

BUSINESS FORUM

INSPIRING BUSINESS, LIFE, AND REAL PRINT SOLUTIONS

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Timing Is Everything

Make every second count with the timeless style that printed materials offer—the kind of style that grabs attention and keeps it.





TAKE CARE OF YOUR STARS

How would it feel if one morning you showed up to the office and your most long-term, trusted employee handed you their resignation?

Taking care of your star employees is not something you want to overlook or put off. After all, replacing experienced employees is a costly endeavor that can cause serious damage to your company's bottom line.

According to a study by the Center for American Progress, jobs paying \$50k or less could cost you up to 19.7% of an employee's salary to find a suitable replacement. In case you were wondering, that equals out to almost \$10,000.

Everyone understands that team members will always come and go. But how do you make them as few and as far between as possible?

Here are a few tips to keep your shining stars on your payroll:

- Allow them to use their unique gifts, such as creativity, listening, or writing. Show them how they can bring those gifts to certain projects.
- Identify the areas or tasks where they feel the most fulfilled. Then, do your best to bring them more of that type of work.
- Be open and honest about the inner workings of the business. Treat them as business partners, giving them the opportunity to provide input and suggest ideas.
- Stretch them often by giving them new responsibilities and letting them know what they can aspire to. 🎯



Tips/Statistics:

- » Roughly 31% of employees quit in the first six months due to poor onboarding experiences or unclear expectations.
- » Companies that allow for a remote workforce have a 25% lower employee turnover rate.
- » Research has found that 65% of employees are confident they can find a better job that pays more.

YOU HAVE MY ATTENTION

According to a recent survey, 25% of consumers say they want to connect with brands on a more personal level. Are you giving your audience an opportunity to communicate with you?



While the internet was meant to bring us closer together, most consumers feel like they're just a number. Digitally, everyone is vying for attention. And what's the result? Overwhelmed, uninterested customers.

It's time to make a customer, not a sale, as Katherine Barchetti says. Here are five reasons to focus on print to help you build a connection with your audience and foster loyalty:

1. **Print is personal.** It lets the reader know that they're valued because it is meant for and addressed directly to them.
2. **Print is polite.** It is the gentleman of the marketing world. It doesn't

interrupt by digitally screaming, "Look at me!" It doesn't have to.

3. **Print takes participation.** It has to be held, felt, and interacted with, making a more significant impression on its audience.

4. **Print is more memorable.** Because of the participation required, the engaging, multi-sensory experience of print means your business will be more easily remembered.

5. **Print builds a loyal readership.** When you consistently use print marketing to reach your audience with quality content, they look forward to seeing your company's name in print.

That's the print advantage! 🎯



"Tell me and I forget. Teach me and I remember. Involve me and I learn."

— Benjamin Franklin

"When people are financially invested, they want a return. When people are emotionally invested, they want to contribute."

—Simon Sinek

"Every strike brings me closer to the next home run."

—Babe Ruth

"Always treat your employees exactly as you want them to treat your best customers."

—Stephen R. Covey

"Research indicates that workers have three prime needs: interesting work, recognition for doing a good job, and being let in on things that are going on in the company."

—Zig Ziglar

"When everything seems to be going against you, remember that the airplane takes off against the wind, not with it."

—Henry Ford

"Opportunity is missed by most people because it is dressed in overalls and looks like work."

—Thomas Edison

"Continuous improvement is better than delayed perfection."

—Mark Twain



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Did You Know?

- › There is an Australian band called the Beards. Every single one of their 38 songs is about beards.
- › "Dreamt" is the only word that ends with "mt."
- › The world's oldest amusement park opened in 1583 in Denmark and still operates to this day.
- › There are coffeehouses in Russia where food and drink are free, but you pay for time.
- › McDonald's serves 75 hamburgers every second.
- › In 2013, Candy Crush made \$850,000 per day!
- › All three founders of Apple worked at Atari before forming Apple.
- › 7-11 sells 10,000 pots of coffee an hour, every hour, every day.
- › It takes food seven seconds to go from the mouth to the stomach via the esophagus.
- › The average human dream lasts only two to three seconds.
- › 85% of the population can curl their tongue into a tube.
- › If everyone in the world took a daily bath, our entire supply of fresh water would be dirty in a single day.

The Art of **Family**

THE "DATE NIGHT" NECESSITY

Too often, the daily grind of running a business leaves couples feeling disconnected from each other. With Valentine's Day fast approaching, now is the perfect time to make sure you get a date night on the calendar (in ink!) and reconnect with your spouse. Here are three tips to help you start:



1. Get help. If hiring a babysitter is an issue, look for friends that will trade babysitting services for free with you. You watch their kids once a month for their date, and they return the favor. Schedules can get crazy, so be sure to block off a consistent date (like the third Tuesday of the month) ahead of time.

2. Take turns planning. Let's face it. Not all of us are creative all of the time. Although there's probably one of you who is more of a planner than the other, it's important to let each person get a chance to be the date-night boss or the one being surprised.

3. Stay in. Whether you've come up empty with finding a sitter or you

want a date night free of crowds and in the comfort of your own home, explore some creative at-home ideas to keep your kids occupied while you sneak away for some uninterrupted time. For example, consider buying a roll of nickels or dimes (depending on your kids' ages) for each one of your kids. Tell them they can keep the entire roll of coins, but each time they come and interrupt you, you will take one (or more!) of their coins.

Bonus tip: Keep it going!

Remember, date night is not a luxury. It's essential to ensuring a healthy, happy relationship. Set a goal with your spouse to start a consistent date night. Plan it and then don't forget to follow through! 



Business Funnies®



Customer Care

Uncomplicated Customer Service

A teenager getting ready for his first job interview walked into a Target store to get a clip-on tie, which Target didn't sell.

An employee of the store decided to reach out to another Target employee, Dennis Roberts, for help in serving the teenager. Instead of directing the teen elsewhere, Roberts took the time to teach him how to tie a tie, even going so far as to show him how to field interview questions and shake hands properly.

Inspired by the act of service, another Target customer posted about the encounter online, which then made the story go viral.

This story serves as a simple reminder that customer care doesn't have to be complicated. All it takes is a service-minded attitude and a little extra effort to make a customer's life better. 🎯

Featured Product

TIME TO SEAL THE DEAL

Three seconds. That's how quickly you need to be able to grab the attention of your reader, and it all starts with your envelope.

While content is important, your envelope is what will ultimately determine if your direct mail gets opened or hits the trash. Here are a few creative ideas that will make your envelopes hard to resist.

1. Be a tease. Highlight some of the contents by placing teaser text on the outside of the envelope.
2. Make it urgent. Place the deadlines to exclusive discounts or promotions on your envelopes, letting your readers know they need to act fast!
3. Crank up the creativity. Stand out by considering unique options such as foil stamping, embossing, oversized envelopes, warranty labels, or envelope seals.

If you're looking for a creative way to make sure your envelope gets opened, our team would love to help! 🎯

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Healthy isn't a word reserved only for your body. It's a word your employees should be using to describe your workplace. If they're not, you might need to watch for signs of an unhealthy work environment.

Business Health Warning Signs

Rigid attendance policies

Companies based on fear want control over exactly when, where, and how work is done, even for their salaried employees. Healthy companies, on the other hand, foster an environment of trust, knowing they don't have to worry about whether their team is responsible enough to get things done.

The opinions of others are worthless

If that statement made you cringe, good! You're catching on to what to look for. Companies with employees that don't speak up because they're fearful of the repercussions most definitely fall under the "unhealthy" category. Healthy companies have

leaders who understand the need to be challenged periodically to find the best possible outcome for everyone.

Blind, aimless missions

If your employees spend 30-50 hours a week fighting for a mission they fail to understand, chances are they're not going to be all that effective in their jobs and will soon start to resent "Mission Control." Healthy companies have employees that understand the part they play in the big picture and are confident in their role.

The health of your company thrives or dies with you. As American fashion designer and entrepreneur Tory Burch says, "Entrepreneurs have a great ability to create change, be flexible, build companies and cultivate the kind of work environment in which they want to work." So, the question is: Would you want to work for you? 

Apps Scene



Lookout
Android

This security and antivirus app is easy to use and great to look at, giving you an intuitive user experience. Following the traditional "freemium" model, the basic plan covers security scanning, find my phone, and a contact backup. For \$2.99 a month, you can upgrade to their premium version affording you additional security, antitheft and backup options, a safe Wi-Fi monitor, a privacy advisor, as well as current data breach alerts.



NPR One
iOS

NPR One allows you to customize your public-radio experience. This mobile and desktop app will collect and build a library of NPR reports and podcasts specific to your individual preferences. Acting as your personalized NPR station, NPR One gives you the ability to combine local news reports with world news, as well as preferred podcasts and other snippets.



2Do
Android & iOS

2Do is an excellent choice if you are looking for a task management app that follows the GTD (Getting Things Done) format. Features easily set reminders and alerts, and the ability to tag items and lists. You can also attach photos or voice recordings and schedule projects with tasks for each project. A helpful desktop widget as well as the ability to sync across devices means your to-do list will never be far away.

ATTITUDE IS EVERYTHING

A workplace lives or dies by the attitudes of its workers. Although all companies want to create an environment that fosters positive attitudes, finding the best in every experience isn't always the easiest thing to do.

How do you get the idea of a positive attitude out of the minds of your employees to be truly embraced as a way of life? Here are some ideas.

>> It starts at the top. One of the easiest ways to cultivate positive attitudes in the workplace is to be an example yourself. Positivity is contagious. Set the bar high with your own attitude and see if your employees don't begin to follow.

>> Encourage in writing. Set up a schedule to write handwritten notes of encouragement to your employees periodically. Start simply with a task such as "Write a note of encouragement to one employee today" and put it on your task list for every Wednesday. Everyone likes to be appreciated and recognized, and the more you do it, the more you'll come to find that you like giving it.

>> Get everyone involved. All of the encouragement shouldn't just come from you. Instead, create an encouragement or excellence board where employees can post encouraging words and accolades for their coworkers whenever they can. By putting it up in the lunchroom or other common viewing area, everyone can participate and spread the love around.

>> Pluck out the weeds. No one likes to terminate an employee, but it's important to remember that you are the caretaker of all plants in your work "garden." As such, you have to pull out the weeds that are choking what (or whom) you really want to bloom. If you have an employee who is dragging others down and just can't seem to adjust his or her attitude, it's time for them to move on. 🎯



Books in Review



The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results

by Gary Keller with Jay Papasan

Keller's approach has you focusing on just one thing. Here are eight key takeaways from his book:

1. Extraordinary results are determined by how narrow you make your focus.
2. High achievers work from a tremendously clear sense of priority. There's no "to-do list," only success lists.
3. The majority of what you want in life will come from the minority of what you do.
4. Success is a sprint fueled by discipline just long enough for a habit to kick in and take over. Habits are a marathon.
5. It takes an average of 66 days to acquire a new habit.
6. Our purpose sets our priority and our priority determines the productivity our actions produce.
7. Who we are and where we want to go determines what we do and what we accomplish.
8. Time is the currency of achievement. 🎯





LEVEL UP YOUR PEOPLE SKILLS

Tasks are essential, but your value as an employee goes far beyond getting your work done every day. After all, tasks are just tasks. It's the people behind the tasks that should be your ultimate focus.

Learning good people skills is one of the most advancing things you can do for your career. You will interact with people on a daily basis, and those relationships can make the difference between a blossoming career or a dead-end job.

There are plenty of people skills to focus on, but try these to get started:

1. Stand up for yourself.

People pleasing is not the way to get ahead. Using your voice is. Don't be afraid to speak up and share your opinion because your ideas are valuable. Stop wasting your energy cowering under the wrong people and start making yourself available for the right ones by learning to set appropriate boundaries.

2. Make friends.

Sometimes the workplace can feel a little like junior high. "Do you like me? Check yes or no." But, in reality, it is important to be likable, well-respected, and not seen as the odd one out. Make it your goal to make some friends and get involved with others around the office.

3. Focus on your emotional intelligence.

If making friends is hard for you, start by cultivating empathy for others. Instead of jumping to conclusions about why so-and-so didn't get their job done, reach out and seek to understand the reason. Put yourself in their shoes and then see what you can do to go the extra mile to help them out. 🕒



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