

INSIDE THIS ISSUE

Working with Designers to Create a Successful Image	3
A Little Levity	4
Business Trends	4
The Top 10 Entrepreneurial Traps	6
New Consultant Start-Up Advice	6
What To Charge	8
Why Your Business Could Fail	12
How a Sporting Event Changed My Business	10
Dr. Nunley's Biz-Tips	11
Expert Witnesses and Consultants	13
A True Story	15

HELPLINE 2000

Questions, problems that need solving, or you just need some helpful advice—all this and more, can be found at *HelpLine 2000!*

www.igpc.org/memberx/xhelpnet.htm

Mission Possible

continued from page 1

employees have to feel good about their workplace. They have to like being a part of the team and they have to have a positive attitude towards their duties.

This approach recognizes the fact that companies have a profound and far-reaching effect on the lives of the people who work for them so it becomes the obligation of the companies to make these effects positive.

Approach #3:

Perpetual Training

Training isn't free, it takes commitment. Commitment of time, of attention, of money. Committed employees tend to view their company and responsibilities in a different light. They are more likely to identify with the product and the corporate identity they have to represent. Training benefits both the front and bottom lines. Training provides a more proficient work force, improves quality and cements loyalty.



Approach #4:

Rewards and Recognition

We all know that little acts of kindness go a long way. Numerous companies have realized that with the day-to-day stresses in their business, they need to incorporate little acts of appreciation as part of their daily management practices. Every time employees are surveyed about what they want most from their jobs, recognition

for "a job well done" ranks high among their responses. Employees who are receiving this recognition will show higher self-esteem, more confidence, more willingness to take on new challenges and more eagerness to contribute ideas and improve productivity.

All-in-all, rewards and recognition are a very effective tool to boost morale and at the same time improve and stabilize performance.

Meik Bartoschek is a Professional Consultant and Customer Service Training Specialist with more than 16 years of international experience in the Resort Hotel Industry. Contact him at: mbglobal@writeme.com or visit his website at:

<http://www.mbgc.com>

PowerLines

The Ultimate Consultant Business Report

IGPC POWERLINES is the official newsletter of the International Guild of Professional Consultants

All contents ©2000 by IGPC

National Headquarters
5703 Red Bug Lake Rd., #403
Winter Springs, FL 32708
Fax (407) 834-8197
e-mail: billing@igpc.org

Membership Services
1422 Challenger Avenue
Davenport, FL 33837
1-888-894-1029
Fax: 801-912-5291

Annual subscription price \$75.00