



WE DON'T DO ANYTHING HALFWAY HERE. WE ALWAYS GO THE WHOLE FOUR-AND-A-HALF YARDS....



BUSINESS BOOST

"Here are five suggestions for how to develop the persistence that helps create passion capital:

- **Find the nobility in trying.** We live in a world that is hyper-competitive and overly focused on short-term success. In order to develop persistence it is vital to learn a simple lesson. "Trying is good. Trying again is better." Nothing of value is ever achieved without trial and error.
- **Just imagine.** As children we celebrate our imagination, but too often as adults we lose that quality. Failing is often just a lack of imagination. The human imagination is capable of finding the solution to any problem – it just takes time. Our imagination needs to be trained, appreciated and exercised just like our muscles. Persistence requires strength of imagination. Don't quit; keep imagining.
- **Patience is indeed a virtue.** I am an avid fisherman. Every person who has baited a hook understands the importance of patience when it comes to catching tonight's dinner. In our world, everyone is rushing somewhere or trying to multi-task in the hopes of succeeding. How many times have fishermen quit just as the giant sea trout began to swim their way? Companies often fire their CEO in similar circumstances. Find, instill and reward patience.

Paul Alofs in Passion Capital: The World's Most Valuable Asset, McClelland & Stewart Ltd., 2012.

Windsor Business

WINDSOR'S FOREMOST BUSINESS NEWS PUBLICATION

VOLUME 19, ISSUE 10 • FEBRUARY 2015

EDITOR-IN-CHIEF Nadia H. Shousher

ART DIRECTOR David Cowx

PUBLISHING ASSISTANT Nancy Baumgartner

MEDIA CONSULTANT Tracy St. Germain

CONTRIBUTORS Nancy Baumgartner, Dale Dauten, Rodney Denis, Renka Gesing, John MacIntyre, Paul March, Lindsey Rivait, Ron Stang, Lina Stoyanova

Windsor Business is published monthly by The Page Publishing Corp. and is distributed through Canada Post to every business address in Windsor and Essex County and Chatham-Kent. No part of this publication may be reproduced without prior written permission from the publisher. Copyright The Page Publishing Corp., 2015.

THE PAGE PUBLISHING CORP.

552 PITT STREET WEST, SUITE 101

WINDSOR, ONTARIO N9A 5M2

TEL: (519) 255-9775 • FAX: (519) 255-7574

INFO@WINDSORBUSINESS.NET • WWW.WINDSORBUSINESS.NET



THE EDITOR'S DESK
NADIA H. SHOUSER

Where is Miss Manners now?

Back in the day, before the proliferation of reality TV and the online world did away with any vestige of privacy, there was a concept called "etiquette" and it was a prominent aspect of human behavior. Amazing advancements in technology – consider the cell phone, apps, tablets and computer watches – have been able to open up entirely new means of offending, and all at the same time. Who hasn't been witness to others treating their mobile devices – and the recipients on the other end of these – better than those standing right there in the flesh? I have.

Where oh where have our manners gone?

With any new technology comes its own set of rules, and a different (although not necessarily better) ethical standard. So, whereas we once prized written greeting cards sent by loved ones far and wide through snail mail, now we're grateful if we get a spam Email or generic text acknowledging the milestones of life. And why not? I've heard tell of people quitting their jobs, firing an employee or leaving a spouse via text message.

The underlying message behind such impersonal and passive communication is a frightening one: that the recipient is of no real value to the sender, because that form of communiqué removes the feelings, preferences or experiences that define our individual humanity. There is no room for individuality in a speeding bullet, after all.

The other unfortunate result of ever faster technology is the exponential decrease of our collective patience. Long gone are the days of believing "good things come to those who wait," and "patience is its own reward" etcetera. We are now a nation of disposable consumers who demand instant gratification 24/7. In terms of technological time, five seconds feels like a lifetime. The longer we are forced to wait for something, the quicker we lose interest in it.

Which harkens me back to those hazy days of elementary school ... Remember when a 15-minute recess seemed to take forever? It was more than long enough for several games of hopscotch, four-square and tag, not to mention wicked snowball fights. Now, we seethe with impatience if more than a split second passes before a reply from a colleague or client.

I think as the boundaries between our professional and personal lives blur, we will need the steady influence of good manners more than ever.

Nadia H. Shousher is Editor-in-Chief of Windsor Business, a division of The Page Publishing Corp.



ESSEX ECONOMICS

NATHAN JAMAIL

Soft skills needed for success

Do you know young adults who cannot communicate except through texting, Email or social media? While younger generations preparing to enter the workforce should keep up with technology to remain relevant in today's economy, they should also practice and focus on perfecting their soft skills: communication, interpersonal interaction, influence and personal effectiveness in a social and business setting. In order to create the best team, there are three things a leader can do:

Learn to coach. The word "coaching" is used in business today as much as the word "culture," but it is merely a word with very little impact or "law." Leaders tell their managers to coach, but don't teach them how. Many managers say, "Hire good people and just let them do their jobs." This strategy will suffice if a leader is content with never making their employees better.

In business it is the leader's job to hire great people and make them better, and the key is to change the mindset from managing to coaching. The leader's actions must change from a reactive approach – of getting involved when needed – to a proactive approach of getting involved before they are needed in order to prepare the employee to win.

An important factor in coaching is understanding what to coach. Leaders need to stop focusing on just product and industry knowledge, and focus on perfecting the soft skills. Envision what you consider great and bad customer service, or what separates a top performer and a bottom one. The most adept leaders have harnessed face-to-face communication.

Implement a practice program. When one thinks of a practice program, they may instantly feel overwhelmed and attempt to outsource it. This is a big mistake, as leaders need to be a part of their practice program. Team engagement and results will snowball into full blown commitment on everyone's part, making it easier and more effective. The hardest part is starting and staying committed.

A first and simple step is to implement weekly practice sessions. Similar to little league sports, the more serious the competition and priorities placed on winning, the more practices take place. In business, everything is serious and competitive when it comes to success and winning, because winning matters.

While social media and a litany of gadgetry have streamlined our ability to connect and interact, there will never be a substitute for stout communication skills. Focusing on these time-honored skills and building better teams in business require a commitment.

Remember, great coaches are coaches, not buddies. They should be focused on making everyone – individually and collectively – better, more prepared and more successful.

Nathan Jamail is president of the Jamail Development Group, an author, motivational speaker and corporate coach. Visit him at www.NathanJamail.com.

