

# Foundations—a Pedestal Group Publication

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FOUNDATIONS

## The Pedestal Group

### How Do You Learn?

#### Special points of interest:

- *Top 10 Lists*
- *Marketing Services*
- *Working from Home*
- *Leaders*
- *AND MORE!*

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As children, we spend a great deal of time in school learning new material. Some teachers use lecture while others use hands-on activities and still others use discussion. Often we talk to our kids and their teachers about how they learn and what the best way is for them to study. When was the last time you asked yourself?

Many technologists are claiming that video will take over the internet and up to 90% of all content will be videos in the near future. While that is exciting, that is clearly not the case because not everyone wants to watch video. If you want a quick answer to something, watching a video is a waste of time. While in other applications, watching a person go through the steps and show you exactly what they are doing is a huge help to understanding how to do something yourself.

There are many theories on how people learn, but here are some styles to consider.

**visual-spatial**—The visual-spatial style is one that uses images, pictures, colors and maps to organize information.

People most comfortable with this style can easily visualize objects, plans and outcomes. They also have a strong spatial sense and can find their way around easily, rarely getting lost. This style is happiest when using a whiteboard to illustrate concepts and ideas.

**Aural-auditory**—The aural-auditory style is all about sound and music. Generally these people are musicians or people who enjoy music.

Having music play as you

**Understanding learning style can help you assimilate new information more quickly and use resources more fully.**

learn something can help you tie it to the sound and help recall it later. Also, rhyming, rhythm and other word games can help you learn material if you are an aural-auditory learner.

**Verbal-linguistic**—The verbal-linguistic style involves both spoken and written words. When learning with this style, hearing the informa-



tion and taking notes is typical to remember it. Repeating it back or putting it into other words can help as well.

**Physical-bodily-kinesthetic**—People who learn best through the PBK want to feel the world and experience things tactically. Usually these people enjoy sports and exercise and activities that require you to “get your hands dirty”. To learn new things, you need to jump in and try them. The more hands on, the better.

**Logical-mathematical**—Patterns are key in the logical-mathematical style and you see connections where others don't. Typically this will cause you to group information into classes. In learning, you like process and being systematic in your approach to new information. You will often do

## Learning Styles (con't)

well with numerical goals and being able to track your progress towards these goals.

**Social-interpersonal**—Typically those with a strong leaning toward the social-interpersonal style want to learn in groups or classes. These individuals also learn well through one-on-one



training with instructors or mentors and learn best from the interaction. These people will

often need to “bounce ideas” off others and discuss their thoughts.

**Solitary-intrapersonal**—The Solitary-intrapersonal style are those people who prefer to learn something by themselves, analyzing it and determining how they feel without the influence of others. They will often journal and spend time on self-analysis.

When learning new material, these individuals want to go somewhere quiet, research it themselves and work through different scenarios.

Each style is valid and often people will move from one to the other depending on the topic. But it is important to understand how you and your team want to learn.

To assess your learning style, think about where you like to learn, what you would take with you and the last time you enjoyed learning something new. That should help you identify the style or styles that best fit your personality and help you take advantage of the wealth of information out there!

## Why Top Ten Lists Are Popular

**TOP TEN LISTS ARE GREAT TOOLS TO USE IN YOUR MARKETING. HERE'S WHY THEY ARE POWERFUL**

Ever wonder why everything is the “top ten whatever’s” or the “worst ten something’s” each year at this time? Writing top 10 lists is generally easy and a great way to communicate information but

there has to be a reason they are so popular. Mally Jean Tenore in Poytner. feels she has the answers.

First, top 10 lists make us smarter. Anyone can scan a top 10 list and come away feeling like they know more. And pulling that list out when in a conversation helps give a person credibility on a subject.

Second, they are memorable. “Psychology shows there’s a certain amount of information people can juggle,” said Fischhoff, senior editor of the Journal of Media Psychology and a blogger for Psychology Today. By breaking a list up into “chunks”, people have a much easier time remem-

bering it.

Tenore feels top 10 lists can be both nostalgic and futuristic.. Lists in December and January help us review the year, see what happened and look to the future for what will be new. Also, they define to some degree what we will remember about a given topic and can help us frame information.

Tenore also feels they explain and order our experience. When you have a question that starts with Why or How, a list can help fill in the blanks in an orderly and concise manner.

Lists are great for party conversation. We all get into situations where we have to have discussions with people and need to know what we are talking about. Lists help us have discussion topics at hand and even things to argue.

In the same way, they allow us to rank our views on things. When a list says, “in no particular order”, are we more likely to ignore the order or do we assign value ourselves? And if a list is ordered, how quickly do we start to disagree?

A list is an easy way to express an opinion with backup. You can easily make a list of the “top 10 books of 2012” and express your opinion. It is an opportunity to get your thoughts out there.

One interesting idea Tenore sites is lists capture culture. Reviewing top 10 lists from different cultures can reveal insights into how the people think, feel about issues and gives a moment in time on what was important.

Lists are very practical. A list of 10 ways to do something can be checked off when accomplished or 10 movies to watch can be added easily to a to do list.

And finally, they are motivational. Writing a top 10 list at the end of the year helps you finish some of those projects you intended to get done and at the beginning of the year can help you focus your priorities.

Ten is a significant number to people and many believe it is due to our fingers and toes. It is easy to count to ten so people use Top 10 lists. It has become a convention in our society so give it a shot and write a top ten list!

## What Should Marketing Services Cost

Recently, SCORE Small Business Blog had an article detailing out the costs that come with each type of marketing service. These may vary some area by area, but gives you a rule of thumb to use when procuring marketing services.

**Writing:** Copywriting varies significantly based on the experience of the writer. \$30-\$200 /

**Website programmers / designers:** Typically a website is billed as a project and will be a standard cost. Our experience has been from \$995—\$5,000 depending on functionality. But for minor changes, fixes and updates, the costs range from \$75-\$125 per hour.

**Graphic designers:** Graphic design projects should be quoted as a pro-

ject but should come in around \$65-\$150/hour.

**SEO or Search Engine Optimization** Most companies will no longer do this on an hourly basis and quote it on a monthly retainer. If you do pay a retainer, determine (in writing) up front what social media will be included. For discussion purposes, hourly rates vary from \$76-\$200.

**Social Media** generally comes in two flavors—strategy and implementation. This link has great information on costs depending on scope. <http://www.mackcollier.com/how-much-does-social-media-cost-in-2011/>

In addition, hourly rates should be between (\$75-\$200/hour).

**PR professionals**—The typical PR person charges from \$40-\$200/hour depending on being part of an agency or not, having special industry contacts, or specialized skills. They will also typically want a retainer.

**Virtual Assistants** can also help with social media and PR, depending on their skill set, as well as managing email campaigns, newsletters, telemarketing and basic website updates. Generally they charge between \$25-\$75/hour, depending on number of hours purchased and experience.

The bottom line is return on investment with any of these services. Set your expectations up front and then inspect what you expect!

## Working From Home

Someday winter will arrive in the East and more and more people will work from home. Whether you are a regular or an occasional worker from home, it is important to manage your work in a way that keeps you productive.

Start your day by getting ready to go to work. Sure, you may choose to work in sweats or even your pajamas, but take the time to change into something clean. Do a couple of the things you would do if you were going to the office like fix your hair, wear cologne or perfume, or something to trigger your brain that you are going to work. And if you find you are just not as productive at home as the office, try getting dressed as if you were going in.

Go to work. Even if you are just walking a flight of stairs or down the hall, think in your mind, “I am going to work”. Recognizing that will help you start your day properly.

Plan your day like you would if you were in the office. Snacks can be retrieved at breaks, errands run at lunch, etc. If you don’t have something at the office, pretend it isn’t in the house. Don’t be tempted to work in front of the television or do a household chore just because you can.

Family needs to know you are at work. Make sure children and other family members know you are at work and that is the same as you not being there. Try to manage pets so they are not distracting. To be fair, work somewhere that is secluded and not in the thick of the family area. Help your family respect your work time by making the space clear. You will also want to work in that space even if no one else is there. It will give some definition to the work and help you feel in “work mode” when in the space.

Set office hours. When you work from home you can often set your

own hours, but each day set those hours for yourself. You will want a specific start time to help you get going, and also a specific end time so you know

when to turn it off. It can be difficult to disassociate yourself from your work when it is in your home so be sure to give yourself time away.

If you regularly work from home, be sure to get involved in networking groups or meetings of some sort so you do have a scheduled time out of the office to see other people. Working from home can get lonely and it is a good idea to have balance.

Working from home is great as long as you are disciplined and make it work!

**START AND END  
TIMES ARE  
CRITICAL TO  
SUCCESS**

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**The Pedestal Group**

The Pedestal Group was founded to answer a need we saw in small businesses to have a source for help. That could be how to find and integrate the right technology, how to better hire and manage people, how to set goals and create a strategic plan, or really attack and own your marketplace.

Our team has worked in a variety of industries including staffing, recruiting and executive search, retail, technology, healthcare software / IT, higher education and franchising and the consistent theme we have found it is very hard to see the forest for the trees. In small business, that is compounded by the number of resources available.

Our approach is unique in that we don't just say it is all about the customer, it really is. The Pedestal Group puts our customers on a pedestal – right where they belong. That isn't to say the customer is always right because that is an adversarial relationship – in our case, we always come to agreement. We are always in a partnership with our clients but also remember who's the most important – YOU.

The Pedestal Group - Putting our clients where they belong.

## Identifying Leaders and Our Growing Talent Gap

Identifying future leaders is something many of us need to do to establish internal talent as well as helping our clients manage their workforce. It is vital to create a program to grow internal people to management roles to

keep knowledge in-house, keep growth moving forward and generally maintaining the health of your company. Identifying those individuals can be tricky though. Rather than trust a “feeling”, Claudio Fernandez-Araoz of

Egon Zehnder International recently put together a short video to explain the 5 key areas to review. They are:

1. Right motive—the individual has to have the right motive to accomplish goals and objectives.
2. 4 Leadership Assets:
  - A. Make sense of information and discover new ideas.
  - B. Communicate in a compelling way.
  - C. Drive toward goals despite setbacks.
  - D. Seek out learning opportunities
3. Envision themselves as leaders who can build teams and be successful.

4. Have or can learn the skills necessary.
5. Have the specialized knowledge needed to be successful.

This kind of evaluation will become more and more important as the talent pool shifts from the baby boomers to other generations. Currently, according to the Harvard Business Review, 15% of companies in North America and Asia feel confident they have a strong talent pool with enough qualified successors for the positions in their companies. Add to that only 30% of European companies feel their talent pipeline is robust enough and it becomes clear there is a talent gap forming.

**4 Traits and 4  
Leadership  
Assets are  
needed**