



Coaches Corner With Barry Knepper

By Barry Knepper

Tab Member's Question

How can I instill a greater sense of ownership by employees in the daily operation of the business?

TAB Coach

The way to instill employee loyalty is to tie the company goals and mission to those felt personally by each employee – how can continued employment with your company help each employee attain their personal goals? How does continued employment honor their personal commitments? The establishment and expansion of this strong bond is a powerful one to maintain employee loyalty, productivity and employ-

ment. It is important for a leader to know how to motivate people and act accordingly.

Develop an inspiring three-year vision for the company and a list of challenges for the next year. Then, engage them in a strategic planning session (competitive analysis, SWOT, goals, strategies and action plans). Let them create the plan – don't over manage. Choose someone (non-political) to review goals and specific steps each month. Most teams will take ownership and responsibility for moving the company forward.

History shows us that one of the most successful methods for inspiring employees to act as though the business was theirs is found in the

Quaker model. Quakers recognize the need to give back to the community and invented what is known as profit-sharing today. At the end of each year, they gave profits back to the employees and created a revolution in employee motivation. Employees went out of the way to ensure customer satisfaction, picked up paper from the floor and developed new and innovative processes.

I recommend, It's Your Ship by Captain Michael Abrashoff. It's the story of how he took the worst ship in the Navy to the best ship in a short period of time by getting the crew to understand that they owned the ship as much as the Captain did. Easy read, pretty good story and has some simple, yet effective manage-

ment techniques in it.

Barry Knepper is the certified facilitator and coach in Queens for The Alternative Board® (TAB). TAB Board members meet monthly to learn from one another's successes and grow their businesses to the next level through a combination of peer advice and coaching. He also serves a part time chief financial officer (CFO), utilizing his 30 years of full time CFO experience to help business owners maximize the profitability of their business through the development of a budget, business plan and monitoring of financial operations. He can be reached at 516-724-0351 or bknepper@tab-queensny.com



Barry Knepper

TECH TALK

A feature from the Queens Chamber Info Tech Committee

Tech Talk: The State Of Search Engine Strategies

By Scott Wolpow

In March, I went to the 2009 Search Engine Strategies Conference at the New York Hilton. It is a one-week long event for the industry. The event was mostly filled with sessions on current trends in the industry. The trade expo was limited to two days and the amount of companies exhibiting was down almost in half. Part of this is due to the economy and part by companies like Google buying up smaller players. For the first time, the talk was openly hostile to Google. Many are tired of having no choices and higher prices for paid placement.

The great news was the amount of information on how to use Social Networking like Twitter, Facebook and the others. The main-

stay tracks of building better pages and ads were of course useful.

The keynote was by Guy Kawasaki, a well-known blogger and author of such books as Duct Tape Marketing and Reality Check. His talk was on his success with Twitter and how one gains business from using it.

Twitter is a web site that allows you to micro blog. Micro blogging is posting a 140-character statement on what you are doing currently, and if your posts are interesting people will follow you. That was the original concept. It has since grown into a human based information system. There are Twitter groups based on all kinds of special interests.

Imagine you need to know of a store that sells widgets. Find someone that is posting on that subject by searching on Twitter. Then fol-

low that person. The second step is to follow the people who follow that person. What happens next is very interesting. People who you are following, will follow you. In fact, it is rude not to follow a person who follows you. [Yes, I know I used the word follow a lot]. With this following, you can ask questions.

You can also easily search peoples Tweets or have an alert based on a keyword. The search can be defined by geography. A widget sales company can respond to a Tweet when someone asks a question. A person may be looking for a local Widget shop. Now you know you have a great sales lead.

Forest Hills' own Jet Blue looks for the mention of their name in Tweets. If you Tweet about a bad or a good experience on Jet Blue you may be contacted directly by a Jet Blue

customer service rep. For Jet Blue, this often stops a minor problem from becoming a major issue.

Twitter, like anything new, can be intimidating at first. The world of marketing and sales has changed significantly in the last few years. A business owner must move with the times. The consumer does not trust the old style media anymore. They trust personal opinions first. Take some time and get to know Twitter. You can follow me <http://www.twitter.com/scottwolpow> on Twitter or email me at qcc@scottwolpow.com

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Lobbying Day In Albany

The Queens Chamber of Commerce recently had their lobbying day in Albany to meet with legislators about issues important to the Chamber. The Chamber members met with many of the Queens Assembly delegation. During a lunch meeting with the legislators, the Chamber advocated for no tolls on bridges and reduced taxes on businesses.