



Welcome to the January 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!

Start Your New Year with Business Success

As we enter a new year, now is the time to reflect on your business' progress over the past year and develop a plan of how to achieve more this year. These Top 10 New Year's resolutions are designed to increase a better work-life balance, so you can achieve a satisfying success in the New Year.



Learn how to delegate and do more of it. It's easy to fool ourselves into believing that we need to do everything, but can't figure out why we're so tired. Let someone else capable of tasks help. Delegation is the key to a healthy work-life balance.

Promote your business regularly and consistently. If you want to attract new customers, promotion must be a priority. Hire a marketing expert, or take the time to create your own marketing plan and follow through with it.

Make business planning a weekly event. Planning is vital to a healthy, growing business; it helps you see what worked and what didn't, and helps you set a direction for new goals. Weekly business planning will help you avoid costly mistakes and stay on track while feeling focused and relaxed.

Learn something new. Learning something new will add to your skills and a new dimension to your life. Remember, by delegating tasks you will have more time to learn, meet new friends, and add to your customer base.

Join a new business organization or networking group. Talking with other business professionals can spark ideas, refine old ones, and make new contacts. Making an effort will revitalize you and your business.

Find a cause that matters to you and give what you can. Serve on a committee, be a mentor, volunteer, or make regular donations to groups in your community. Those that give, get.

Put time for you on the calendar. It is important to take the time to recharge and refresh yourself. If you won't invest in yourself, who will?

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Mobile Ads Reach 77 Million

According to a recent report on mobile advertising, "Realizing Potential: Overcoming Barriers to the US Mobile Advertising Market," there are currently:

- 259 million wireless lines in the U.S.
- 69% of which use their phone for at least one data service (email, internet, SMS, etc)
- 77 million recall seeing some form of mobile advertising while using their mobile phone, up 81% year-over-year

Percent of AdViewers Who Saw Ads While Using Particular Content

Set realistic goals. Set goals that lead to success rather than distress, goals that are achievable.

Don't make do; get a new one. Is there a piece of equipment in your office that's interfering with your success or a need for a new employee to lighten the load? Stop putting off getting what you need.

Drop what's not working and move on. If a technique or a product and/or business relationship isn't working for you, stop using it. Move on. Something better will turn up.

Achieving a healthy work-life balance can be done, but you have to work at it. Apply these tips throughout the year to advance your business' success. For help focusing on and meeting your goals contact our professionals by [email](#) or go to our [website](#) to find out more about Executive Coaching.

Ward, Susan. "Top 10 New Year's Resolutions for Business Success." About.com. 12 Dec. 2008
<http://sbinfocanada.about.com/cs/management/a/bizresolutions.htm>.



Breaking Down the Generational Barriers

They are categorized as echo-boomers, Generation Why, Gen-next and Gen-Y, but Millennials are the candidates that your company is trying to attract and recruit right now. This generation is between the ages of 18-30 and is a very complex one. They have seen terrible tragedies

such as the Columbine High School shootings, the attacks on the United States on 9/11, the effects of Hurricane Katrina, and numerous accounts of corporate scandal and greed.

Millennials want to create a positive impact in the world by changing the negative momentum that currently exists. Supporting companies that work toward positive social and environmental change will allow their use of advanced technological and consumer skills.

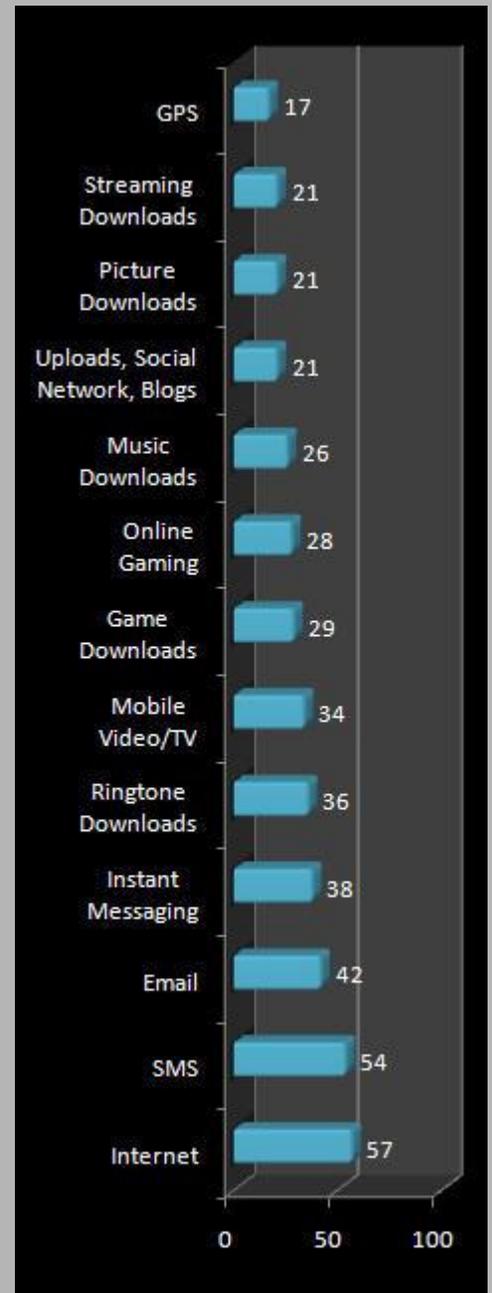
In a report based on Millennials, "The 2006 Cone Millennial Cause Study" showed:

- **79% want to work for a company that cares about and contributes to society**
- **78% believe companies have a responsibility to make a difference in the world**
- **56% would refuse to work for an irresponsible corporation**

In summary, the report shows that Millennials look for both purpose and meaning in their work. Recruiting and retaining them will be much different with that of past generations. Your company's corporate social responsibility (CSR) strategy is necessary in this process as well as engaging them in your strategy.

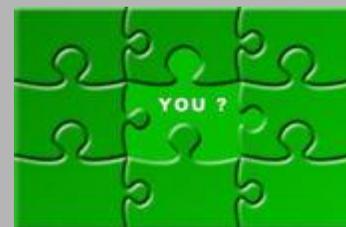
Keep your recruits and employees informed about your company's impact on society and offer them ways to join in. You may want to offer paid time off to volunteer with causes linked to your company's initiatives or develop training programs to integrate CSR training.

Although Millennials are inclined to change jobs more frequently than other generations, if your company can offer them an ideal position that makes them feel good about what they are doing, they are likely to stay and help promote a



Nielsen Mobile, 2008

Featured Event



**DISCover the Possibilities:
Improving Performance by**

positive impact.

If you are interested in finding out more about your generational workforce, go to our website to find out information on [DISC Assessments](#). These personal assessments will help you have a better understanding of your employees work and/or management style and be able to develop an action plan that can enhance their personal and professional growth. [Contact us](#) to find out how we can help break down the generational barriers.



Bowl for Kids 'Sake is the largest and most important annual fundraiser for Big Brothers Big Sisters of Central Ohio. If you stacked up all of last year's 3,000 bowlers from the event, they would be as tall as 55 Statues of Liberty! Last year Train-Ease helped BBBS raised \$519,000, but this year's goal is to raise \$525,000 for the thousands of children they serve in central Ohio annually.

Join the staff of Train-Ease on Saturday, February 7, 2009 for bowling fun at the Columbus Square Bowling Palace. Live entertainment, local celebrities, media, raffles, drawings, prizes, and refreshments will be just part of the fun!

Make a difference! Your support helps Big Brothers Big Sisters of Central Ohio match at-risk youth in our community with caring adults so these children can become confident, competent and caring individuals!

[Register](#) to start your own team or join an existing one. For more information visit the Bowl for Kids 'Sake [website](#) or contact Kindra Hill at 614-839-2447 ext. 121.

What are you waiting for? Join the staff of Train-Ease on Saturday, February 7th at the Columbus Bowling Palace strike it big with our participation and/or donations!



Applying an Understanding of Behavioral Style

Cardinal Health
Tuesday, January 27th
11:30am - 1:30pm

The Ohio Heartland ISPI December event welcomes Rick Willimott, a Certified Professional Behaviors Analyst (CPBA) and Certified Professional Values Analyst (CPVA) who has worked with the DISC Tool since 1996. Rick is also the President / CEO of [Train-Ease](#) which offers a variety of Learning & Performance solutions including various programs related to behavioral styles.

This dynamic & interactive seminar will open your eyes to a new way of viewing others and yourself. Taking the time to understand the different behaviors of people is the key to effective communication. Discovering how to communicate more effectively will enable you to achieve the things you want, not only at work but also in life.

This session will help you:

- Understand your own behavioral design
- Recognize, understand and appreciate others' behavioral designs
- Adapt for enhanced communication, understanding and relationships

By attending this event, you will have the opportunity to take your own DISC assessment and learn the universal language of behaviors. [Register](#) to attend OHISPI's luncheon event: "DISCover the Possibilities."

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](#).

"Be always at war with your vices, at peace with your neighbors, and let each New Year find you a better man."

~ Benjamin Franklin ~