

## *Work Life Balance: I want to be able to get ALL the important things done. Is there hope?*

First, define the term balance. So often, people seeking “balance” end up with a life something like both sides of a scale dragging the ground behind them. I suggest thinking of work-life balance as a Teeter-Totter, which is certainly possible to balance but is much more fun when it “seesaws” back and forth. In fact, that is the purpose of a teeter-totter!



It’s important to become less concerned with balance and more concerned with purpose and focus. Purpose comes from service, and you may have more than one purpose, for each of the vital few key roles you serve in life. When you have done the work necessary to discover your purpose then, and only then, will it become possible to have an “On-Purpose” day.

Purpose gives your day focus and meaning; it shapes your goals, your decision-making, and your use of time.

*Continued on page two – Balance*

### **Inside This Issue**

*Work Life Balance: Is there hope?*

*First Impressions Count*

*One Minute Ideas*

*Is an Employer Limited in its ability to Fire an Employee?*

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## *First Impressions Count*

A recent study reported that 40% of Internet users in the US changed their opinions of brands due to information they gathered online. This data is reinforcement that it's more important than ever to make sure that the image you are portraying online, and especially in your e-mail marketing, is an accurate reflection of your brand. Here are a few areas to consider when analyzing your brand reflection in your e-mail marketing?

**Design** – Is the overall look of your e-mail messages appealing? Do your email campaigns “look” like they fit with the rest of your marketing material? Do your emails have the appropriate colors, images and format to make a positive impression on your audience?

**Subject Line** – Is the subject line of your e-mails reflecting your brand and personality? Make sure that the words you use in the subject line are carefully chosen. This is the first statement your audience will read!

**Content** – Is the content in your e-mail campaigns worthwhile and interesting to your audience(s)? Poor content erodes your brand. If you send your constituents poor content, they connect your brand with the quality of the content.

**Utilities** – Can your audience interact with your emails easily and consistently? Items like changing preferences, signing up, forwarding the e-mail and unsubscribing all are a reflection of your brand. The easier your e-mail is to work with, the easier your organization is to work with.

**Remember, first impressions count. In person, online, and even in your e-mail marketing!**

What's the first impression your e-mail marketing campaign is giving?

— Adapted from Opt-In news e-mail marketing research





# ONE MINUTE IDEAS

## The US Census Bureau: Ten Principal Reasons that Businesses Fail:

1. Inadequate or no management system
2. Lack of purpose, vision and mission
3. Poor planning, procedures, reporting and review processes
4. Over-dependence on specific individuals
5. Poor segmentation of markets and clients
6. Goals not established or not well-communicated
7. Lack of competitive and market intelligence
8. Inadequate set-up and working capital
9. Absence of quality programs
10. CEOs having great technical or professional skills, but insufficient business and management skills

*Only those who risk going too far will ever know how far they can go.*

— Author Unknown

## Turning Potential Into Performance!

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*Continued from page one – Balance*

Your purpose throughout the day may be to focus on the needs of your customers, then in the evening shift to the needs of your spouse, getting kids to hockey and dance classes, then to reading from a great book before bedtime.

Once you are clear on your purpose(s) in life, focusing on JUST the important things becomes possible – there is hope and it's fun!

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## Is an Employer Limited in its ability to Fire an Employee?

Although employment is presumed to be "at will" (meaning that the employer may fire the employee for any reason, or no reason at all), this at-will presumption is limited by a number of competing rules.

An employer may not fire an employee for discriminatory reasons, such as because of his or her race or sex. The employer also may not fire the employee because the employee has engaged in a protected activity.



Protected activities include complaining of harassment, discrimination or another violation of the law, filing a lawsuit against the employer claiming discrimination, filing a workers' compensation claim, or participating in an investigation of the employer by an administrative agency such as the Equal Employment Opportunity Commission or the Environmental Protection Agency.

An employee who can show that he or she was fired shortly after engaging in such a protected activity may be able to sue the employer for illegal retaliation.

An employer may also be limited in its ability to fire an employee by the terms of a union contract or collective bargaining agreement, or by the terms of a contract with the individual employee.

Finally, if the employer is a public entity, such as a federal, state or local government, a school district, or a government agency, the employer may be required to provide the employee with notice and an opportunity to be heard before firing the employee, and may also be required to show "just cause," such as poor performance or the violation of a work-related rule by the employee, in order to fire the employee.



Contact your legal council for more information and clarification. *This is not to be used as legal advice.*

*The leaders who work most effectively, it seems to me, never say "I." And that's not because they have trained themselves not to say "I." They don't think "I." They think "we"; they think "team." They understand their job to be to make the team function. They accept responsibility and don't sidestep it, but "we" gets the credit. This is what creates trust, what enables you to get the task done.*

— Peter Drucker



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