

**PATRIOT BUSINESS COACHING  
CLARITY OF PURPOSE, SYNERGY OF GOALS**

## *The Importance of a Good Cultural Fit*

One of the aspects of the hiring process that's often overlooked by companies is that of **cultural fit**. In other words, how well a candidate fits into the overall culture of the organization. While at first glance, that consideration might not seem too important, it's actually crucial for ensuring a good hire with a high probability of retention.

There are two measures by which you can assess a candidate's potential for fitting into the company's culture. Those two are as follows:



- **The candidate's values or the things that they hold in most esteem.** One way in which to ensure that the candidates you hire share the same values as your company is to pro-actively promote the company's values. This can be done by posting them on its website, as well as someplace within the building, such as in the lobby. (The statement of values can also include the company's mission statement.)
- **The manner in which the candidate likes to work.**

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## *Attitudes Are Contagious...Is Yours Worth Catching?*

Attitude development is at the core of achieving successful, desired results and outcomes.

The way you feel about yourself and others plays a crucial role in your personal and professional lives. In attitude development, we tend to always want to rush through the process. You cannot do this. You have to take it one step at a time if you are going to truly change your attitude. Attitude development is an important *and* difficult task- but not impossible. And remember; it's up to you...only!

Here are a few tips on how to begin to develop a great attitude:



1. **Don't Stress** – This may be the hardest step of all in attitude development. Our level of stress can control what we feel about ourselves and how we judge others. It is very hard at times to control your levels of stress. You can decrease your stress levels by looking at every situation logically. There is always a logical explanation to all the stressful things that are plaguing your life. Take a moment to look at the area around you in times of stress and slip into a calm and relaxed feeling. With practice, you can be stress free...almost!

2. **Grow some skin** – Not literally. Grow some skin refers to not taking colleagues comments personally. People are going to name call or joke with you. You need to be the better person and shake it off. Ignore the comments that are more often than not, jokes, and you will be better off.

It is hard to "turn the other cheek", but it is more important that if you are going to make any change toward attitude development, you need to be able to just ignore the comments and move on.

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# One Minute Ideas

## The National Archives

The National Archives and Records Administration (NARA) is the nation's record keeper. Of all documents and materials created in the course of business conducted by the United States Federal government, only 1%-3% are so important for legal or historical reasons that they are kept forever.

Those valuable records are preserved and are available to you, whether you want to see if they contain clues about your family's history, need to prove a veteran's military service, or are researching an historical topic that interests you.



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This pertains to their “preference for production” and how it stacks up against the company’s standard operating procedures. Do they prefer to work alone? Or do they thrive in a more cooperative atmosphere? If there isn’t a match between the candidates’ most efficient mode of operation and the company’s, problems could arise.

### Making a good hire a bad one

There’s no doubt that talent and skill set are important components in determining who to hire. In fact, it could even be said that those are the main factors in the decision-making and hiring process. However, it would be a critical mistake to not take into consideration the importance of a good cultural fit.



Without such a fit, a potentially good hire can sour over time. The employee will gradually become less productive, less motivated, and less likely to remain engaged in their position. All that means, of course, that they’re a prime candidate to leave, which is exactly what you **don’t** want.

*If you have any questions about how we can help you with your hiring needs, contact us at 910.575.1286.*

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When you do, you can easily move on to the second hardest thing to do in attitude development. This is to control your temper.

3. **Calm your temper** – You need to be able to calm your temper if you are going to change your attitude. There are times in which we almost achieve complete change in our attitudes of others and then our tempers explode. This is partially due to our behavioral make up. Some people have short fuse tempers while others have long fuse tempers. It doesn’t matter what fuse you have, only that you are able to control it. Attitude development is very hard at times, but it can be achieved if you are willing to take the extra energy and take care of the little issues that trigger your temper. When you have taken out those triggers you can begin to see your change of attitude.



4. **Read daily affirmations** – affirmations are positive statements you tell yourself. These affirmations will help you with all the steps above and in times of self doubt. Positive affirmations will go a long way in keeping a positive attitude for years to come.

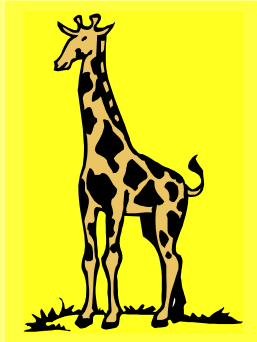
***“It is your attitude that is going to hold you back or catapult you to achieving your goals and success!”***

~ Gary Sorrell

Your attitude determines your altitude in life. *How high do you want to go?*

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### How do you put a giraffe into a refrigerator?

(Stop and think about it and decide on your answer before going to the bottom of this column.)

## Partnerships That Work

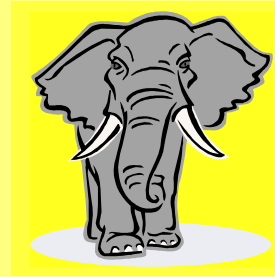


Linda Stinson

Recently, upon the completion of a marketing plan for a small business, I asked how they were going to manage the efforts necessary to execute the elements of the plan. Management of successful small business is often done by an autocratic owner or manager.

In many cases, the small business is a partnership of two people, sometimes a married couple. So the question is what are the elements of a good partnership? What about the relationship leads to success? Business history contains many examples of very successful partnerships. Google was started by two students, Larry Page and Sergey Brin. Microsoft was started by Bill Gates and Paul Allen. Steve Jobs and Steve Wozniak built Apple Inc. There are many examples of partnerships that worked well, but the truth is that most don't. How many times have we heard of businesses where the partnership had to be broken-up?

The correct answer is: Open the refrigerator, put in the giraffe, and closes the door. This question tests whether you tend to do simple things in an overly complicated way.



### How do you put an elephant into a refrigerator?

(Answer at bottom)

Let's explore some of the elements that contribute to a successful partnership. These elements can be divided into three areas for consideration; the shared vision, the roles of the partners, and the personal relationship.

### The Shared Vision

The development of a Vision for the business is the first step in the Business Planning Process. In many cases this visioning is done by the partners and they don't even relate their discussing to a traditional planning process. It might be done over a beer or while working in someone's basement, but it is more important to a small business partnership than any other aspect of planning.

In a successful partnership there is a general agreement on where the business is headed. Will it be a small local business with very few employees? Will it provide a readily available product or service in a unique way? Do they see an international organization servicing customers throughout the world? Is it high tech and innovative or is it low tech but well managed. Within these discussions, a vision or picture of the future is constructed and the partnership can now work together with a common objective in mind.

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Did you say, Open the refrigerator, put in the elephant, and close the refrigerator? Wrong Answer.

Correct answer: Open the refrigerator, take out the giraffe, put in the elephant and close the door. This tests your ability to think through the repercussions of your previous actions.



**The Lion King is hosting an animal conference. All the animals attend...Except one. Which animal doesn't attend?**  
(Answer at bottom)

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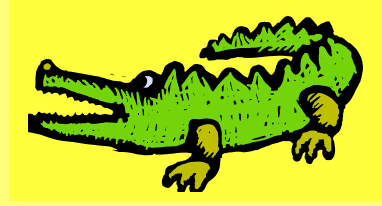
### ***Partnership Roles***

There are two aspects of partnership roles which must be taken into consideration. First, is there an understanding of who is responsible for what responsibilities and tasks? Second, does that partner have the skills, talents, behaviors and attitudes necessary to perform that role well?

Misunderstanding and a lack of definition in the division of tasks and responsibilities between partners can lead to real conflict. If one of the partners has the sales responsibility, he or she always has the sales responsibility. If the second partner needs to be involved with a specific sales activity, it should be as the result of much discussion and planning. If one partner is responsible for manufacturing, the other cannot interfere with production schedules or quality decisions. Each partner needs to hold themselves and their partner responsible for setting and achieving the goals necessary to achievement their vision.

Of equal importance as role definition is the fit between the role and the individual's skills and talents. Very often a partner is required to take on a task which just needs to be done. That task may

Correct Answer: The Elephant is in the refrigerator. You just put him in there. This tests your memory. Okay, even if you did not answer the first three questions correctly, you still have one more chance to show your true abilities



**There is a river you must cross but it is used by crocodiles and you do not have a boat. How do you manage it?**  
(Answer below)

not fit the talents of the assigned partner and as a result cause both poor performance and great discomfort to both the responsible party and eventually the other partner. Everyone has natural talents in some areas and a lack of talent in other areas. Matching talents to the requirements of the role is critical in any job. When the tasks to be accomplished by the partner are outside of their range of skills and talents, finding a third party might be the best solution.

### ***Personal Relationship***

Partners will argue and disagree, but at the same time recognize the value of being together and working towards a common vision. Honesty and integrity must be at the core of the relationship, because these are critical to the open communications necessary to identify new opportunities and solve problems. One's partner is someone who shares your passion and vision, and therefore, is the best person with whom to discuss issues important to the state and future of the business. If your partnership is not one of continuous debate, be concerned about its vitality.

Helping you understand how to get your business, whether a partnership or not, to the next level is part of the service of a business coach. We invite you to contact us for an initial discussion on this and other subjects concerning your business's road to success.

Correct Answer: You jump into the river and swim across. Have you not been listening? All the crocodiles are attending the Animal Meeting. This tests whether you learn quickly from your mistakes.