

# Strategic Trends™

Managing the Human Side of Business<sup>SM</sup>

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## Special points of interest:

- Learn about the Lessons of Life
- Are you putting off for tomorrow what you need to do today?
- Learn an easy way to look at solving problems.
- Are you ready for the future? It may just be closer than you think!

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## Lessons of Life

I have to offer an apology for the delay in the publishing of our newsletter. Normally we try to get our newsletter published approximately every two months. We were close to getting this edition out at the end of July, but we got delayed. In fact, the article below was written and ready to go at the very end of July.

But so many things happened since then, and I've been reminded of the many lessons that my father taught me as I was growing up. He taught me to be sure of myself and to take a stand on things when I knew I was right. He also taught me how to investigate things to make sure that I did know I was right before making a fool of myself by being wrong. That means learning how to learn

about all sorts of things.

He also taught me how to make sure that if I was going to take on a task to do it to the very best of my ability. Doing things half-heartedly is sloppy and lazy work. Yes, this is sometimes hard to do with all of the variety of chores that we have to deal with everyday. But to do something half-heartedly can result in mistakes, waste, and even more time spent re-doing something you don't like to do because you did it the wrong way.

One of the most important lessons that is so easy to forget is that each and everyone of us can control our own attitudes. We often teach a 2 to 3 day program called Adventures in Attitudes that explores just this concept of choosing your own attitude towards life. It explores how you can't help the way you feel, but

you can help the way you think and act. I now realize why that program resonates with me so much, as it was just this that my father taught me as I was growing up.

Finally, the lesson that perhaps I most treasure is that he taught me to always have a strong belief in my own abilities. That as long as I did my best, then I had done well enough. Don't allow the words of others to dissuade you from having confidence in your own worth.

He taught me these things, and many others. I had many occasions to recall all of those lessons over the past couple of months. And I learned a new lesson, which is in the article below.

None of these lessons are startling in their own right. Unfortunately, it just seems like we need to be reminded of them from time to time.

## Tomorrow is Promised to No One

This column is a little bit hard for me to write this month. I sit here at this time knowing that my father has been diagnosed with only a short time to live. At 74 years old, he was in

excellent health, or so we thought, and we all believed he had many years before him.

But that isn't going to be the case. Fortunately, my father didn't tend to live

his life in "the future." While he was an excellent planner for the future, he also lived his life for today.

While he worked each day and did a wonderful

*(Continued on page 3)*

## RDS Brings on New Staff!

**Resource Development Systems, LLC** is very pleased to announce that we have recently hired an additional staff member.

Tanja Agriesti is a graduate of Capital University in Columbus, OH with a major in Public Relations. After working on several projects, she eventually found her way to Bank One where she worked in both the collections department and in Human Resources.

Tanja and her husband Mike proud parents of their 1 year old son, Michael. She enjoys running in races and participating in a book club during her free time.

Tanja will be working as a Client Relations Specialist, keeping in contact with our clients on a regular basis to insure that their needs are being met, and also to talk with potential new clients about what we can do to help them become an Exceptional Organization.

## RDS Associate Achieves Certification!

Tom Begier recently attended the Level 1 Certification for Tomorrow's Workplace in Philadelphia.

**Tomorrow's Workplace** is a series of concepts and approaches to help organizations create a Freedom-based environment that will allow them to find and keep accountable people who want to and can be responsible for their own jobs.

**Tomorrow's Workplace** is based upon the principles found in the book "Accountability: Freedom and Responsibility without Control" by Rob Lebow and Randy Spitzer. They founded **Tomorrow's Workplace**, along with Keith Ayers.

## RDS Continues to Represent KET

RDS is pleased to announce that it will continue to represent Kentucky Educational Television, a PBS affiliate, in supplying it's Adult Basic Education and GED Programming to a variety of community and workplace based organizations.

Ann Lear, Executive Vice President, recently attended KET's Annual

meeting where she learned about KET's newest series of programs available, TV-411. TV-411 is a wonderful set of half-hour programs designed to help people learn about a variety of life skills and apply them to real life situations.

A product of the Adult Literacy Media Alliance based in New York,

KET is the exclusive distributor for this programming.

RDS remains the representative for KET in the states of Florida and Georgia.

## 2nd Annual AIA Facilitator's Retreat

RDS was pleased to announce host our **Second Annual Adventures in Attitudes Facilitator's Retreat** in Daytona Beach, Florida from 30 July to 1 August 2003.

President Gary Lear kicked off the Retreat and then turned it over to veteran and award-winning facilitators Rick and

Susan Stamm from the Team Approach. Rick and Susan are recognized as two of the premiere experts in the Adventures in Attitudes program.

Participants enjoyed learning how to facilitate the program while overlooking the ocean. After two exciting, fast paced, and even a little bit exhausting days of participating in

### The Adventures In Attitudes Affirmation

"I can't help the way I feel, but I can help the way I think and act."

Bob Conklin

the program, they then learned a variety of ways to deliver and enhance this program.

They are now ready to bring this program that 4 million have already participate in to many more!

## Tomorrow is Promised to No One (continued from page 1)

job, looking to the day-to-day necessities that were needed for his family to survive and thrive. At the same time he invested in and planned for the future, insuring that his two sons were able to attend college for their future, as well as investing for his own retirement.

As that day of retirement came, he was prepared for it and eagerly began to enjoy the fruits of his labor. He loved to be able to take my mother out to eat at different restaurants and they began traveling to all of the places that they wanted to see.

While they were always taking little trips, two or three times a year they went on some sort of major trip; a cruise, or just fly off to some place. Just a couple of weeks before he was diagnosed with his cancer he talked of going down to the travel agent to again book another cruise.

But that's not going to happen now.

Most of us have a very hard time finding the balance between living today and planning for the future. How easy it is for us to always put things off until "tomorrow."

So often we tend to look at the very

important things in our lives and find it all too easy to say that we'll get around to doing them "tomorrow." Perhaps it is spending time with our children, or spouses, or other family members. Perhaps it is making changes in our personal or professional lives.

What ever it is, perhaps we should take a lesson from my father. Live today for today while planning for the future. Find that balance. Because tomorrow truly is never promised to anyone. So what are you waiting for?

In Memory of

Garfield E. "Guy" Lear

15 Dec 1928— 22 Sep 2003

## A Soft Drink Approach to Solving Problems

In today's ever changing business world, problem solving has become a regular chore. What once used to be the sole responsibility of managers is now everyone's responsibility. So here's a simple approach to solving problems that everyone can learn. It's called SODAS!

- Use SODAS to help solve your next problem

- **SITUATION** — what is the current situation in which the problem exists. Describe it in detail so you know what the parameters of the problem are.
- **OPTIONS** — what are the possible options for solving this problem. Don't make judgments about how good these Options are, just generate a list of ideas. Brainstorm. Get others involved.
- **DISADVANTAGES** — what are the Disadvantages of each Option. List them out. Weigh each against the others so that you know how they compare to the Advantages.
- **ADVANTAGES** — what are the Advantages of each Option. List them out. Again, weigh each one against the other so that you know how they compare to the Disadvantages and so that you can soon select an Option and Solve the problem.
- **SIMULATE and EVALUATE** — this is where you attempt to implement your Solution on a small scale and then evaluate it's effectiveness. If it works, great. If not, it's back to the beginning and start all over. However, not all situations will allow for this stage so...
- **SOLUTION** — this is where you will pick the Option that you think will best Solve your problem and implement it. But don't forget to Evaluate how well it works!

# Strategic Trends™

## Newsletter

### *Resource Development Systems* LLC

934 Falling Creek Dr.  
Macon, GA 31220

Phone: 478-254-3155

Email: [info@rds-net.com](mailto:info@rds-net.com)

[www.ResourceDevelopmentSystems.com](http://www.ResourceDevelopmentSystems.com)

### **Managing the Human Side of Business** SM

Resource Development Systems, LLC helps organizations move to a higher level of performance by tapping into the power of each member of the organization, and by helping to create environments of responsibility, accountability, innovation, and success, with a strong focus on delighting customers.

**We offer**

**Uncommon Results to  
Common Problems!**

## Future Trends

With the rash of unethical behavior, bankruptcies, and criminal misconduct in the news over the past year or so, there has been an increase in the concern about ethics in business. Everywhere you turn there seems to be another business article or newspaper story about this topic. We're seeing an increase in training on the topic of ethics, with a focus on managing and leading with ethics. Even the business schools are jumping on the band wagon, requiring a variety of new courses on the topic.

But even with all of this focus on ethics, are we assured that we are going to see more ethical behavior in the workplace? After all, didn't Enron have a set of Values framed and hung on their walls at corporate headquarters? The sad thing of the matter is, even with all of this focus, just talking about ethics and

putting values on walls won't make organizations act in a more ethical manner. In fact, there are plenty of stories out there where organizations have conducted training on ethics and then still had managers act in ways that are highly questionable, if not downright illegal.

However, those organizations that are serious about enforcing ethical standards can be successful. It all begins at the top, with a clear understanding of what kinds of values the organization will live by. These aren't just a set of words, but very specific values that are essential for the organization's success. These values have to be agreed to by all of the top executives and then everyone else in the organization, including managers, supervisors, and employees. Those that don't agree

with these values can't stay. Those who can't abide by them can't stay, either.

It all boils down to trust in the organization. Can the members of the organization trust each other and management? Can customers trust the organization and its members? Can shareholders trust the organization, its senior managers and employees?

Those organizations that can harness and build trust at all levels and with all 4 of its core constituents will find success at fighting the ethics battle. In return, they will find more disciplined and engaged employees; more satisfied and dedicated customers; and excited investors.

Ethics really is good business, but it is hard work — a lot more than just a training class.