



Kennette Reed & Associates

Consultants/Trainers/Success Coaches
Staff & Customer Retention Specialists

Customer & Staff Connections March 2004

Focus: Keep The Ideas Flowing

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Contents

1. Updates (1-3)
2. Like Diamonds In The Rough
3. Ideas Have Many Sources
4. An Idea Processing System
5. Get More Information

Update#1 - Business & Personal Success Coaching

Need to make some changes? Not sure where to start? Get support to move forward with change, resolutions, projects, or plans. Start today. Try a FREE 30-minute no-obligation introductory **Resilience Coaching** session. Just click this link [Resilience Coaching Intake Form](#) . Learn more about the **Resilience Coaching** process, at [Kennette Reed & Associates](#) . Feel free to refer a friend or business associate.

Update #2 - Coming To Chicago April 18-21

If your professional association needs a speaker for a meeting, or your organization needs a trainer, April 18 - 21 I'll be in Chicago (to speak at a conference). I'm looking for additional speaking/training opportunities to add to my schedule while there. Organizations or companies who book engagements occurring during my stay, will save the California to Chicago travel costs. If you (or someone you know) would like to book an engagement during this time, email me speaker@kennettereed.com .

Update #3 - 2004 Teleseminars

Get a 1-hour educational boost from the comfort of your home or office. Get the latest information for business and personal success. Want more information? Get full descriptions and register by using this link [Register For A Teleseminar!](#) Spaces are limited. Topics include:

- Discovering Your Passion: The Thing That Makes Your Heart Sing
- Leading & Managing Change
- Keeping Staff Motivated & Productive
- It's About Time & How To Manage It
- Managing Workplace Stress

Register Early! Class size is limited.

Focus: Keep The Ideas Flowing

Like Diamonds In The Rough

Ever seen a rough diamond? They appear to be a bit interesting. They stir a bit of curiosity, but on the surface, they may not appear to be such a big deal. The beauty of the stone is not truly apparent until after someone takes the time to clean and polish it. Then it begins to show more promise. When the right person takes the diamond, and uses their skill to expertly cut it, the true beauty and brilliance of the stone is revealed.

Ideas can be compared to rough diamonds. On the surface, some ideas may not appear to amount to much. They may be discounted for a number of reasons. The potential they have can be overlooked by many. However, when the right person looks at the idea, takes time to consider it, and sees beyond the surface, the true brilliance can be revealed.

Ideas Have Many Sources

In an organization, ideas are born out of personal experiences, business experiences, accidents, mistakes, customer interactions, product returns, miscommunications, and in numerous other unpredictable ways. The number of ideas produced each day are countless. The number that actually reach the ear of management are few. Why? Oftentimes due to fear of being considered foolish, misguided, disruptive, a dreamer, a complainer, fiscally irresponsible, or unrealistic.

The key is to create an environment where ideas are welcomed and encouraged. Provide opportunities for staff to make suggestions. Know that many products and discoveries were born out of mistakes or miscalculations. Acknowledge and reward suggestions made by anyone. Most importantly, be careful to not kill good ideas and spirits. The best way to stop idea flow is by doing any of the following:

- Ignore the idea. Dead silence is a sure killer of an idea.
- Laugh it off. By reacting to an idea as if it is a joke, you discount the individual.
- Respond with, "Oh, we've tried that before." It makes the idea generator feel out of the loop.
- Modifying the idea. Saying it is a good idea, and proceeding to change it, says you really didn't think it was such a good idea after all.
- Personally attacking the idea originator. Once recovered, they surely will not come your way again.
- Doubt the originator is the owner of the idea. "Did you come up with that all by yourself?"
- Multiple postponements of a decision on the idea. If it's such a good idea, why is it not important enough to address in a timely manner?

An Idea Processing System

If you don't already have a plan/policy in place for processing ideas, why not establish one. What does your organization do with customer or employee ideas? How do you manage them, give credit, reward, and encourage creativity? In what ways do you encourage idea generation and sharing in your department? What recognition systems are in place to reward generators of useful, money saving, or profit generating ideas?

Take the time to look at your organization. If staff aren't generating and sharing ideas, find out why. Once you know the why, use this information to facilitate the transformation of your organization. You can do this by encouraging idea generation, taking action, implementing ideas, recognizing originators, and originator rewards. Not all ideas will be winners, but encourage their continued flow. Who knows when a diamond will arrive, disguised as a dirty stone.

Get More Information

1. [Ideaship: How to Get Ideas Flowing in Your Workplace](#)
2. [The Management of Ideas in the Creating Organization](#)
3. [Ideas are Free: How the Idea Revolution is Liberating People and Transforming Organizations](#)

In case you missed the additional information links in last month's issue, **Time For A Life**, here they are:

1. [Love 'Em or Lose 'Em: Getting Good People to Stay](#)
2. [30 Days to a Happy Employee : How a Simple Program of Acknowledgment Can Build Trust and Loyalty at Work](#)
3. [Get Weird! 101 Innovative Ways to Make Your Company a Great Place to Work](#)
4. [Fun Works: Creating Places Where People Love to Work](#)

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For previous issues, go to www.retentionexpert.com



Consulting, Training, Speaking, Resilience Coaching

Solutions can be designed, to address gaps, improve customer/staff retention, and increase your company's profitability. Kennette also helps individuals toward personal/professional success through her **Resilience Coaching** practice. Contact [Kennette Reed & Associates](#) to discuss your personal or corporate needs. Email kreed@kennettereed.com. or contact us by phone 510-888-9950.

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Kennette Reed

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kreed@kennettereed.com - 510-888-9950