



WomenInManagement

The Professional Women's Network

Member Spotlight

Name: Mari Kriescher
Title: Behavioral Health Manager
Company: Oneida Tribe of Indians
Years at Company: 16 years

I love my job because I have an opportunity to help someone heal through empowering our providers to be the best they can be in their counseling role. Everyday is a new day to bring out the best in people.

Through networking with other women in management, I would like to learn more from the other women in management roles in different businesses other than those working in Behavioral Health settings. I look forward to building on my leadership skills and being able to build a network of women who I can seek out when I get into projects that I can utilize their strengths and I would hope to become a resource for other women in management as well.

I just became a Grandma in August and it is really nice to spend time with my grandson. I also enjoy reading, making jewelry, doing research on internet, spending time with family and friends, and taking walks with my Boston Terrier.

The most interesting job I ever had was working as a crisis counselor just after I had completed my bachelor's degree. I learned a lot about who I was both personally and professionally just by being a part of the community helping individuals with a variety of personal issues causing distress in their life. It helped me make the decision to go on to complete my Master's degree in Community Mental Health.

Something I want others to know about me is that I am fun, insightful and look at the positive side of life.

Letter from the President

2010 was a rough year on the Green Bay economy. As businesswomen, we've probably all tightened our belts somehow (or had them tightened for us!). But it's important to remember that anything can happen in 2011. It's all about what we make of it.

Henry Ford once said, "whether you think you can or you think you can't, you're right either way." I firmly believe it. Just one small example: after a several week sabbatical, I went to the gym in early December to fight the Thanksgiving bulge. I was dreading it and just knew it was going to be a tough workout. Thankfully, I made it through 2.5 miles at a half run/half walk. Last week I returned to the gym (having not gone since that fateful day in early December) and was determined it *would* be a good workout. I just knew it! I had my new running shirt on and, like a 4-year old with new shoes, I was convinced I'd run further and faster thanks to the new shirt. Sure enough, I completed 3.5 miles without walking at all. What a rush! The power of positive thinking strikes again!

My new year's resolution this year is to "think I can." I *can* find my purpose. I *can* give love freely. I *can* hit my astronomical target at work this year. I *can* make this year WIMI's best! What can *you* do?

Wishing you health and happiness in 2011,
Karen

Quote of the month . . .

"A positive attitude will not solve all your problems, but it will annoy enough people to make it worth the effort." "

- Herm Albright

Upcoming Events

All meetings are held at: Midway Best Western at
780 Armed Forces Dr. in Green Bay, from 11:30am - 1pm
Price: \$10 for members, \$13 for non-members.
Reservations required to members@wimigb.org.

January 13

Topic: Marketing 2011

Speaker: Sarah Fracek

How do you reach your audience in the digital age? The mainstreaming of DVR and iPods means TV and radio ad exposures are diminishing; and web-based news outlets are leading to declines in traditional newspaper readership. What's a marketer to do? "Go where the consumers are," says Sarah Fracek, Account Executive and Marketing Consultant in Milwaukee. "With the addition of so many new mediums, marketers are actually better poised to tailor their messages to specific consumers – spending money more wisely on highly targeted audiences."

As a Social Media Supervisor, Sarah has stayed on the forefront of electronic media and the ever-changing marketing dynamic. Join us as Sarah walks us through marketing in the digital age for consumers of any age group.

February 9

Topic: Goal Setting and Attainment

Speaker: Bonnie Nussbaum, Ph.D.

Are already slipping on your New Year's Resolution? Dr. Bonnie Nussbaum can help! Join us as Dr. Nussbaum takes us through easy steps to set personal and professional goals and, more importantly, reach them!

Dr. Nussbaum is a Wisconsin Licensed Psychologist who specializes in working with trauma survivors, maximizing human potential, and coaching others to success. Dr. Nussbaum has been in private practice for 20 years in the Green Bay area. She owns Harbor Community Psychological Associates, S.C., an outpatient mental health clinic. Dr. Nussbaum does individual psychotherapy, personal and professional coaching, and, teaches a one-day workshop entitled "Manifest Your Goals and Dreams" which is about to be released as an Internet-based workshop for purchase. She has several audio CD's, including CD's for relaxation and releasing barriers to success.

In case you missed it...

In December, Dena Martin, Executive Director of Learning Rx, joined us to discuss "Increasing Your Productivity in the Workplace." Ms. Martin explained the types of memory, attention and processing skills needed to successfully survive the workplace. Are you deficient in working memory? Maybe your auditory processing is slow. Good news: you don't have to live with it anymore. Your brain can actually be trained to improve these cognitive skills!

Ms. Martin explained the types of testing performed at her center and showed us examples of brain training programs. She also told us how games we play at home can help refine these skills! From "Tetris" to "Stare" there are a lot of games out there to help you improve your productivity in the workplace!

Membership Corner

Happy New Year!! 2011 will be a great year at WIMI-GB. Do you have ideas to make it better? Do you want to become more involved?

If you answered "yes" to either of these questions, we want to hear from you! We're still recruiting 2 board members: Newsletter Chair and Vice President. Both are fantastic opportunities to make WIMI-GB a better place.

For more information, please contact Joyce Nelson, Member Chair, at members@wimigb.org

WIMIWI Green Bay Board

President / Karen Kraus | Secretary / Polly Kopke | Treasurer / Kelly Fitt
Membership / Joyce Nelson | Program / Vicki Perron
Publicity / Tami Pederson | Web / Gina Christenson

* We're looking for a newsletter chair and president elect. If you are interested, please contact Karen at kjkraus@hotmail.com.

Mission Statement . . .

Dedicated to the success of women, our three-fold purpose and mission is to:

- Further the professional development of managerial and entrepreneurial women currently employed in established careers, which include managerial responsibilities, through the association of its members, through educational and training opportunities, and through the exchange of knowledge and experiences.
- Promote higher standards and to increase the status, authority, and influence of managerial and entrepreneurial women.
- Establish new Chapters and maintain a liaison among the individual members, Chapters, and Organization

Professional Development . . .

Inspire Your Employees

by Patricia Schaefer

www.businessknowhow.com

If you are like most employers, your workers could probably use a little added jolt of energy and enthusiasm on the job, something that will make them love coming to work every day.

An inspired employee gives his or her all to their employer, and is constantly striving to be and do their best; to use their skills and talents to their full potential.

How to Inspire

Once an individual's paycheck is able to pay for their basic needs, money usually becomes one of the least important factors in job fulfillment. Meaningful work, the ability to make a difference and a contribution – these are some of the other things people need to be truly motivated and inspired at a job. Here are some tips to inspire your employees (and in turn, help your business succeed):

Start with Yourself

Are you yourself passionate about the mission and goals of your organization? If not, there's very little chance you will be able to inspire anyone else. You may need to first work on re-energizing your own commitment and enthusiasm about your business; to once again feel like you're out to change the world.

Share Your Mission Statement with Every Employee

Articulate and share the mission, purpose, and goals of your business with the people who work for you. This will give them a sense of belonging and a connection to the big picture. It is much more exciting to be sharing in a mission as opposed to just accomplishing an unrelated work task. A sense of contribution to the purpose and success of a business makes any job feel more important.

Give Employees Opportunity to Maximize their Talents

Focus on the strengths and talents of each employee; on developing who they truly are. When someone gets to do what they do best every day, work satisfaction will surely follow. And as the employee grows in the organization, look to continually encourage the development of their strengths with meaningful goals, challenges and advancements.

Career development opportunities should always be encouraged when possible. This contributes to an employee's sense of self-actualization and is extremely rewarding.

Give Recognition and Praise

A managing style of instilling fear stifles productivity. If there is no feedback at all, employees become complacent. In contrast, countless studies have proven that people are far better motivated by the use of positive feedback. Rather than focusing on employees' weaknesses, focus on their strengths, and praise them whenever praise is deserved.

Recognition of work well done goes a long way to keeping employees motivated. It can be a non-monetary reward like applauding an employee at a staff meeting for a noteworthy accomplishment or simply writing a thank-you note for an admirable effort. Rewards don't have to break the bank.

When mistakes do happen, be subtle with constructive criticism, with the intent of helping your employee to improve job performance. State your confidence in the person's ability to correct the situation and let them know they are valued.

Encourage Employees' Opinions and Ideas

Seek out the opinions and ideas of your workers with the goal of implementation; employees will feel truly valued as an integral part of shaping the success and future of your organization. They should be made to feel that their feedback is welcome at any time.

Be a Business to be Proud of

Is the world made better by your service, product or company? People have a strong sense of pride working for a company that has integrity and a good reputation, and is producing something worthwhile or important.

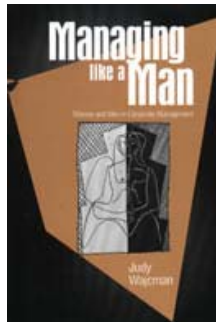
Allow for a Work Environment of Autonomy and Trust

Although employees need to know when and how tasks need to be performed, they cannot work to their full potential when they are being micromanaged. This type of management creates an atmosphere of distrust, and eventually leads to workers giving less of themselves, and as a result, creativity and motivation are soon snuffed out.

Giving employees autonomy and trust, with accountability, is far more effective, and allows them to improve in efficiency, quality of work as well as enjoy a real sense of personal accomplishment on-the-job.

Book Review

Want to read more, but don't have the time? Here's our Cliff's Notes version! Each month, this section will highlight a book for personal or professional development. If you have a suggestion or a book review you would like to submit, please send it to kjkraus@hotmail.com.



Managing Like a Man: Women and Men in Corporate Management

By: Judy Wajcman

Book review by: Bill Godfrey

Why is it that, even in multi-nationals with exceptionally enlightened gender and family policies, so few women reach top management positions? This is a notably well researched and well analysed study of the phenomenon and its causes, which goes behind popular cliché-ridden explanations. The perspective taken is explicitly feminist, and explicitly political in that it focuses on power relationships.

Those interested in gender issues in management will find this book indispensable. It is 'academic' in presentation, with detailed references and careful linking to other findings in its field. However, unlike too many 'academic' books, it is well written and relatively easy to read.

Perhaps its main virtue is the breadth with which the subject is approached. It examines in depth not only the gender bias of the implicit labor contract - and management contract - within organizations but also the underlying assumptions about personal and family life that help to account for the fact that few women enter top management and few of those have children. The research method makes evident the wide gap between rhetoric and reality and also demonstrates the way in which both language and the very basis of business organization (even modern 'delayed' organization) exert a subtle bias against the entry of women to the top ranks of management.

Even those who do not have a specific interest in gender issues will find a great deal to reflect on about the nature of business and society and the relationship between them.

The book also provides valuable material for anyone who wants to get into real depth on the place of business in a society that truly seeks to meet its human and not merely its economic potential. What are the societal 'ground rules' within which that could be achieved and how might they be brought into existence?

The author does not, in general, seek to prescribe. The book is a work of description and analysis, although we are left with a tantalizing last sentence. 'For women and men, opportunities for realizing alternative visions are overshadowed by the continued primacy of paid work as the source of status and meaning in contemporary culture.' That strikes a particular chord with me, having recently read a collection of the stories of people - women and men - who are striving as their main goal to balance the demands of career, family and community. The sheer invisibility of work that is not paid recurs as a leitmotif throughout those stories, together with the powerful demonstration that it is precisely this invisible work that is central to the continuance of a healthy community and society.