

Bazyn Communications Newsletter

January 2005

*“For positive inspiration, contact Bazyn
Communications”*

“True vision with insight”

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Letter from the editor

Dear readers,

January is a great month to contemplate all our blessings. It is also the best time of the year to look forward. We must note the successes and failures of the previous year, so we can take advantage of new opportunities. I like to remind everyone to set new goals for the year. You are most likely to be successful if you can set realistic and reasonable goals. Of course, you do have to set some tactics and strategies to meet those goals. If you simply write down a goal(s) without steps to get there, you are only dreaming.

I've been setting goals for several years. Sometimes, it seems like obstacles often jump in my way. However, I can change the time-line when I find it necessary without losing my ultimate focus. I've found that some goals I've set may turn into a different goal during the year - usually a better one.

I like to remind people that goals don't have to be related to making more money. They can relate to a less stressed life or a life filled with more than just work. Everyone needs balance in their lives: family time, recreation time, work time, and education time (this can include church or personal growth).

In this issue, I've included an article on diversity training and one on time management. Both are important for growing your business or organization. Your openness to others helps you succeed. Also, if you don't plan your time properly, it will be difficult to finish the work you must complete in order to reach your goals. I've also included an article I read recently on networking. Good networking techniques are vital if you want to find new clients.

If you wish to contribute an article to a future newsletter, or make any suggestions, please send an email to abazyn@bazyncommunications.com. Enjoy reading this issue and do try to set some reasonable goals...I don't like to call them resolutions because that leaves a bad connotation from prior years! Of course, if you need assistance, don't hesitate to contact me for suggestions and templates.

Ardis Bazyn

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Updates

You can sign up on the home page of my website for this online newsletter. Subscribers will automatically receive a note telling you of the most recent newsletter. If you wish to receive a text version of the newsletter or past issues, please email me at: abazyn@bazyncommunications.com or call (818) 238-9321.

If you would like to receive a flyer for particular services, the following ones are available: my price list for writing services, the list of all services and books, my list of books with chapters, and one listing my speech and coaching topics. Email or call me and I'll send you one in your choice of format- mail or email. Under the inspirational speaking link on my website, many of my speech and coaching topics are listed. For each one, a link lists the key points for each topic. There are also testimonials as well.

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Diversity Training and Why It's Important for our Business/Organizations

By Ardis Bazyn

Most businesses and organizations wish to market their image positively in order to gain as much attention as possible. Do you consider how your actions or those of employees count just as much toward your image as other marketing techniques? For example, your customer service or your networking efforts are just as important to your overall image. One of the factors that may lead to a better image is how you and/or a staff member interact with each person you meet. Sometimes, people feel uncomfortable meeting or even talking to people very different from them, i.e. older person, younger person, person with a disability, person with a different background (dressed much more richly or dressed poorly), or a person of a different culture (race). If you can remain just as friendly toward each person you meet and are open to new ideas and thoughts, you will have more customers/members.

When I do seminars on diversity training, I hand out questionnaires so participants can gauge how they could improve. Sometimes, I give hypothetical situations and ask members of the group how they would respond, i.e. a, b, or c. For this article, I am just including a brief questionnaire for your reflection. It will help you to determine how open or inclusive you are as an individual. If you have a store or office, you can also think how members of your staff might answer these questions.

ATTITUDE QUESTIONNAIRE

1. When attending a networking event or just meeting people, do you routinely welcome visitors/newcomers?
2. Do you welcome only visitors that are close in age or similar to you?
3. Do you invite visitors to come back again?
4. Do you usually talk with many other participants regardless of how they look (dress, manners, or demeanor)?
5. Do you try to get to meetings early so you can mingle with most participants at a given function?
6. Do you leave meetings or events quickly or stop to chat with participants?
7. Do you follow-up for all first-timers even if their background is different?
8. How many disabled, elderly, or persons of a different background or culture have you invited to attend any function?

9. Do you feel your business/organization is open and inviting to any visitor?
10. Would you feel comfortable introducing a person with a disability to a business owner or CEO of an organization at an event?
11. Do you ever notice any one standing alone before or after events or meetings?
12. If a visitor did not speak very good English, would you try to talk with him/her or would he/she be ignored?
13. If an elderly person visited an event, would you greet him/her as quickly as you might greet someone closer to your own age?
14. Do you talk directly to a disabled person if he/she is with someone else?

All people wish to be treated the same. Courtesy is the best policy. In other words, treat others as you wish to be treated - the Golden Rule. If you see a disabled person, ask before automatically assisting. If you meet a blind or visually impaired person, ask if assistance is needed. He/she will likely ask you to give directions. If you are planning to walk in the same direction, you could offer your arm or give the person directions. Also, ask if other assistance is necessary. Do not feel bad about using specific words when you talk to a visually impaired person, i.e. see, vision, sight, look, etc.

Do not talk louder to a disabled person than you would to others. Do not talk down to a disabled person as if that person was less intelligent. Do not talk to a friend who is with a disabled person rather than to the disabled person

When you meet someone that does not speak English very well, take the time to understand what he/she is saying. If you are having much difficulty, ask a colleague to come join you to make it easier. If no one else is around, ask him/her to give you their contact information and have someone else call them back. A friendly smile and hello will let them know you don't think less of them.

You should never assume that a poorly dressed individual does not have enough money to purchase your products or services. Some people choose to dress down. Some well-dressed people are much less able to afford your services. If you treat everyone the same, you will be able to take advantage of each available situation.

In a short article, I don't have time to write all the ways you can make your organization or business more accessible and friendly to everyone in your community. Keep in mind that your business, your website, and your staff should all be accessible to everyone. Websites need to be able to be

read with screen readers. Your buildings should be able to be used by persons with wheelchairs or other equipment. For more information on issues relating to diversity and accessibility, contact me at abazyn@bazyncommunications.com or (818) 238-9321. Copyright: © January 2005; Bazyn Communications.

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How Can We Better Manage our Time?

By Ardis Bazyn

When you are working on setting realistic and reachable goals, the most important element is time management. Time is your most valuable and crucial resource. Often, people tend to think of resources such as financial capacity and work related skills. Of course, these are necessary, but time management holds everything together.

I heard a story about a professor who put some large rocks in a large container and asked them when it was full. He then added some small stones until they were to the top of the container and asked if it was full. He then added some gravel to the container until the students thought it was full. He took out a bag of sand and, shaking the container, added the sand. Finally, he added water until it reached the top of the container.

This simple illustration shows how important it is to put the large rocks--your main goals first into your time-line. You can follow this by adding your secondary goals in life. If you don't set priorities each day, you can easily fill your time with the gravel, sand, and water of life--Internet games or website searches, writing and forwarding email, talking on the phone to family and friends. Of course, these fun activities are important to your well being, but they don't need to control your time.

If you have a time-line included in your goal setting, it will help you keep focus each day. Also, when you do start using your email or talking on the phone, time yourself so you know how fast the time goes.

A calendar is a good place to make notes of appointments, but it can also be used to keep track of project time-lines. If you have a customer, you generally have a deadline for a project. Consider your time-line as important as a deadline for other projects.

To do lists are also helpful. A list of items to be accomplished during a given day or week may help to show you what you have left to do. Don't get stressed if you can't get the list

finished. It should be used to indicate how much you have accomplished in that time period. Some tasks may take longer than anticipated.

Time management is key to your success. It takes discipline to focus on what's really important and to refrain from letting little interruptions get in your way. Schedules and setting goals are just part of the overall strategy. Procrastination (not completing tasks) happens often because you either feel uncomfortable about a task or don't like doing it. Fear and perfection are forms of procrastination that we often don't recognize. You must take consistent actions on a day-to-day basis and determine how much control you have of your time, and that really determines your success.

For more tips on time management and goal setting, email: abazyn@bazyncommunications or call (818) 238-9321. Copyright: © January 2005; Bazyn Communications.

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Art of Networking
Designing the Perfect Networking Environment
By Kimberly George, Director of International Alliances for
CoachVille

Do you ever find yourself less than inspired at a networking event? Do you take your time, focusing on creating conversations that add value and develop rapport or are you desperate and disconnected? Perhaps, your networking mindset could use a paradigm shift.

If your business cards are giving you paper cuts, take a look at your approach and your expectations.

Networking is all about designing an environment where: a relationship is created that adds value to both parties, creates connection, and builds a bridge to the follow-up opportunity. Let's take a more in-depth look at this networking definition. The best networkers design an environment where they continually add value to the people they connect with. Terrific ways to design an environment for your conversation are to begin with a firm handshake, maintain eye contact and seek to understand versus being understood. The best networkers add value to the people they meet by asking questions that demonstrate a sincere interest in the other party. They also listen for opportunities to be of service by providing resources, information, and connections without expecting anything in return.

Many people are frustrated with networking events because their sole expectation is to make a sale, get a new client, or

close a deal in the space of an hour or two. I refer to this as the "Shotgun Approach." Can't you just picture this type of networker, handing out as many business cards as he can carry, working the room like a frenzied hyena? Sure, lots of people may go home with his contact information, but he hasn't given them a reason to contact him. Most likely, his card will be tossed in the pile gathering dust at the bottom of the desk drawer or thrown out.

As a masterful networker, your ultimate goal is to develop "stickability." This is done by becoming memorable, and you become memorable by creating connection. The best networkers create an environment where connection is natural and spontaneous. They explore the other person's inspiration, passions and motivations for doing what they do. They create common ground, finding ways to share insights and information. Most importantly, the best networkers put the spotlight on the other party, seeking to learn rather than sell, to share rather than tell.

Once connection is created, you've developed "stickability." You've given the other person an impression of who you are, a point of relating. Networking is all about building relationships and then nurturing them. You tend to relationships as you tend to a garden-planting seeds and providing the right amount of water, sunlight, nutrients and open air. As Dr. Ivan Misner says, "The grass is always greener where you water it."

Networking takes discipline, dedication and follow-up. The number one missed opportunity related to networking is failure to follow-up. How often after a networking event have you taken the time to contact the people you've met to get to know them better? How many people have contacted you? The percentages are shockingly low, even among BNI members. If you are looking for a magic pill or a silver bullet to increase your networking effectiveness, it's this simple: follow-up. The best networkers add value, create connection and build bridges. They have a plan for contacting people they meet, and they act on that plan.

If you could meet with 5 new people a week, what would that do for your business? Going to one or two networking events weekly, connecting with 5-10 people gives you the opportunity to build bridges. Follow up with the people you meet. Don't know what to say? Try this: "It was great to meet you last week at the charity fundraiser. I'd love to learn more about what you do and explore how we can share referrals. When can we get together?" You've just designed an environment for building a lasting relationship and set yourself apart from the crowd. People simply don't follow-

up. This paradigm shift of adding value, creating connection and building bridges is a powerful alternative to disconnection and desperation. The best networkers have mastered these concepts and put them into daily practice. You can too.

Kimberly George is a business coach and the Director of International Alliances for CoachVille. She is also the pioneer coach for the brand new virtual community on Social Capital & Networking in collaboration with Dr. Ivan Misner. You can learn more about networking by visiting the community at <http://dbc572.cvcommunity.com>

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Products and Services

Bazyn Communications continues to offer inspirational and motivational speaking and coaching. A free consultation by phone or in person is available upon request. My primary topic areas are: coping with challenges and change, developing/maintaining a positive attitude, image building for organizations or churches, setting reachable goals, and successful business strategies. I also give training and facilitation on team building, time management, stress management, diversity training, and goal setting. I can adapt my presentations as necessary for the person or group with which I'm working. For a list of the key points on these subjects, either email me directly or go to: <HTTP://www.bazyncommunications.com>.

I also provide writing projects including: articles (with or without interviews and research), transcription of tapes and cds, press releases, copy for websites or brochures, flyers, speeches, presentations, training modules (developed in consultation with the company or organization), and ghost-writing. If you would like to see a sample of any previous work, contact me. If you have questions, please ask.

To order one of my books, check out my website or call. I take checks, money orders, and can accept Visa or MasterCard through Paypal, since I'm registered with them.

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Contributions Accepted

If you would like to contribute an article for an upcoming newsletter, please send it to: abazyn@bazyncommunications.com. Please send any article, which may be of interest to readers, both individuals and organizations.

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Check out the links of organizations in which I participate:

Burbank Business Network International:

[HTTP://www.bniburbank.com](http://www.bniburbank.com)

Burbank Chamber of Commerce:

[HTTP://www.burbankchamber.com](http://www.burbankchamber.com)

Burbank activities: [HTTP://www.burbank.com](http://www.burbank.com)

American Council of the Blind: [HTTP://www.acb.org](http://www.acb.org)

California Council of the Blind: [HTTP://www.ccbnet.org](http://www.ccbnet.org)

Randolph Sheppard Vendors of America:

[HTTP://www.ntcbv.org](http://www.ntcbv.org)

Independent Visually Impaired Enterprisers:

[HTTP://www.acb.org/ivie](http://www.acb.org/ivie)

California Voter Empowerment Circle:

[HTTP://www.dredf.org](http://www.dredf.org) (accumulated articles on voting issues)

National Alliance of Blind Students:

[HTTP://www.blindstudents.org](http://www.blindstudents.org)

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Quotes

"Beautiful things cannot be seen or touched - they must be felt with the heart."

Helen Keller

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