

- Make your goals attainable. If you want to run 45 minutes a day for 5 days each week, start off by simply going outside for 15 minutes each day for 3 days.
- Take responsibility for the level of support required to accomplish tasks. Who can you hire to do what you're doing for less? What tools do you need to accomplish your result?
- Shake up your routine by doing the opposite. If you're having trouble getting to the gym after work, try going before work.
- Remember to delegate.
- Learn to say "no" to your boss, clients & family. Ask yourself, "What is the best use of my time?"
- Manage upset. Transform feelings of blame or anger into effective action. This process can not only save you time, but can add years to your life.
- Don't let work expand to fill the time available for it. If you budget 3 hours to complete a 1-hour project, it might take 3 hours.
- Beware of becoming a slave to timesheets & activity reports. (More info from Bush at resultz@earthlink.net)

## HOW DOES YOUR OFFICE COMPARE WITH OTHERS THAT ARE WIRED?

950 Counselors Academy members were surveyed by the Bohle Company. 334 responded to BC's Annual Technology Survey. Respondents say they are using technology more, relying on the Internet as an integral part of day-to-day operations:

- | <u>Communication tools</u> | <u>in the office</u> | <u>at home</u> |
|----------------------------|----------------------|----------------|
| E-mail                     | 95%                  | 79%            |
| Internet access            | 82                   | 48             |
| Voice mail                 | 77                   | 28             |
| Other                      | 4                    | 9              |
| PC speakerphone            | 3                    | 3              |
| Video conferencing         | 0                    | 0              |
- **Almost half supply a home office to some of their employees**, with PCs being the system of choice. 63% have notebook computers at their disposal.
  - **Half are committed to staying ahead of the technology curve**, upgrading their computer hardware at least every 2 yrs. 85% overhaul their equipment every 3 yrs.
  - **Support staff to deal with the technology is frequently lacking:** 78% do not have IS staff. Even among larger firms (26+ employees), nearly 1/3 have no IS staff at all.
  - **53% of respondents do not hold regular training sessions** to build employee capabilities in technology. Of those that do, most (22%) hold them every 3 months, 18% annually.

"Owning the latest technology doesn't automatically translate to increased productivity, or necessarily make a firm competitive. Technology training programs for staff are just as important as purchasing leading-edge equipment," says Sue Bohle, pres. (More from The Bohle Company, 310/785-0515)

## COMMERCIALIZING KIDS BECOMES ETHICAL ISSUE FOR EDUCATION, BIZ

Is there, should there be, a limit to pushing products -- or should our society be one giant selling, marketing & publicity arena? There's evidence anti-materialism philosophies are gaining adherents as telemarketing, direct mail, ubiquitous logos & broadcast commercials sweep over us all. But now the battle between soft drink companies over school contracts, and the fight between shoe & sports clothing makers over college sports teams, present the other side of the picture.

### WHERE CURRENT ISSUE BEGAN

Anyone who's watched a college game, in the bleachers or on tv, must have noticed the Nike swoosh or Addidas signature on helmets or other equipment. College athletic dep'ts accept large "donations" in return for the "advertising space" & exclusive-use deals. Sometimes they're just plain business contracts: we pay the college so much, it agrees to use our products only & lets us put our mark on what sports fans see when the team suits up. Athletic directors tout it as saving money by bringing in money.

- Even for private institutions this raises fairness, if not ethical issues, since every university today is subsidized one way or another by public funds.
- On the other hand, contracts for exclusive use of various items needed to run the institution are signed routinely in the normal course of business, after bidding by interested vendors.
- **What makes this different is the advertising aspect.** So far, there are no reports of banners hanging out of administrative offices saying "We only use Xerox copiers" or whatever.

### THE LATEST WRINKLE

Coca Cola, Pepsi & Dr. Pepper/Seven Up are being asked by school districts -- or are pitching them -- to become exclusive sellers in their schools & stadiums, with rights to place ads in the halls, cafeterias, gyms & elsewhere on school property. Schools officials who've taken the deals plead need for funds.

- Colorado cut an \$8-million deal with Coke
- Grapevine, Texas \$3.5 million with Dr. Pepper/Seven Up
- Chicago Tribune reports Crete-Monee Dist 201-U is seeking \$100,000 from the highest bidder, plus a percentage of sales in its 7 schools



**WHITTLE STARTED IT**

Channel One Network of Whittle Com'ns a decade ago began offering schools expensive tv equipment in return for the right to beam in commercials mixed in special news programs. Again, the mea culpa of schools that took the deal was bucks: they couldn't afford to buy the equipment, and it could be used to pull in educational programs. **Now the question is, where will it end ... or will it become the way we do things?**

**BACKLASH UNDERWAY**

Seattle stopped its bidding process when constituents objected. And Wisconsin legislators may pass a bill banning the practice.

- The bill's sponsor asks, "What's next, some large company coughing up money & then telling the social studies dep't, 'We don't want you saying anything bad about our labor or investment practices?'"
- TV networks provide precedent for the fear. Documented cases show CNN skipped negative news about Ted Turner & NBC did likewise regarding its owner, GE.

**BUILDS ON LONGTIME ISSUE OF PR MATERIALS FOR CLASSROOMS**

For years there has been concern among educators about information & coursework packets provided by pr people on behalf of their employers/clients. While many of these make data & material available to students they could not get elsewhere, others are very commercial.

- The dairy industry's home economists have been the primary source of nutrition programs for decades -- but getting kids to drink milk is deemed a valuable part of their education. And the emphasis is on balancing all food groups, not just dairy products.
- Forest industry's Project Learning Tree is a widely-used environmental program. It does make the point that trees are a crop, like corn or beans, & are a renewable resource meant to be used in lumber, paper & cellulose-based chemicals & other products.

**RISE OF FOUNDATIONS FOR SCHOOLS ADDS ANOTHER CONFLICT POTENTIAL**

They are the fastest growing sector of fundraising. Naturally, businesses are a prime target -- and many contribute. Foundations can pay for programs, supplies & events not covered by school budgets. Public universities have depended on this for decades as tax funds have gotten scarcer.

- But many biz donors want more than better schools in return. They expect a marketing or promotion link -- e.g. use of their classroom materials or a plug for their product.
- There are legitimate ways of linking but it requires creativity. Supplying speakers on valuable topics for assemblies or classes, e.g., where mentioning the company or product is necessary.

**GENERIC BACKLASH AGAINST OVERCOMMERCIALIZATION COMING?**

Sometimes, this plays out as enmity against business period -- e.g. the backlash against managed care in healthcare, which ends up being aimed at HMOs & for-profit hospitals.

But consider the overpromotion of long distance phone service. Does anyone want more telemarketing calls, direct mail or tv spots on this topic? Especially when the "deals" offered are so confusing as to approach fraud? The rule these days is:

**People want to be served, not sold; involved, not told.**

**A PRACTICAL METHOD FOR ACTUALLY USING TIME MANAGEMENT**

Design, design, design are the 3 most important words to remember when it comes to time management, Hutt Bush, one of the pioneers of exec coaching, told the March meeting of Public Communicators of LA. Bush is founder & principal of Coaching for Results (Beverly Hills).

Begin by thinking differently about time. He shares the following broad concepts:

1. **Time is an asset & an irreplaceable resource.** Think about how you can maximize the 1440 minutes you have to spend each day.
2. **Taking ownership of one's time is key.** It is easy to find yourself in a situation where other things (i.e. exercising) or people (i.e. boss, clients etc) own your time.
3. **Most important is return on time invested.** Focus on the return you want to receive for the time you spend in both your personal & business lives. It might be money, satisfaction, fun, or an emotional return.

**TIME AUDITS**

Before designing a time-mgmt plan, Bush recommends a time audit.

- Keep track of how you spend time by various categories such as family, work & hobbies.
- Then examine the percentage of time for each of the categories & allocate how you would actually like to spend your time.
- Calculate the value of your time & make a realization of how much each category costs. Remember the cost might not be financial. It might be an opportunity cost or an emotional cost.

**DESIGN SUGGESTIONS**

He offers the following tips in designing a good time-mgmt strategy:

- Spend a few minutes each day measuring & tracking key activities that provide the foundation for a balanced mind, body & spirit.
- Each day identify the 3 most important things to do & do them first. By the end of the work week, you will have 15 projects completed.
- Remember to leave about an hour & a half each day to deal with the unexpected.
- Focus on being proactive, not reactive. Don't let others take over your time.