many directions and sometimes, we take our employees for granted. Make a commitment to build trust with your employees. Strive to move the needle on these questions to a "yes". Start today.

People Possibilities provides one-on-one coaching by fully trained, certified and experienced business and executive coaches. Our coaches offer the fresh viewpoint of an objective third party who has worked at senior levels in organizations. We can assist you and your leaders to develop more effective leadership behaviors. If you would like to find out whether a coaching program is right for you, please contact us.

Birkman Research Report: Rebuilding Your Employer Brand from the Bottom Up

Reprinted with permission from Birkman International

The economic conditions over the past 18 months have dramatically changed the business landscape, and organizations have seen both their employer brands and employee morale erode as a result of layoffs, salary freezes, reduced benefits, lack of job security and increased anxiety. However, as many organizations seek to rebuild their employer brand, many are doing it the wrong way. An employer brand can't be rebuilt from the top down like a consumer brand. It must be built from the bottom up by reigniting employee engagement at the work group level.

The white paper "[Employee Engagement: Rebuilding Your Employer Brand from the Bottom Up](#)" will show you how to increase employee engagement and rebuild your employer brand, so that you can enter the economic recovery with more committed employees and a better candidate pool. You will discover how your employees' experiences with their direct supervisors and team members impact engagement and ultimately, your employer brand. You'll learn:

- Why employer brand is important and how it has suffered in the current economy
- How companies try to fix the problem but pursue the wrong approach
- What must be done at the grassroots level to bolster engagement and fix your employer brand
- How The Birkman Method behavioral assessment is an appropriate tool to jump start the re-engagement process

If you would like to take a pulse on employee engagement in your organization and measure employees' personal and practical commitment to your company strategy, contact People Possibilities. We have the tools to identify your most critical workforce issues and can identify which initiatives will best address them.

We partner with business leaders to implement unique human capital solutions that increase productivity and improve company results.

At People Possibilities we are

Changing the Culture of Business One Leader at a Time

Learn more about our services by visiting our [website](#).

People Possibilities is certified to use The Birkman Method Assessment. Call us to learn more about how the inventory can help you maximize human potential and achieve results that are both superior and sustainable.



"Differentiate or Disintegrate: How to Use Your Personal B.R.A.N.D. to Get Ahead"

[Register now](#) for the last public workshop on October 29, 2009

Date: October 29, 2009

Time: 6:00 p.m. to 9:00 p.m. CST

Location: Waldo's Coffee House, 1030 Heights Boulevard, Houston, TX 77008

Facilitator: Kathi Crawford, SPHR, IAC-CC

Registration Fee: \$ 25.00

This workshop was born out of the idea that the key to developing your personal brand is to get in touch with who you really are to the point that perception is reality. To know what makes you different, you need to know and understand the perceptions of your audience. Once you know that difference, you will be able to leverage it in the marketplace.

Key takeaways include:

- The necessary elements for creating a great B. R. A. N. D.
- How to use your B. R. A. N. D. to get ahead
- How to recognize when you're "off" B. R. A. N. D. and how to get back on track
- How to use your B. R. A. N. D. as part of a long term career strategy

This is a three hour workshop where we will use personal branding templates and exercises in an interactive setting.

Take charge of your professional destiny by attending this unique personal branding workshop!

Here's what participants say they learned:

- A creative new way to position myself.
- How important a personal brand is to a successful career.
- I need a personal brand to stand out.
- Check with others about how I'm perceived.
- My audience is a lot broader than I thought.
- I enjoyed activities - they were thought provoking.
- The B.R.A.N.D. exercise is great!
- I did not feel the three hours. It was fun and engaging.
- So glad I came! I highly recommend this to anyone who wants to "be more"

This workshop is available for professional groups or corporate teams (please contact People Possibilities for more information)

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.

Contact Information

Kathi Crawford, SPHR, IAC-CC

People Possibilities LLC

Phone/Text: 281-450-6316

kcrawford@peoplepossibilities.com

Website: <http://www.peoplepossibilities.com>

Blog: <http://peoplepossibilities.com/blog>

Twitter: <http://www.twitter.com/kathilc>

Linked In: <http://www.linkedin.com/in/kathicrawford>

Forward email

✉ **SafeUnsubscribe®**

This email was sent to contact@peoplepossibilities.com by kcrawford@peoplepossibilities.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

People Possibilities | 1909 Branard Suite E | Houston | TX | 77098

Email Marketing by

