

WORD Up!

Tiny Tidbits

According to the Global Business and Economic Roundtable on Addiction and Mental Health, the Top 10 Workplace Stressors are:

10. Too much or too little workload.
9. Lack of two-way communication, up and down.
8. Unappreciated effort.
7. Inconsistent employee performance management and recognition.
6. Career and job ambiguity (no one knows why anything happens).
5. Unclear company directives, directions, and policies.
4. Mistrust and vicious office politics.
3. Doubt resulting from management's failure to communicate what's happening and where things are headed.
2. Random interruptions.
1. Timelines and deadlines too short for the work to be done.

How many of the stressors can you relate to poor communication?

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It's Friday the 13th... Are Your Assets Covered?

Some people suffer from **friggatriskaidekaphobia**,* but not us. That's why we chose to launch our new quarterly newsletter on Friday the 13th.

On Friday the 13th many people expect the worst: jammed copy machines, burnt coffee, and an in-box jammed with "free" vacation and cheap Viagra ads. Who knows? Maybe even a process breakdown or two that leads to lost clients and lost revenue. It would all just seem like bad luck, but is it? The truth is, most of these problems can be solved in two words: *information and organization*.

In fact, the Top 10 Workplace Stressors (see sidebar) could be alleviated if organizations managed their information as an asset. We typically think of assets as things with obvious market value (cash, inventory, equipment, real estate). But how would you manage any of those things without organized and effective information?

Accounting processes, client files, sales figures, training documentation...it's all information. And it's at the heart of doing what you do best. So maybe it's time you asked a few questions about your organization's assets.

1. We can find the information we need when we need it.	T	F
2. All of our policies and procedures are documented.	T	F
3. We're not wasting resources by paying multiple people to create material for training, sales/marketing, policies, and system support.	T	F
4. We know where information is being used, who's using it, and why.	T	F

If you circled "False" for any of the above, you're at risk. Outdated, nonexistent, and duplicate information can lead to lost revenue due to production problems and

Over, please >>>>>

The Word Around 210

News, events and updates

Suzanne Guess, President, recently earned the LaunchPad certificate at the 15th Annual WritersUA Conference for Software User Assistance in Long Beach, CA.

210 Communications has partnered with a talented team of writers and designers to offer you more choices. Whether it's a logo design and branding, a newsletter, or a mailing campaign, expect the same exceptional service tailored to your specific marketing goals. ■



“It’s easier to find the average rainfall in Nepal than it is to find basic information inside your own company.”

-David Bercovich, Google Enterprise

Friday the 13th... (cont.)

poor client communications—not to mention potential fines and business interruptions resulting from compliance issues.

So, are your assets covered? If so, great! If not, it’s time to call 210. We can help you create, manage, and secure your organization’s information assets.

As an added incentive for you to reconsider your information assets, every 13th response we receive by Monday, April 16, will be treated to our special “Cover Your Assets” lunch. Don’t fall prey to **friggatriskaidekaphobia** – call 210 today! ■

*A specific fear of Friday the 13th

E-tiquette:

Does Your E-mail Have an Attitude?

How many times have you received an e-mail that makes you wonder, “Is that sarcastic or sincere?” And when you send e-mail, do you assume that your message will be interpreted the way you intended? You may be surprised at how often it’s not. Research suggests that we accurately predict another person’s response less than 50% of the time. We all know that using e-mail comes with potential risks, but people don’t typically think about the risks that are associated with a misinterpreted *tone* of a message.

You may think that the tone of your message comes loud and clear because you “hear” it as you write. But at the other end of the network, readers unconsciously interpret it based on their current mood, stereotypes, and expectations.

Your business can be damaged if your messages are misinterpreted. We can’t ignore the responsibilities associated with using e-mail. “E-mail is very easy to misinterpret, which not only triggers flame wars, but lots of litigation,” says Nancy Flynn, Executive Director of the e-Policy Institute.

E-mail is an essential business tool. It would be nearly impossible to survive without it. But the next time you send or receive a message, think twice about the intended tone. And when in doubt, do it the old fashioned way—simply pick up the phone. A friendly voice is hard to misinterpret. ■



Like what you see? Have any suggestions?

Send your feedback to info@210comm.net.