



# The Power of People



## Greetings!

The lazy days of summer are here. In Houston that means it's HOT!! At People Possibilities, we are working on a lot of HOT PROJECTS with clients who are moving themselves, their teams and their organizations forward in a big way. There are no 'lazy days of summer' here!

How are we assisting our clients? We work with business owners who are struggling to answer questions like these:

- Why is our employee turnover so high?
- Who are we as a company and what do we offer our employees?
- How can I be sure to attract the best candidates for our critical job needs when I need them?
- Why don't I "like" my employees?
- How can we improve communication with our team?
- What is the best way to communicate expectations to our employees?
- How can we measure employee productivity and results?
- How do we best provide feedback?

The People Possibilities Model emphasizes the importance of building a foundation that supports employees to work more effectively and make a positive contribution.

To truly maximize productivity and the value of human assets, organizations must focus on the "ABC's of the Employee Lifecycle"©. We help build a foundation where there is none or improve upon what is already in place. We implement, evaluate and upgrade human capital management programs to Atract and Select Talent, Build Loyalty and Create Advocates©.

We also work with individuals who want to be in the driver's seat for their career. Our focus is not about the mechanics of getting a job or helping our clients "fit in" to what others want for them. It's about acknowledging what is important to our client and assisting him or her to get where he or she wants to be - not only today, but also into the future. In the coaching process, our clients:

- Identify and clarify the career path he or she is most passionate about
- Shift connections and find people who can help them move in that new direction

## Upcoming Events

JUL 13 - SEP 14, 2010  
Tuesdays 6 - 9 p.m.  
EMPOWER Leadership  
Program Instructor  
Register at The  
University of Houston:  
[EmPOWER Leadership  
Certificate Program](#)

AUG 8 - AUG 14, 2010  
RIDE IDAHO  
1/300 Riders  
Learn More:  
[Ride Details](#)

SEP 23, 2010  
"Beyond the Carrot and  
Stick: How to Win  
Commitment"  
Guest Speaker  
Register at:  
[IABC Meeting](#)

## 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](#)

- Manage their current situation and chart a plan into a suitable career situation
- Learn how to communicate and be heard by co-workers and superiors, as well as prospective employers
- Craft career "experiments" to try on the possibilities through a process of trial and error
- Identify and use their personal brand to create leverage as part of a long term career strategy

Whether we are consulting with leaders in organizations or individuals, we customize our approach based on what each client expresses as a need. If you are interested in learning more about our services, please contact us.

Sincerely,

Kathi Crawford, SPHR, IAC-CC

## Your Career in the Post-Recession Workplace

By Aubrey Bloom, University of Houston

On June 8<sup>th</sup> 2010 the EMPOWER Program at the University of Houston hosted their inaugural Leadership Luncheon on campus at the University Hilton. The luncheon focused on helping participants to prepare for careers in the post-recession workplace. The event was led by a panel of experts including Kathi Crawford, SPHR, IAC-CC, President of People Possibilities LLC, Cheryl Smith-Bryan, Executive Coach and President of Coaching for Career Success, Kathy Rapp, Vice President and Managing Director for hrQ-Texas and Mercedes Suraty-Clarke, Assistant Director of Continuing Education at the University of Houston.

Guy Felder, Program Director for the University of Houston EMPOWER Leadership Program, opened the luncheon with a presentation about the concept of organizational flattening. One of the trends in the post-recession era that is expected to continue, he said, is a movement away from an emphasis on technical skills and toward emotional intelligence. According to Felder, it is becoming increasingly important to be able to work with diverse groups of people in a variety of situations. In the past, advancement within an organization was based on the ability to perform tasks. While technical skill is still important, often it has become secondary to the ability to motivate others and collaborate with co-workers. As a result, career paths often no longer go "up." Modern career paths can involve constantly shifting roles across multiple departments or organizations.

Following Felder's presentation, the panel shared ways in which you can prepare yourself for the modern workplace. The topic that participants were most interested in was awareness of your personal brand. The panel agreed that in the post-recession era, it is important to showcase not only your ability to perform in the role you have, but also to demonstrate your ability to perform in roles you want to move into. This is key in interviewing for new roles. A growing trend is demonstrating not how a prospective employee fits a role, but how a role fits them. Companies want to hire dynamic individuals who can influence beyond their title. Your title in your imagination is as important for your career advancement as the title on your door.

Much of the conversation also focused on how we work with those around us in the workplace. Emotional Intelligence ("EI"), as coined by Daniel Goleman, who wrote a book by the same name in 1994, has become an integral skill for the modern workplace. The basic components of EI (self awareness, self management, social

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 that Lisa Sette has joined People Possibilities as a Contract Consultant working on a project basis.

Lisa has over twelve years of corporate Human Resources and Recruiting experience in a variety of industries.

Lisa was a key contributor on my team when we both worked for CDI Engineering.

It was her strength in human resources business process analysis that helped us create SOX procedures, a new requirement for publicly traded companies at the time.

awareness and relationship management) are vital to effective communication, building relationships and increasing productivity. An increased awareness of how we behave and what others need from us can easily bridge behavioral and cultural gaps in the workplace.

Participants in the luncheon came away with a better understanding of the current trends in the workplace, and some advice on how to get the tools they'll need to succeed. The biggest theme that came across throughout the luncheon was awareness. Awareness of the roles you have held compared to the roles you see yourself in moving forward. Awareness of how your personal brand affects the role you currently hold in your company. Most importantly, awareness of how your Emotional Intelligence influences yourself and those around you.

The host of the luncheon, the University of Houston EMPOWER program, has a course designed to increase understanding of Emotional Intelligence and how it affects the workplace called the EMPOWER Leadership Fundamentals Certificate Program. People interested in the program can visit the program [website](#).

Aubrey Bloom is a freelance writer and the Program Coordinator for Continuing Education at the University Houston. Aubrey's passion for writing is mostly around sports. If you want more, you can follow Aubrey's blog "[A Bloom With a View](#)."

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## **Freakonomics Radio: How Is a Bad Radio Station Like the Public School System?**

I'm not sure about you, but I've embraced the ability to watch TV and listen to the radio using digital video recorders, Podcasts, and the Internet. Recently I subscribed to a Podcast called "Freakonomics Radio." Many of you may know that my undergraduate degree is in Economics. Hard to believe, I know, from a number crunching standpoint. The truth is -- I have always been interested in the application of economic principles on real world issues. These are the things that Steven D. Levitt and Stephen J. Dubner discuss in their book, "Freakonomics." Levitt argues that many mysteries of everyday life don't need to be so mysterious. He believes they could be illuminated and made even more fascinating by asking the right questions and drawing connections. It's this belief that led him to continue the dialogue on Freakonomics Radio.

I recently listened to an episode of Freakonomics Radio that discusses a New York City pilot program called "School of One." Instead of the traditional "factory model" that schools across our nation use, this program uses customization, like [Pandora Radio](#) uses to let anyone customize the music he or she wants to hear. The School of One customizes its educational programs based on how the student prefers to learn. Fascinating!

[Read the article and/or listen to the Podcast.](#)

At People Possibilities, we apply the customization approach to the work we do with our clients. As we see the future of work being revealed in the classroom, we learn that the workplace must also be adaptive and open to new ways of being. Our traditional command and control work environment is quickly being replaced. To meet the needs of workers today, we need "fresh eyes" to alter our view of what work is and how it gets done. Call us to learn how we are *Creating Innovative Solutions for People at Work*.

In a climate of high growth and unprecedented hiring activity, Lisa was able to improve the efficiency of the processes to hire and onboard employees, creating a better experience for all.

Please join me in welcoming Lisa!

## 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](mailto:kcrawford@peoplepossibilities.com).

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