



April 2009

Issue 13

Welcome to the April issue of Train-Ease Times. You will find helpful tips and tricks of the industry, current projects, upcoming events in the area and much more!

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Keep Up Employee Morale



There are hundreds of ways to boost employees' morale but thousands of ways to kill it. By being motivational, you will encourage your employees to work hard, remain dedicated to their job, and improve their retention. In the current economy, now is not the time to lose employees due to lack of confidence in you, your company, or your word. Follow these tips to keep your employees' morale flying high:

Don't make promises that you cannot keep.

Making guarantees of raises, promotions, and other perks should only be made to new hires if they are truly a possibility. But if you make this proposal and never mention it again you will destroy your employee's morale.

Don't play favorites.

This mistake is never well-hidden. Remember, the teacher's pet? It was obvious as a child and it is still obvious years later when this dynamic is brought into the workplace. Don't selectively enforce rules; keep an even playing ground.

Don't withhold essential tools or equipment.

Budgets may be tighter than in the past but don't hold employees back from doing their job by restricting their office supplies or technology. Budgets are there to be spent and certain enhancements are necessary to improve the quality of your company's work.

Don't make employees feel easily replaceable.

This is easily the number one way to kill morale in your office; let your employees know when they are doing well, meeting deadlines, and exceeding

goals. Reinforce their importance to your team or company.

Dramatic Growth Expected in Mobile Internet Usage

According to a recent survey by The Nielsen Company, an astonishing increase in daily usage of the mobile internet and data services is expected over the next two years. The survey consisted of 50,000 European and U.S. mobile users and found that 71% of U.S. consumers and 41% in Western Europe anticipate daily usage of such conveniences.

Intent to Increase Usage Over the Next 12 Months

Feature	US	UK	France	Germany	Italy	Spain
Email	43.2%	43.8%	37.0%	26.9%	39.9%	35.7%
MMS	26.6%	32.0%	37.0%	28.3%	39.7%	31.2%
GPS	53.5%	43.3%	36.0%	28.7%	41.7%	27.3%
Mobile Internet	52.0%	41.8%	40.6%	35.9%	43.5%	33.6%
Photo Upload	56.1%	31.5%	34.8%	18.8%	41.3%	40.5%
Software/Application	39.4%	35.2%	40.2%	27.3%	35.5%	35.5%

Source: The Nielsen Company

The research was conducted in the U.S. and in five of the largest Western European countries (UK, France, Germany, Italy, and Spain) showing that more network traffic is expected for mobile internet, email, photo uploading, and multimedia messaging. The biggest concerns amongst consumers utilizing mobile features are the cost, speed, and quality of service.

Despite current economic conditions, consumers still plan to purchase mobile data services. They are not seen as a luxury, but as a convenience. Now is the time to take advantage of developing your own mobile website as many updates will be made within the next 12-months.

Mobile technology is not the future, it is now. Stay with the times and don't get left behind. To view the Train-Ease mobile website [CLICK HERE](#) for more information, contact our office at 614-876-7400.

Universal Charging Port?

If you are like many other mobile phone users, you have probably experienced the same repetitive dilemma: Keeping track of your mobile phone's wall charger.

Most times when we buy a new phone it comes with an adapter that fits only your new type of phone. Well, this is all finally going to change. According to GSMA industry group, key mobile phone industries have agreed to fit phones with the same power socket by 2012.

Let's just hope that this is one more step towards simplifying our mobile society!

Workplace Unfairness

The Level Playing Field Institute Conducted "The Corporate Leavers Survey." Research was focused on 1,700 professionals and managers in the corporate workforce who voluntarily left their employers or volunteered for a layoff within the past five years.

The study found:

2 million professionals and managers leave their companies each year due to unfair treatment.

13% of respondents indicated that their experience strongly discouraged them from recommending their employer's

Featured Event

Keeping Employees Accountable for Results

April 28th, 2009

7:30-9:30 am

Franklin University
Alumni Hall, Ross Auditorium

[See map](#)



The Ohio Heartland ISPI welcomes Brian Cole Miller, President & founder of Working Solutions, Inc. to present "Keeping Employees Accountable for Results" for this breakfast event. Brian has over 20 years experience in training, human resources, and organizational development in various industries. He provides training, coaching, and consulting to help leaders be effective in 3 critical areas: leadership, team performance, and individual performance.

In this session, you will learn that a manager's job is to get work done through others. The key to any manager's success is holding employees accountable for results. Unfortunately, many are overwhelmed by the time, effort and know-how required. They look to you--HR, performance consultants and others--for help.

Accountability is quick and effective: a 6-step method that gets results through goals, commitment and buy-in. This is not a traditional disciplinary process masquerading as an accountability model. It's simple enough to learn and apply today-effective enough to positively impact your employees forever.

After this presentation, participants will know how to:

- Set expectations for employees and INVITE commitment to goals
- Measure progress and PROVIDE feedback on success as well as shortcomings
- Link to consequences and EVALUATE effectiveness of the accountability process

To attend the Ohio Heartland ISPI breakfast event, "Keeping Employees Accountable for Results," **REGISTER** now.



services to others.

51% said unfairness led them "to some degree" to discourage others from purchasing products or services from their employer.

58% reported that unfairness led them "to some degree" to discourage others from seeking a job at their employer.

\$64 billion is the cumulative annual cost of turnover due to workplace unfairness.

These are shocking numbers especially in a time of company layoffs and closings. Companies should take heed and keep their employees motivated to work for and promote your company. Executive Coaching can often time help managers and employees see their full potential and help inspire new goals and achievements. For more information on **Executive Coaching** contact us today!

eLearning Stimulus Plan Reminder

When you think "long-range success and growth," there is no question that eLearning and online training can stimulate your future business opportunities while saving precious dollars along the way.

An investment today in your training infrastructure will pay dividends for years to come! We can show you how to quickly implement a customizable Learning Management System, a virtual meeting room, and install your existing content or quickly create suitable content that will eliminate costs.

The time has come to make a change for the future success of your business. Continuing to use

an outdated training infrastructure just won't work in the current state of our economy. You simply cannot afford it.

To demonstrate our commitment to your eLearning Stimulus Plan, we are offering a 10% price reduction on all systems and services purchased by May 31, 2009.

Open your eyes to the future. Be a visionary!

Contact Rick Willimott at Train-Ease today at 614-876-7400 or by **email** or Jim Meaney at webSolve at 614-975-9876 or by **email** for more information on our products and services.

We look forward to your comments and suggestions. To submit ideas, questions or topics, please contact Melanie Gaunder at 614-876-7400 or by **email**.

"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."

~ Thomas Huxley ~