

You're receiving this email because of your relationship with The Human Factor, Inc. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.

Newsletter Issue # 6

Where to? Identify Your Desired End State



THE HUMAN FACTOR, Inc.

...optimizing human assets to achieve organizational success

[View Website](#)

[\(858\) 401-9380](#)

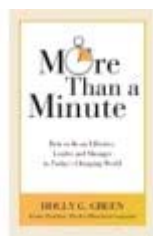
It's that time of year.....



The perfect gift idea for members of your team, clients, potential clients, even family and friends. With a simple click of the mouse to order some additional copies of *More Than a Minute*, you can cross one more thing off of your holiday to do list. [Go to Amazon.com today.](#)

Book Buzz

"What a refreshing look at how the basics of leading and managing have evolved. In this book, Holly does an excellent job of giving leaders and managers the tools they need for today." Vikki Loving, Founder & CEO, InterSource, Inc.



Click [here](#) to read more "Book Buzz" and see what others are saying about *More Than a Minute*.



Check out Holly's latest blogs www.morethanaminute.com/morethanablog to get even more specifics on staying focused and maintaining your success.

In addition to numerous radio shows, Holly was recently quoted in the article, "Adopting An Opportunistic Approach To Cost Cutting" in Investor's Business Daily. To view the article, go to <http://tinyurl.com/6a8vbl>.

Products and Resources

You can now purchase toolkits and workbooks, developed by Holly, to give you the specific guidelines and step-by-step instructions to achieve success with interviewing potential candidates, integrating the generations into your workforce and developing your communication skills. Visit [THE HUMAN FACTOR, Inc.](http://www.thehumanfactor.com) to order what you need today to ensure the success of your organization for the future.

Keynote Presentations



Holly would love to address your business, organization, convention, etc. about effective leadership in today's business world. She can educate and inspire your employees or attendees on a variety of topics including *More Than a Minute*, management basics from her book; making the multi-generational workforce work for you; "Bursting Your Bubbles"- developing

Where to? Identify Your Desired End State

The great thing in the world is not so much where we stand, as in what direction we are moving.
Oliver Wendell Holmes (1809-1894)
American author and poet

In the last newsletter, we discussed defining Guiding Principles and Organizational Attributes: Act Right. (A copy of this newsletter can be obtained by sending an email to Kristin@TheHumanFactor.biz). Once Guiding Principles and Organizational Attributes are set into motion and communicated to your team, the focus of your attention should be shifted to your Destination Statements, sometimes referred to as your "Vision".

Destination Statements describe where you are going. The more clarity you can create on what it looks like at the end state, the more likely you are to get there. Destination Statements should spawn visions in the minds of each and every employee that become powerful motivators and guide trails to keep everyone moving in the right direction.

When defining your Destination Statements, bear in mind the following:

- Consistency: Are they consistent with the Mission Statement?
- Clarity: Are they easy to understand?
- Specific: Do they provide enough detail?
- Consider *what* and *how* you will get to your destination points and communicate them constantly.
- Measure what matters and what employees can relate to in their jobs every day.
- Encourage ownership behaviors in employees.
- Review organizational processes and systems to be sure they are aligned with where you say you are going and what you want, as far as behaviors, to get there.

As an example of how important delivering powerful Destination Statements are to your employees, ponder these two companies recently featured in the news, both of which have strong vision statements but with contrasting end results.

General Motors (GM):

"GM's vision is to be the world leader in transportation products and related services. We will earn our customers' enthusiasm through continuous improvement driven by the integrity, teamwork, and innovation of GM people." Check recent headlines to see where this one is today.

more expansive thinking; "Innovating Every Day" and much more. Contact [Holly](#) now to get your event on her 2009 speaking engagement calendar.

...and here's one that has more details describing what it looks like when they arrive

Verizon Communications

"The people of Verizon have a positive and exciting vision of where we're going. We are making the investments and delivering the innovations that will put us on the upside of industry change. We will continue to conduct business with the highest ethical standards and live up to our legacy of contributing to the wellbeing of communities all over the country and through it all, we will continue to step up to the challenge of doing what leaders do: use periods of significant change to reinvent their business and redefine the industry." Ivan G. Seidenberg, Chairman and CEO, statement taken from Annual Report

Recent Headline:

October 27, 2008. WASHINGTON (MarketWatch) -- Verizon Communications Inc. on Monday posted a 31% gain in quarterly profit and added 2.1 million wireless customers, surprisingly strong results that gave the No. 2 U.S. phone carrier its biggest one-day stock gain in eight years. The performance in the face of a slowing economy and global financial panic lifted Verizon's stock to \$27.61 from Friday's closing price of \$25.08.

Verizon's success in such turbulent economic times is a demonstration of not only how important developing Destination Statements are, but how critical communicating them to employees is to develop a real belief in the talk.

For more insight and a comprehensive list of criteria to help you define and evaluate your Destination Statements, read *More Than a Minute*, Chapter 1. Contact Holly and set up a meeting with her to develop your Destination Points.

Answer to last edition's *Who said this?* "How do we know when irrational exuberance has unduly escalated asset values?" **None other than the Maestro, Alan Greenspan.**

This week's *Who said this?* "If you do not know where you are going, every road will get you nowhere?" Find out who in the next newsletter.

[View Website](#)

[\(858\) 401-9380](#)

[Please forward to 3 colleagues.](#)

✉ [SafeUnsubscribe®](#)

This email was sent to holly@thehumanfactor.biz by holly@thehumanfactor.biz.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



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