



## **TIP OF THE WEEK**

January 23, 2007

Last week, we talked about employee satisfaction as it relates to increased profitability. This week let's discuss some of the questions from First Break All the Rules by Buckingham and Coffman. I know what's expected of me at work, and I have all the tools I need to do my job. If your people aren't giving you high marks in these two areas, then you as a manager are not doing your job. We recommend an annual survey for all employees. The first one will provide a benchmark for all the ones that follow. Don't bother giving the survey, though, if you are not going to act on the results. I'm not just blowin' smoke: happier employees make for fatter bottom lines.

Good luck. Work **ON** your business. Stay in touch.

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