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Newsletter Issue # 11
High Performance



THE HUMAN FACTOR, Inc.

... helping companies, teams & individuals be better, faster, stronger

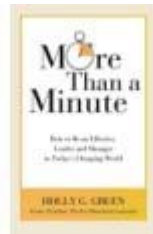
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Book Buzz

More Than a Minute is being hailed as "an invaluable

toolkit". "Unlike many leadership and strategy books, *More Than a Minute* includes an array of straightforward tools and techniques that enable readers to put strategic principles into practice. Five stars!"



Click [here](#) to read more actual customer reviews. Buy your copy today and put the valuable material to use to achieve success in your business!

Holly Green, Live & in Person

You are invited to a **complimentary** session with Holly on Friday, February 27th from 7:30-9:00am at CSUSM Markstein Hall.

Holly will explore key forces impacting leadership and



Is it just me or does it feel like Groundhog Day with the same old worrisome news day after day? The business/financial reporting has become quite tedious with its dreary outlook, causing many people to simply yawn at the latest headlines. Despite what the media is honing in on, there are companies that are successful and thriving in these challenging times and there are steps that can be taken to endure and succeed.

Recently, I ran across an article on Morteck, Inc. Think for a moment about the health of the mortgage industry and all of the negative press associated with it. The immediate thought that comes to mind is that any company whose business is tied to this industry is in dire straits. Well, think again...

"Morteck, Inc., a leading mortgage technology provider, today announced that it has achieved record sales and experienced significant business growth momentum in 2008; revenues rose 47% percent over the previous fiscal year. Several factors played into the success of Morteck's milestone year including the company's solid reputation, continued product enhancements and superior customer service. Our goal is to continue to build on our strong brand in order to create new opportunities as a company and especially for our customers. In cooperation with our talented staff, valued customers and trusted partners, we're poised for a very rewarding and thriving 2009." (Business Wire News, January 21, 2009). How refreshing!

Is it tough times? You bet. Does that mean you automatically lose? No way!

Excellence happens in context.

High performance and success are not dependent on one single factor or as a result of one or two things.

management today and inspire you with her insightful **"Don't Just Survive: Tools to Thrive as a Leader & Manager"**. There will also be an exciting announcement regarding the upcoming Management Development Institute released at the event.

Seating is limited so RSVP today. Click [here](#) for more information or to register for this exciting, free event.



Join Holly & other amazing leaders for the "Leading Strategically: Critical Skills for Effective Leadership During Challenging Times" series presented in conjunction with San Diego State University, College of Extended Studies.

Sessions: March 6th, March 20th, April 3rd, April 17th and May 1st from 7:30-11:30am.
Registration and more info available [online](#) or call (619) 594-5640 using priority code DFZ5.

Products and Resources

Now is the time to tap into all the resources available to you and your organization. The Human Factor, Inc. offers a wide range of complimentary articles as well as toolkits and workbooks for purchase. Visit [The Human Factor, Inc.](#) to see all that we offer and order what you need today.

Keynote Presentations



It's no

The entire context you operate in greatly impacts your results. This context includes the culture of the company - how things get done, how decisions get made, what works or does not work as far as behaviors and what gets rewarded and how. It is the complete environment in which employees interact with each other and with other stakeholders.

Every company has a culture and the key to building a high-performing culture is to make sure you consider 'what' and 'how' you will get to your destination points.

- What do the 'norms' in the organization need to be to enable everyone to work effectively on the right initiatives?
- How can you clarify and reward the behaviors you desire and enact appropriate consequences for undesirable behavior?
- What elements of the culture need to change?
- How much change is required and how do you successfully implement the change?

The majority of employees want to be a part of a compelling future, want to know what is most important and what excellence looks like. When you create a culture of performance and success, you inspire loyalty with employees and other stakeholders, and you create advocates who promote the company positively to others.

There are some common attributes of high performing companies and they include:

- Clearly defining what winning looks like from a Sales, Marketing, Finance, R&D, etc. perspective and effectively communicating it to team members.
- Tapping into employees as a resource through communication and feedback.
- Measuring and communicating metrics - financial, customer, production, etc.
- Building deep relationships with suppliers, customers and other stakeholders.
- Keeping tabs on the competition and the industry in general.
- Commit to setting up employees for success and nurturing their trust.

High performance organizations do not take their culture for granted. They plan it, monitor it and manage it so that it remains aligned with what they want to achieve. When the destination is clear, people develop a sense of direction and focus and this in turn contributes to a thriving culture and a successful

secret...You need real tools to thrive as a leader in today's environment. Holly provides them in interactive keynotes and workshops. She can inspire and educate your employees or attendees at your next business convention or corporate event. Contact [Holly](#) now to get your event on her 2009 speaking engagement calendar.

journey, despite the bumps and potholes along the way.

What context are you creating each and every day?

Contact [Holly Green](#) at The Human Factor, Inc. today to strategize how to mold your company's culture to achieve high performance and success.

Answer to last edition's *Who said this?* "It is always wise to look ahead, but difficult to look further than you can see." Winston Churchill.

This week's *Who said this?* "We are what we repeatedly do. Excellence then, is not an act but a habit." Find out who in the next newsletter.

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The Human Factor, Inc. | 12645 Picrus Street | San Diego | CA | 92129