

Employee Motivation and Engagement at T.G.I. Friday's

by: **Elizabeth Freedman**

Let's imagine you work for a company called, "Counting the Minutes Until Quittin' Time," or "I Really Wish It Was the Weekend So I Wouldn't Have to Be Here"

This is what I found myself wondering at an airport T.G.I. Friday's the other week, eating a Tropical Splash Salad (so good) and being served by a very courteous, efficient gentleman named Evan. Sure, the operation seemed to be running smoothly, and given the number of folks waiting to get a seat, the restaurant wasn't exactly hurting for customers. And yet, despite the obvious signs of success, I kept getting stuck on the name - "Thank Goodness It's Friday!"

What does it mean to be a business which, on some level, seems to celebrate the fact that we're living for the weekend, that fun only starts on Friday nights, and that good stuff doesn't happen until we've punched the clock? How would T.G.I. Friday's feel if their employees were counting the minutes until they were off work?

I know millions of us do feel this way - 70% of us are either "dissatisfied" or "highly dissatisfied" with our current jobs, according to one survey. Far be it for me to stand in the way of a chain restaurant that serves some amazing potato skins, but we all know that it's a lot more fun to like your job than to be watching the clock all day. And, last I checked, it's also a lot more profitable for businesses when their employees are engaged and enthusiastic about their work - not just counting the moments until they can get the hell out the door. Why run a business - or call yourself something - that encourages otherwise?

About The Author

Elizabeth Freedman is an expert in career and workplace issues. She is the author of *Work 101: Learning the Ropes of the Workplace without Hanging Yourself* and *The MBA Student's Job-Seeking Bible*, and was a 2005 finalist for College Speaker of the Year, awarded by the Association for the Promotion of Campus Activities. Elizabeth runs a Boston-based career-development and coaching firm. Please visit <http://www.elizabethfreedman.com>.

Management Training - Care And Concern

by: **CROI California**

Care and concern in an organization. What was your first thought when you read that sentence, was it a thought of "great, another article on being soft"? How often do we discredit the value of care and concern in our organizations? In our organizations, it's easy to focus on exclusively getting things done. "Git 'er done!" is the mantra! There is obvious value in accomplishing things, hitting milestones, and watching the bottom line - it is a must! But, what is equally important is the communication of care and concern for those that you are with. Why does it matter? Could it be that the amount of care and concern that exists in your organization affects the bottom line just as much?

In 1984 the University of California at Berkeley professor Charles O'Reilly wrote a paper based on data from several high-technology firms. He found that "top management credibility is clearly related to increased involvement and commitment levels among employees." (From *Credibility: How Leaders Gain and Lose It* by Kouzes and Posner). The return in employee loyalty, productivity, and commitment will much greater when they feel the need for care and concern is met.

What is the cost when employees don't give it their all and are not committed to the organization? Sloppy work, employee theft and workers compensation claims all increase - just to name a few. The very success of the organization hinges on this. When you consider your own credibility as a leader, what do you see? What amount of resource do you put towards yours or your organizations leadership development? Out of the four parts of credibility; care and concern account for 50%. How valuable is your credibility in your own organization? With your clients? What do you use to measure or calibrate your own credibility?

About The Author

Culture ROI is a leading boutique consultancy located in Northern California.

Purpose & Plan: Year-End Review

by: [Laura Cross](#)

As the year speeds to its end, we begin to mentally prepare for next year. But don't forget to take time to assess your personal and professional challenges and accomplishments THIS year. Here are questions to ask yourself:

1. What have I accomplished this year? Be specific. Write it all down. Schedule time to celebrate this!
2. What have I learned this year? What skills did you pick up? What emotional lessons?
3. What got in my way? This is where your work will be next year. Be honest if it was your own self that got in the way.
4. Who contributed to my successes? What can you do to recognize these members of your personal or professional team?
5. What mistakes did I make, and what did I learn from them? Writing these down is a good refresher for what not to do next year.
6. How was my work consistent with my values? What will you do with the inconsistencies?
7. Where did I not take responsibility? Sometimes this is easier to see with a little distance from the actual event.
8. How did my performance rate? Give yourself a letter grade or a 1-10 score.

9. What do I need to let go of? Doing so can help you move much more lightly into the new year.
10. What was missing for me this year? How can you incorporate those things into next year?

About The Author

Laura Cross is a business strategist, author, and professional ghostwriter. She provides business, publishing, and platform strategies to help entrepreneurs get known as the go-to experts in their field, become published authors, attract high-paying clients, garner major media, and earn more money with less effort by packaging their expertise. Grab a copy of the Free Audio CD "How to Establish Your Expertise, Become a Published Author, and Leverage Your Knowledge for More Profits, More Prospects, and Major Media" at www.RockYourExpertise.com.

Board of Directors monthly meeting re-cap: November 2011 meeting

1. Minutes of the previous meeting were distributed and edited.
2. The financial budget and statement of financial activity were shared and reviewed.
3. The accelerated education offering is nearing completion. Eleven students participated in the accelerated course offering which is being taught at Whirley Drinkworks in Warren, PA.
4. The board is still needs volunteers to participate on the board for the upcoming program year.

Tri-City Board of Directors

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