



The GOOD News

Volume 5 Issue 6
November -
December, 2011

Join us for our Bi-Monthly Meeting, Friday, December 9, 2011

8:30 AM—12:30 PM— with Continental Breakfast

Conscious Choosing - Creating Results through Our Human Connection

SPEAKER: Hayden M. Hayden, *Founder of MyDriving4Life*

Location: Winter Springs Civic & Senior Center, 400 N. Edgemon Avenue, Winter Springs, FL 32708 (map and directions on page 3)

RSVP: [Click here to go to the event registration page](#)

Community Service Opportunity Meeting – Holiday Food Drive (see page 3)

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Program Description

Can you imagine how different your organization would be if instead of avoiding conflict or making it worse, the dynamic tension in conflict was harnessed? *Conscious Choosing* translates this tension into a Progressive Cycle of innovation and creativity, exceptional results and ongoing growth and development. Videos, interactive exercises and group discussions will bring these insights into focus during our 3 hours together.

Beneath all symptoms of conflict, ugly stories, and expressed emotions lie the primary causes of conflict – people’s unmet needs. When people have needs that have not been acknowledged, addressed or met, they will respond with reptilian reactions of fight, flight or freeze and enter the Regressive Cycle. *Conscious Choosing* explores and develops the alternative and more powerful reaction of Flow to enter the Progressive Cycle.

Join us on December 9 for a highly interactive workshop where Hayden will share some of the insights and impact of *Conscious Choosing*. Through an interactive presentation, group discussions and personal exercises, you will walk away with:

- A clear understanding about Needs and how to respectfully address them;

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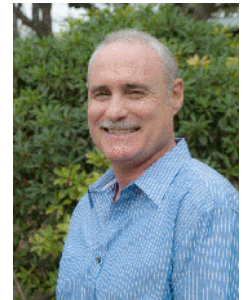
- The important distinctions between Needs and Strategies, and Facts and Stories;
- An ability to distinguish between using your feelings as your GPS before using them as GAS to express yourself;
- 'The V-6 Process', a process that you can use in any situation or challenge in order to get better results even during moments of Conflict;
- A plan to address a personal or business challenge that you have been experiencing.

Don't miss the opportunity to learn this simple, memorable and repeatable process and apply it to your own life immediately.

Free Self-Assessment tool: Once you have registered on the GOOD website for the meeting, you will receive a link to a free assessment tool that you can complete on-line. The link will be e-mailed to you a week prior to the meeting. Bring the results with you to the meeting to work through your own personal or business challenge and develop a plan for creating the results you want!

Speaker Bio

Hayden M. Hayden, is "Chief Visionary" and cofounder of MyDriving4Life (www.MyDriving4Life.com) and a Partner, Founder and "Master Facilitator" of Enlightened-Leaders, LLC (www.Enlightened-Leaders.com) and has more than 35 years experience in owning, operating and developing companies. He has a Masters of Divinity in human development and counseling, and has spent his life studying how we 'manage the existence of ourselves as human beings' and identifying global truths of human development and interaction. He is a certified professional behavior, values and attribute analyst. He had the honor of working with the company VitalSmarts, LC for a decade as an author certified Master Facilitator of the trainings and books: Crucial Conversations™ and Crucial Confrontations™ and as a certified trainer of Influencer™.



Through his consulting company Enlightened-Leaders, LLC he has consulted with hundreds of businesses; specializing in corporate interventions, leadership development, communication and operational improvements. He has worked with national and international companies in a variety of industries such as international law firms, nuclear and solar plants, NASA, national insurance companies, the EPA and construction companies. His work focused on corporate cultures and the leaders who implement or sustain them.

As a life long entrepreneur, becoming an executive coach, trainer and public speaker has been a natural progression for Hayden. Owning and operating companies such as restaurants, an advertising company, a commercial construction company, importing for the J. Peterman Company, founding a software development company or working as an investment executive with PaineWebber, Hayden draws from a wealth of personal and professional experiences. He understands conflict management, communication challenges, product development and market trends. He also knows the importance of setting up structures for accountability and personal responsibility, something executives deal with every day. Communication is one of his fields of expertise, in which he says, "Everything in our lives we create, promote or allow."

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Directions to the December 9, 2011 Bi-Monthly Meeting Location

Winter Springs Civic and Senior Center

400 N. Edgemon Ave, Winter Springs, FL 32708

Directions from Orlando: [Click here for a Google Map for directions from your location.](#)

- Take 1-4 East towards Daytona.
- Take exit 94 to merge on FL 434 East.
- Turn LEFT on Edgemon Avenue.
- Take first RIGHT on N. 1st Street/N. Edgemon Ave.
- Turn LEFT to stay on N. 1st Street/ N. Edgemon Ave.
- Turn RIGHT on N. Edgemon
- 400 N. Edgemon will be on the left.

HOLIDAY FOOD DRIVE – A COMMUNITY SERVICE EVENT

For those members who want to spread some holiday cheer, our Membership Chair, Michelle Lauren, is coordinating a Food Drive for Second Harvest. **Help us fill a GOOD grocery cart!**

We will be collecting non-perishable food at the December 9, 2011 meeting and donating it on behalf of the GOOD Network to **Second Harvest Food Bank**. Second Harvest serves over 800,000 hungry folks right here in Central Florida.

Second Harvest needs the following items most critically:

Meals in a Can
Canned Meats/Poultry
Canned Tuna
Dry Beans
Dry Pasta/Macaroni
Rice

Nonfat Dry Milk
Evaporated Milk
Nutritional Drinks
Canned Veggies
Canned Fruit
Beef Stew

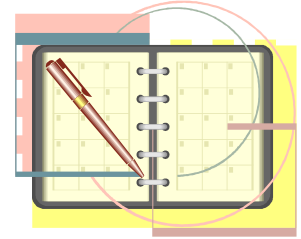
Oatmeal
Drinks
Canned Soup
Baby Food
Diapers



UPCOMING GOOD NETWORK EVENTS

Please visit our website to make a reservation for these events at :

WWW.GOODNETWORK.US



December 9, 2011 – Bi-monthly Meeting

2012 Bi-monthly meetings – MARK YOUR CALENDAR

February 10, 2012

April 20, 2012 (note this is the 3rd Friday in April)

June 8, 2012

August 10, 2012

October 12, 2012

December 7, 2012 (note this is the 1st Friday in December)



Q1 2012 Book Club Meeting

Place: Panera Bread at Millenia Mall Food Court

Date/Time: Wednesday, January 18, 2012 @ 6:00 PM

Reservations are required. RSVP for the Book Club Meeting at:

http://goodnetwork.us/index.php/events/detail/2012_1st_quarter_good_network_book_club_meeting/

What We Are Reading: *StandOut*, by Marcus Buckingham

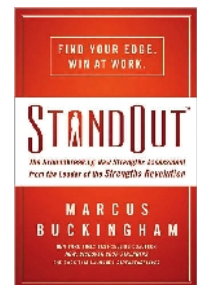
StandOut introduces the next-generation strengths assessment from Marcus Buckingham, co-author of *Now, Discover Your Strengths*, the book that launched StrengthsFinder.

The product of a massive data set and rigorous statistical testing, the StandOut assessment unveils your two key strength roles and shows you how find your edge and win at work.

Where other assessments stop at description, StandOut takes the next step and provides practical advice on what to do to make the most of the strengths you have. Each of the nine possible strength roles is fully delineated in the book, with a wealth of detail, including:

- Where you will be at your most powerful,
- How you can make an immediate impact,
- How you can win as a leader, manager, salesperson, or individual contributor.

Whether you're an individual who wants to find your edge, a manager trying to fully understand the strengths of your team, or a leader in an organization looking to stay on the cutting edge of the strengths movement, you need *StandOut*. Marcus Buckingham's latest work is essential for anyone who cares about using strengths to win at work.



The Book Club is open to all members. Even if you don't have time to read the entire book, you can still join us for the rich discussion that always occurs! The book is our impetus for sharing our best practice and challenges, and for delving into OD applications of what we have learned.

BOOK REVIEW

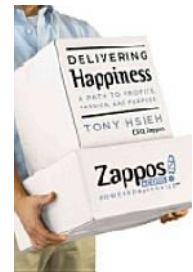


The GOOD Network Book Club read Delivering Happiness: A Path to Profits, Passion and Purpose by Tony Hsieh in November, 2011. We gave it “two thumbs up” as a great read for OD professionals.

Tony Hsieh has written a delightful book that combines a biography of his life and his early career wins with the history of how he helped create Zappos. It heralds the success of Zappos in creating a unique corporate culture. And, it offers hard learned leadership lessons such as “*never outsource your core competency.*” The book also shares some secrets for creating a business with world-class customer service and vendor relationships.

Written in his own voice and including inputs from co-founders and employees, the book is full of sage wisdom and Zappos 'how to' – especially the chapters that highlight the ZAPPOS values listed below.

- Deliver WOW Through Service
- Embrace and Drive Change
- Create Fun and a Little Weirdness
- Be Adventurous, Creative, and Open-Minded
- Pursue Growth and Learning
- Build Open and Honest Relationships with Communication
- Build a Positive Team and Family Spirit
- Do More with Less
- Be Passionate and Determined
- Be Humble



The Book Group also obtained a copy of the *Zappos Culture Book* – written entirely by employees (and published unedited – except for correcting typos). It gives insight into the unique culture that Hsieh has created in the words of the employees themselves.

Below is a video link to a recent Barbara Walters interview of Tony Hsieh on ABC news.

<http://abcnews.go.com/2020/video/mastermind-delivering-happiness-14839968>

President's Message

By Simon Lia



Dear GOOD Network Members and Friends:

Can you believe we are about to meet for our last gathering of 2011? I hope this year has been filled with generous opportunities of learning, growth and the chances to serve others in your home, work and the community. Our theme this year has been focused on the two-step reality of leading change: first, we must embrace the change personally and model the behavior we expect from others. Not doing this eradicates any true influence we will have, not to mention sets us up to be accurately labeled as misaligned at best and hypocritical at worst.

The second step, once we have begun the journey to change, is to help others make a similar change through all kinds of effective OD process and interventions (*not* training alone!) I wonder what you remember from the five previous meetings that could help you with one or both of these steps? Allow me to suggest one characteristic that at times seems like the secret sauce....both for why things work...and more often when it is absent for why our interventions and processes do not work: **humility**.

In this month's POV letter from bestselling author Patrick Lencioni, he says,

"Humility is one of those qualities that every leader says they admire, but few want to experience. Think about it. Ask any group of leaders if humility is important, and almost every one of them will nod their heads and tell you that the world needs more humble leaders in every field, from business to politics to, well, everywhere. Ask that same group if they would like an opportunity to be humbled, and virtually every one of them will decline."

How about you: would you like to be humbled?

"But I suppose it's hard to blame them. After all, being humbled is, by definition, always uncomfortable and often painful. No one enjoys seeking out discomfort and pain. And yet there is no getting around the importance of experiencing those difficult moments in life when we are reminded that we are more fallible, broken and human than we'd like to think we are."

Lencioni then goes on to talk about disciplining his son for acting just like him.

"And it's in that moment of realization that I have a choice: I can either be humble enough to acknowledge that the first person I need to be addressing if I want to change my son's behavior is me, or I can go on venting about how ornery he is and watch the orneriness continue."

Does this apply to all of us and our organizations? According to Lencioni it does.

"On a bad day we often find ourselves complaining about something that people in our organizations are doing. So we turn to our colleagues on the leadership team - or our spouses - and we vent."

AND there is hope:

"if we're lucky enough to have a colleague on the management team, a consultant, or a spouse who is up front with us, or if we are somehow struck with a blinding ray of humility in that moment, we will come to the realization that the person we're ultimately complaining about is ourselves."

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Are you one of those colleagues, consultants or family members that speaks up candidly and respectfully when there is a gap between espoused behavior and actual behavior?

“Great leaders, like great parents, will grit their teeth and accept the painful reality that they are almost always the reason that something is awry in their organizations. They’ll accept the pain of being humbled and set themselves on a course of correction. In the end, their egos may be temporarily bruised but the organizations they lead will improve. Poor leaders, on the other hand, will try to protect their egos by continuing to blame others. Ultimately, their organizations will suffer, and their egos will get much bigger bruises, the kind that last a long time. It is only within that humility that we will discover the reservoir of improvement and progress that we’re looking for, and that our organizations, our families, and our society so desperately want.”

So, what do you think? Is “humility” one of the vital forces that impact our ability to have an influence? If so, how’s your humility? What can you do to increase it, to be at ease with it, to invite others to help you with it?

If we want to be change agents in our homes, organizations and communities, humility may be the secret sauce available to everyone and embraced by very few. [How about you?](#)

It has been a real honor to serve as the GOOD Network President this year. I have learned a lot about myself and about many of you, as well as from our presenters. I am thrilled to end the year with yet another presentation about becoming more self-aware in a way that leads to immediate enhanced results.

I hope your 2011 finishes off wonderfully, filled with many relationships and events you can be grateful for. I am looking forward to seeing you on December 9th 2011. And I leave you with this promise (taken from Bronwyn Hoffmann’s fabulous recommended book, “The Noticer”)....the best is yet to come! 2012 will be an amazing year at the GOOD Network with an incredible team focused on serving you. If you thought this year was good (as the member survey suggests you did) next year will be out of this world.

Cheers,

Simon M. Lia

President, GOOD Network

2012 Leadership Team Openings:

Chair Elect – Events and Logistics

Chair Elect – Finance

Chair Elect – Membership

Chair Elect – Newsletter

Please contact Erica at: esorrell@rollins.edu or contact our current leaders in these roles to learn more.

SURVEY RESULTS

By Erica Sorrell, President-Elect

First, let me say one big THANK YOU to all our members who completed our survey this year. We had right at 50% participation, a significant increase from last year. We so appreciate the time you took in sharing your thoughts on the Network with us and will use the information to move into 2012. We wanted to take a minute to share with you an overview of the survey results.

First the GOOD news:

- 93.7% of you agree or strongly agree that you take away useful information from the presentations at our bi-monthly meetings, and
- 98.4% agree or strongly agree that you are satisfied with the Network.

Thank you for your comments around the selection of presenters for our bi-monthly meetings. Overwhelmingly the responses showed that we should select qualified speakers with relevant topics regardless of membership status. Overall, the members support the revenue generating opportunities that we suggested, with the caution that we ensure that we don't lose sight of our focus on the Network and our greater purpose.

You shared many great topics for our bi-monthly meetings. Your top choices that bubbled up:

- Change Management
- Leadership Development
- Use of Assessment Tools
- Metrics/Return on Investment

You also had some great ideas about ways to encourage more networking and information sharing at the meetings and asked that we continue to focus on key takeaways and practical application.



You will have an opportunity to review the full survey overview, as we are working to get the information posted to the website.

The Leadership Team will use this information to guide our decisions as we move into 2012. Let me also take this opportunity to remind you that you are we are still looking for Leadership Team members for 2012, and we welcome your contribution to the group. If you are interested in shaping the evolution of the organization, contact me (esorrell@rollins.edu) or any one of the current LT members to learn more.

Thank you again for your thoughtful information and your commitment to the Network. With everyone's input, we can continue to make the GOOD Network the best it can be.





TREASURER'S REPORT

Kathryn Farynowski, Finance Chair

We are pleased to report that the GOOD Network finances are in great shape, we will end the year with money in the bank for next year!

We have 131 paid members, including the named members who are part of a corporate membership.

Beginning Balance 1/1/11	+	-	\$7,678.00
Income from Dues	\$9,802.00		
Expenses as of 10/31/11			
<ul style="list-style-type: none"> • Meeting Costs • Internet • Postage/Supplies • Legal/License 		\$2,436.00 \$688.00 \$212.00 \$61.00	
BALANCE on 10/31/11			\$14,083.00



DUES NEWS!!!

Give yourself an early holiday gift of a 2012 GOOD Network membership. **Dues will remain the same as 2011.** The Early-Bird special is \$65.00 if you pay by the first meeting in 2012 (February 10, 2012), and regular dues are \$85.00.

We will have our membership renewal form up on the website at the end of December where you can renew on-line via PayPal. Or give yourself an early gift and bring your check to the December 9, 2011 bi-monthly meeting to lock in the early-bird rate of \$65.00!

As always, we will send a friendly renewal reminder e-mail in January, 2012. We look forward to having you as a GOOD member next year!

MEMBERSHIP

Please welcome the following new members who recently joined the GOOD Network!

Denise Folger	Monica Ritman
Denise Minch	Anthony Schultz



New Member Spotlight — Jill Simms, SPHR, MSHR Senior Human Resources Manager, HDS White Cap Construction Supply

What is your specific area of expertise within the OD field?

Strategic Planning, Development and Implementation; Leadership Coaching and Development

What do you love most about what you do?

I absolutely love taking a business idea from concept to full fruition and implementation. This is achieved through effective partnerships with thought leaders that are action-oriented, driven, innovative, courageous and “in touch.” Once implemented, seeing an idea exceed desired outcomes and expectations is icing on the cake. [A close second would be taking a process, issue or situation from destitution and despair to triumph and excellence.]



What is the one “hot topic” relevant to the OD practice that is on your mind right now?

Currently in my role, it’s all about “change leadership.” While conducting a company-wide system change is inevitable, change leaders ensure the systems and processes being changed do not overshadow the need to ensure effective communication, behavioral-based changes, and cultural shifts simultaneously take place.

What quick tip, idea, or tool can you share with your fellow GOOD members?

THOUGHT: Never let the quest for speedy delivery compromise the quality of your service, product or results.

What do you find most valuable about the GOOD Network?

There’s just something special/different about the GOOD Network atmosphere. After participating in the best practice and guest presentation sessions, I feel energized and inspired to share...yet, not empty or overwhelmed.

Anything else your colleagues would find interesting to know about you?

I’m a perpetual learner that believes education without application is merely entertainment. I recently stepped into the arena of radio broadcasting; once sang at Carnegie Hall and appeared on a Nickelodeon teen show during high school.

COACHING CORNER

“Coaching With NLP”

By: Martin Tier, Certified NLP Practitioner Coach



Neuro-linguistic Programming (NLP) coaching is gaining recognition in the coaching community as a useful model for both short term and long term coaching processes. NLP is a unique combination of principles, attitudes and techniques which a coach can use to help a client change their behavioral patterns. Or more simply, NLP is a synthesis of effective psychological principles. NLP is about thoughts, words and actions – all essential aspects to consider in any coaching session or program. The primary aim of NLP is to combine three most influential components of experiences, that is neurology, language and patterns.

Neuro refers to the brain and thought processes.

Linguistic examines language structure both verbal and non-verbal.

Programming addresses patterns and sequences of actions.

NLP originated in the early 1970's from developing a basic "cognitive modeling" process, and used it to model the skills of several fast-change wizards from the fields of linguistics, gestalt psychology, and hypnotherapy. So the first efforts of NLP were aimed at rapid therapeutic change. But since the early days NLP has rapidly expanded into other domains of expertise as well.

The NLP Coaching Process

As in most coaching situations the NLP coaching process starts with an overview of the client's vision and what they've decided to focus upon. The coach listens attentively in order to get a good understanding of what it is the client wants to achieve. Together the coach and client create a plan on how to get started. If the goal is vague, the coach will help the client make it crystal clear using sensory awareness. This is important in order to mobilize the subconscious mind and give the client highly motivated feelings.

The process begins by focusing and getting very clear on what it is that the client wants: what they want to achieve, what they want to change, alter or completely transform. Then, the coach evaluates where the client is at in the present. The NLP coach works closely with the client to identify and change the things that have kept them from achieving the results they desire. Then the coach will guide the client to create goals with timelines that are specific, measurable, and realistic.

Next a specific step by step plan is used to achieve each one of the client's intended goals along with the understanding that they are completely accountable for all steps according to the agreed upon plan and any further tasks.

So how is NLP coaching different?

What distinguishes NLP Coaching from other coaching practices is the multi-dimensional awareness of how a person communicates, both internally and externally, to achieve or sometimes even sabotage their specific and desired outcomes. A client's thinking and behavioral patterns are highly influential

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components that may determine success or failure in any endeavor. Working closely, patiently and non-judgmentally with a client, in a trustworthy environment to overcome the obstacles along the way, is an essential ingredient to successful coaching.

NLP coaching gets the results the client wants with a highly effective combination of NLP, the science of the language of the mind, and the art and technology of coaching. A skilled NLP practitioner can use NLP to reframe events, remove phobias and cause transformations in a variety of situations.

NLP is founded on four key principles to create communication excellence:

➔ **Rapport**

Rapport is the unconscious sharing of patterns of thinking, feeling and speaking. This is vital in all coaching methodologies because when people are in rapport they respond more easily to each other. Building a relationship with clients is the fundamental premise of NLP and an important aspect of all coaching. Good rapport means the coach is highly sensitive to the client's moods and responses. Training in NLP techniques helps the coach to achieve rapport quickly, adapts the coach's language for greater effectiveness and models excellence. Some of the specific techniques that NLP incorporates are:

- Pacing and leading
- Tuning into non-verbal communication
- Matching and mirroring
- Recognizing the sensory representational systems used by the client

➔ **Sensory awareness**

The NLP coach helps the client recognize just how powerful his sensory filters are, and assists him to engage in his natural sight, sound, touch feelings, taste and smell capabilities to the client's benefit. Goals are made more exciting by including sensory information that engages the unconscious as well as conscious mind.

With well-practiced sensory acuity the coach hears, sees, and feels small reactions in the client as the latter communicates about their issues. *Calibration* is the term for using sensory acuity in attending to specific shifts in a client's external state that indicate changes are occurring in the client's internal state. With calibration, the coach notices patterns in the client's thinking, emoting, speaking and behaving. The coach feeds back to the client the shifts he notices in the client's verbal and non-verbal behavior, and does not edit or evaluate.

The coach's awareness and skillful choice about her own language patterns, beliefs and behaviors – as well as sensitivity about her influence on and interaction with the client's internal representations – are key to an effective coaching relationship and outcome. NLP coach trainings are designed to do that.

➔ **Outcome thinking**

The ultimate question in NLP coaching is "What do you want?" Coaches guide clients attention to what they want to be different as a result of coaching. NLP focuses strongly on future outcomes

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to shift people to make the best decisions and explore new possibilities. NLP offers the *well-formed outcome model* which makes the SMART goals smarter by helping the client explore the how's and why's of the desired outcome. The well-formed outcome model must meet the following criteria:

- Stated in the positive
- Client initiated, maintained and controlled
- Identify the first step that needs to be taken
- Describe when the goal is achieved
- Context of the goal is clearly defined
- Identify the necessary resources
- Evaluate if the goal is ecological

➔ Behavioral flexibility

People's hunger for coaching increases when what they are currently doing isn't working so well for them; they've hit some kind of block or resistance. NLP adapts the working assumption that the person who is most flexible to any system gets the best results – the one who experiments with new ideas and ways of operating. One way to harness NLP tools for greater flexibility is to encourage clients to adopt different perceptual positions, i.e., viewing themselves looking from the outside.

NLP based coaching utilizes a disparate but significant body of established knowledge and theory that is much too vast to explore in a short article. These techniques and models of NLP are very useful within the framework of coaching. For example, NLP provides two divergent models of communication, the "Meta Model" that is designed to use specific language patterns and the "Milton Model" which adopts the use of "artfully vague" language patterns.

To learn more about NLP visit these websites:

[What is NLP?](#)

John Grinder: <http://www.youtube.com/watch?v=hJzO5x6ko6w>

Richard Bandler: <http://www.youtube.com/watch?v=8vlcsFJyEXQ&feature=related>

Robert Dilts: http://www.nlpu.com/NewDesign/NLPU_WhatIsNLP.html

[In depth resources on NLP:](#)

Wiki: http://en.wikipedia.org/wiki/Neuro-linguistic_programming

Quick overview of NLP: http://www.holisticonline.com/hol_neurolinguistic.htm#Submodalities

NLP for Coaches: http://www.ppimk.com/Downloads/NLP_Coaching.pdf

Bi-monthly Meeting Recap — October, 2011 Meeting

By Pat Brown, GOOD Advisory Board

FRESH THINKING on Employee Engagement & Retention with Dick Finnegan and Sherri Merbach of C-Suite Analytics

Dick Finnegan and Sherri Merbach shared some "Fresh Thinking" to raise our collective consciousness in the area of employee retention and engagement. Too many top-notch employees leave organizations without those organizations ever knowing why they left, or ever trying to understand those employees' dissatisfaction while they were still with the company.



Sherri Merbach, Speaker

Sherri opened up by discussing the phases of downsizing that companies continue to undergo in today's environment. For every 1% downsized, there are 31% looking to leave. That is a significant exposure that companies typically don't know they have. She referred to Dick's book, *Rethinking Retention in Good Times and Bad*. Dick then discussed the idea that satisfied employees are typically those who are engaged, and that engagement is tied to how much an employee trusts the company. To help your organization become more successful regarding retention, you need to start not with a people-focus, not with a product-focus, but rather with a **process-focus**, as strange as that seems. Most HR departments receive the challenge of "fixing" turnover. The problem with that is that most HR departments will receive **responsibility** for that task, but no **authority** with it. And needless to say, that combination nets less-than-effective results. So organizations need to start with a **Retention Process**. That would include holding supervisors and managers accountable for achieving retention goals, and an intense focus on developing those people to build and maintain trust with their teams.

Many employees leave within the first few months with a company. One significant way to reduce employee dissatisfaction is make sure the front end is handled effectively. The phrase Dick used was, "Narrow the front door (in order) to close the back door." Make sure you share the bad parts of the job to a perspective employee. Try to let him/her know what he/she is getting into. And script the employee's first 90 days. (I know from my many years at IBM that employee engagement depends heavily on tighter organization of the employee's job role on the front end.)



Dick Finnegan, Speaker

To get more accountability, it helps if the Finance Department people associate a quantifiable value to turnover. Dick took us through a model using figures from an audience volunteer, and determined conservatively that there would be a **\$177,000 cost** to the company for turnover of just one average-paid person.

Sherri then introduced the concept of **"Stay" Interviews**, proactive satisfaction interviews targeted at high performers who are still with the company. She had us do a role-playing exercise that simulated what a Stay Interview might look like. Dick then offered an idea of color-coding people (red-yellow-green) to predict turnover. Surveys ought to be short (everyone gets tired of surveys), but given every three months or so in order to remain current on any potential issues that might arise. Surveys will help spot trends and are good for benchmarks, but not for solutions.

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For people who have exited the company, three questions ought to be asked:

1. Why did you leave? (Choose from 12 multiple choice reasons)
2. More specific (deep down) based on the answer to the first question
3. Would you recommend us as a great place to work to a friend?

A "Final List" of things to do differently:

1. Understand "Stay" Interviews better, get more information on them.
2. Review the Exit Interview process in your company.
3. Start a Stay Interview Pilot.

Special thanks goes out to **Valencia College Continuing Education** for sharing their meeting space with us for the October meeting.



Simon Lia, GOOD Network President, introducing speakers



FACILITATORS for the Delta MU Delta Honor Society Programs

Webster University needs volunteer facilitators for career programs for Delta MU Delta members.

Upcoming Topics:

- A panel discussion with HR professionals on current recruiting and selection practices
- Interviewing (handling questions, role plays, etc.)
- Career management from the individual perspective (self-awareness, strengths and weaknesses identification; utilization of career systems –internally, externally; understanding career stages and their challenges; career strategies, navigating politics in organizations, etc.)
- Networking (Already scheduled)
- Maximizing the use of Social Media as a job search tool (Scheduled for February - in process)

If you have expertise to share with honor students from the School of Business and Technology at Webster University, email [Heide Bostelmann](mailto:Heide.Bostelmann). Participants are generally between 31-50 years old and are students/alumni at the graduate level.

Format:

- Two hour event/program (5:30 registration, 6:00 – 8:00 program)
- Interactive sessions

Location: Webster University (North or South campus) and equipment is available on request

Contact: Heide Bostelmann, M.A., GOOD Network member, at hbostelmann@dl.rr.com



Greater Orlando
Organizational
Development Network
E-mail:
info@goodnetwork.us

Founded in 2003, the Greater Orlando Organization Development (GOOD) Network is an organization for Organization Development (OD) professionals who are dedicated to continuous learning and sharing of best practices, tools, and techniques.

The **GOOD News** is a publication of the Greater Orlando OD Network and is published six times a year.

Editor: Carol Emmett



WE'RE ON THE WEB:
WWW.GOODNETWORK.US

CONFERENCES AND WORKSHOPS

Local Workshops

Please let us know of any local open enrollment professional development opportunities and workshops that could be of interest to our GOOD Network members. Send details to:

Newsletter@GOODNETWORK.US

Conference Dates in 2012

- **April 18-23, 2012;** The International Society for Performance Improvement Conference in Toronto, Canada;
<http://www.ispi.org/content.aspx?id=1504>



**International Society for
Performance Improvement**
WHERE KNOWLEDGE BECOMES KNOW-HOW

- **April 26-28, 2012;** Annual Conference of the Society for Industrial and Organizational Psychology in San Diego, CA;
<http://www.siop.org/conferences/>



- **May 6-9, 2012;** American Society for Training and Development in Denver, CO; <http://www.astd.org/content/conferences/>



- **June 24-27, 2012;** Society for Human Resource Management in Atlanta, GA; <http://annual.shrm.org/>



- **October, 2012;** ODNetwork Conference in Phoenix, AZ – details TBD; <http://www.odnetwork.org>

