

**Our Vision** is "To teach, inspire, and assist people to experience enjoyment, fulfillment, and personal growth in their work while contributing to the success of themselves and their employers."

## Koval Associates Newsletter

Inaugural Issue  
August 2007



Welcome to the Inaugural edition of the Koval Associates Newsletter! (I know - kind of a dull name - but see sidebar for how we plan to improve on that!)

This quarterly newsletter intends to educate, inspire, amuse - and keep you informed about how Koval Associates can help you to cultivate a happy, motivated, high-performing workforce.

We plan to add an "Ask Sue" feature in our next issue. Feel free to email us with any people related questions you have about your business - for example, how to hire the right employees, how to train your team to communicate and work together more effectively, how to develop your managers' leadership skills, or about any aspect of your business that would be improved by bringing out the best in your people.

Happy reading!

Sue Koval

### In This Issue

**Are Your Employees Peak Baggers or Shopping Baggers? You Need to Know!**

**Sue Koval to Speak at NJAWBO Meeting**

**Humor ... at Work**

**Newsletter Naming Contest!**



### Newsletter Naming Contest!

We're searching for a great name for our new newsletter - and we're hoping you can help! The name can be creative and catchy, it could target our niche or market, it could reflect what we're about - you get the idea!

If your suggestion is chosen, you and your company will be featured in our next newsletter (with its new name!) and you will receive a special gift valued at \$100.

Please submit your ideas to [sue@kovalassociates.com](mailto:sue@kovalassociates.com) by Thursday, October 4th. The winner will be announced in our next newsletter. Good luck!

### Quick Links

Our Homepage

[www.kovalassociates.com](http://www.kovalassociates.com)

Our Services

[www.kovalassociates.com/services.shtml](http://www.kovalassociates.com/services.shtml)

About Us

[www.kovalassociates.com/about.shtml](http://www.kovalassociates.com/about.shtml)

Sample Assessments

[www.kovalassociates.com/samples.shtml](http://www.kovalassociates.com/samples.shtml)

## Are Your Employees Peak Baggers or Shopping Baggers? You Need to Know!



Sue at the summit of Mt. Ellen.

My husband and I recently hiked to the summit of Mt. Ellen, a 4,083 foot peak in Vermont. We love to hike the high peaks of New England; we've hiked to the summits of all 48 of the four thousand footers in New Hampshire, and our hike to the summit of Mt. Ellen completed the 5 four thousand footers in Vermont. (The 14 peaks in Maine are next on our peak bagging list!)

As we ate our lunch at the summit, I thought how nice it was to be high enough to see the shadows cast by the cottony clouds over the mountains. I couldn't get that perspective from the bottom. And that made me think about how much I enjoyed not only the view, but the journey to the top.

The hike up was sweaty and tiring and gave our hearts a workout. Not everyone's idea of fun. Some would enjoy being at the summit as long as they didn't have to reach it via their own power. Many others have no interest in hiking a mountain, but enjoy tanning on the beach, or shopping in the valley. And there are still others who like the idea of hiking to the summit, but just don't have the skills or the personal attributes to get them there.

It's great that people enjoy different activities - different strokes for different folks, as the saying goes. If everyone loved to hike the mountains it would get pretty crowded up there, and the experience would be lessened. The same concept applies to the work that people do. If everyone in your company wants to do the same job, your company couldn't accomplish all that it needs to.

Companies are at their best when they have the right people in the right jobs - i.e. make that hiker a mountain guide rather than a personal shopper! She'll use her skills and talents to the fullest, energetically scale the highest peaks, and create great experiences for her clients. But make her a personal shopper and put her in the mall all day and she'll tire quickly, have poor morale, and will provide a lower level of service than someone more suited to the position.

Do you have the right people in the right jobs at your company? This question is not always as clear cut as the example above, but it is a critical question that every employer should ask. Another key question: how do you guide your employees to perform their jobs better, to be more like that happy mountain guide rather than that disgruntled personal shopper?

We have a variety of assessment tools to help you answer those questions. Better information leads to better placement decisions and to better coaching of your employees, resulting in happier employees and a more profitable company.

## Sue Koval to Speak at NJAWBO Meeting

### How to Round Up Top Performers and Drive Your Company Towards Success!

How would you like to learn to "rustle up" employees that you can count on? Employees who give you an honest day's work for an honest day's pay? Employees who perform at a superior level?

Whether you employ one person or many, your people are critical to driving your business towards your goals!

Having the right people in your company can mean the difference between success and failure, or profit and loss.

You will learn:

- How non-performers, average performers, and superior performers impact your company
- How to ensure that every people decision - hiring, placement, promotion or development - is focused on producing superior performance
- How to add the "missing third" in your employee selection process
- How to improve the performance and retention of current employees

How important are your employees to the success of **your** business?

*Added bonus:* What do people challenges and cattle drives have in common? Come to this informative and fun presentation to find out!

**Date:** Wednesday, Sept. 12th, 2007

**Time:** 8:00 - 10:00 am

**Location:** Oyster Point Hotel, 146 Bodman Place, Red Bank, NJ 07701

**Price:** \$30 in advance, \$35 at the door; includes full hot breakfast.

Call 732-845-3624 to make a reservation; walk-ins welcome. (Open to all - membership in the New Jersey Association of Women Business Owners not required.)

## Humor ... at Work

It sounds like this person needs some help finding the right job!

- My first job was working in an orange juice factory, but I got canned: couldn't concentrate.
- Then I worked in the woods as a lumberjack, but I just couldn't hack it, so they gave me the axe.
- After that I tried to be a tailor, but I just wasn't suited for it. Mainly because it was a so-so job.
- Next I tried working in a muffler factory but that was exhausting.
- I worked as a pilot but eventually got grounded for taking off too much.
- Then I tried teaching but I couldn't make the grade.
- I spent a few years as a psychiatrist but everyone's problems drove me crazy.

- I wanted to be a barber, but I just couldn't cut it.
- Then I tried to be a chef--figured it would add a little spice to my life but I just didn't have the thyme.
- I attempted to be a deli worker, but any way I sliced it, I couldn't cut the mustard.
- My best job was being a musician, but eventually I found I wasn't noteworthy.
- I was a pretty good eye doctor, but I could not stay focused on the job.
- I worked a long time as a doctor. I gave it my best shot, but I didn't have enough patients.
- Next was a job in a shoe factory; but it never touched my sole.
- The Energizer Battery Company hired me but then expected me to keep going, and going, and going...
- I became a professional fisherman, but discovered that I couldn't live on my net income.
- Thought about becoming a witch, so I tried that for a spell.
- I managed to get a good job working for a pool maintenance company, but the work was just too draining.
- I got a job at a zoo feeding giraffes but I was fired because I wasn't up to it.
- So then I got a job in a gymnasium (work-out-center), but they said I wasn't fit for the job.
- Of course, I tried being a secretary, but it turned out not to be my type of work.
- My years as an exterminator were pretty good, but I got tired of the rat race.
- Next, I found being an electrician interesting, but the work was shocking even though it kind of turned me on.
- I was a gardener for a while, but I didn't grow with the job even though I was raking in the money.
- My career as a comedian was a stand-up success, but the critics thought I was a big joke.
- After many years of trying to find steady work I finally got a job as a historian until I realized there was no future in it.
- My last job was working at Starbucks, but I had to quit because it was always the same old grind.
- You got any ideas? I'm open for suggestions.....maybe you have something that WORKS.....cause I don't!!

Thanks to Steven M. Sultanoff, Ph.D for the humor.

*Koval Associates offers a wide range of programs and services - including internet-based assessment tools, management development training, team training workshops and keynote speeches - to help you develop superior people and increased profits.*

**Susan Koval  
Koval Associates LLC**

**Helping You Attract, Train and Retain Top Performers!**

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