



## Women In Management

*The Professional Women's Network*

### Green Bay Spotlight

**Name:** Deb Osweiler  
**Title:** Director, Advisor Services  
**Company:** Thrivent Financial  
**Years at the company:** 5



**I love my job because** it is challenging. I never seemed to get bored. I have launched a new financial planning service at Thrivent so it has definitely been full of challenges getting a new product up and running and handling the change management piece of it. Two of my top 5 values are meaningful work and challenges. I get both of them with the work that I do. I enjoy all the interaction I have with our financial representatives. It is very rewarding to help/coach others. I also am very proud to work for Thrivent given all the work that we do for the community and the various volunteer opportunities that we can be involved in.

**Through networking with other women in management, I would like to** build my network of professionals (women) in the Green Bay area. I recently relocated after 19 years of living in Minneapolis. The hardest thing to do was to start rebuilding that professional network! I think Women in Management will be a great opportunity to meet others, learn other professions and opportunities in the Green Bay area! Women in Management will also allow me to continue to build on my leadership presence at Thrivent.

**My very first job was** working in a canning factory when I was 16 - very interesting!! I guess I could say it probably was my most interesting job as well. We worked 12 hour days through the summer months. Let's just say it took me a very long time to ever eat peas and corn again!

**In my free time I** love to practice yoga, travel as much as I can and enjoy a nice glass of wine!

**Something I want others to know about me is** I'm not really sure what my true hair color is!! I like to keep changing it up. One never knows - one month I may be blonde and the next month I may be a red head. Since I do a lot of training for my job it is funny how I get approached all the time and people ask me "don't I know you from some where" or "your voice sounds very familiar" - I typically ask them when they think we may have met and then let them know it was me but I probably had blonde hair at the time. I usually get a good laugh.

## Letter from the President

Dear valued members and guests of Women in Management,

It strikes me, when contemplating the September topic of "Going Green," that we can apply the vision and principles to our mental, emotional, physical and professional life. We are our world, and each one of us has the power of one that can create great change that is mutually beneficial and has a focus on what we can become.

It is our goal in Women in Management to create an environment where each individual feels valued. We know you each have a voice that, when heard, will contribute and enrich the lives of others.

Consider challenging yourself to move beyond your daily 'to-do list' and create your personal vision and action steps for 'going green' in one or more areas of your life. What if you focused on simplicity and you created more time? What if you focused on reduce, reuse and recycle and you created more income? What if you focused on sustainability and you created a 5 year goal with incremental action steps and you created a clear path toward the joy and fulfillment you deserve?

As Lady Bird Johnson said, the environment is a "mirror of ourselves; a focusing lens on what we can become."

Enjoy creating your vision,

Joyce White Nelson

## Quote of the month . . .

"The environment is where we all meet;  
where we all have a mutual interest;  
it is the one thing that all of us share.  
It is not only a mirror of ourselves, but  
a focusing lens on what we can become...."

-Lady Bird Johnson

# 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@wimigh.org](mailto:members@wimigh.org)

## September 14, 11:30a.-1p.

**Topic: 5 Steps to a Greener Building Now**

**Speaker: Miles Girouard**

You are an environmentally responsible person. You recycle the Sunday paper; you don't leave the water running while brushing your teeth. So how do you translate this socially responsible behavior to your business (or the business you work for)? Many businesses think that incorporating sustainable methods and materials in the workplace are too costly to consider.

Miles Girouard from Hoffman LLC will be debunking those myths and offering five realistic "green" options for businesses to consider that are easy to implement and can make a positive impact on the environment and your company's bottom line.

## October 12 11:30a.-1p.

**Topic: Dealing With Difficult Employees**

**Speaker: Beth Kirby**

Beth Kirby of Aurora BayCare Medical Center returns this month to discuss Dealing with Difficult Employees (you may remember her from last year when she spoke on marketing yourself in an employer marketplace). Back by popular demand, Beth will walk us through an all-to-common issue all managers must face: difficult employees. Beth will provide tips on managing situations before they get too difficult and what your rights are as an employer.

With more than fifteen years experience in Human Resources, Beth will share tried and true methods to ensure your most difficult situations are handled appropriately and with dignity.

## In case you missed it...

Due to an unavoidable conflict of schedule, August's topic was changed from 'Personalities in the Workplace' to 'Leadership: A Compelling Presence'.

Todd McPeck spoke about the importance of having a dynamic, charismatic presence, being a good example to the people who look to you for guidance and not being a bully.

He offered great advice as he shared his own experiences, including his own unique story about how we don't grow in the "comfortable". Sometimes you need to leave the safety of your routine in order to become all that you can be!

## Membership Corner

Don't forget to login to [www.wimiwi.org](http://www.wimiwi.org) and update your member profile! Let other members become familiar with you as you take advantage of such great networking possibilities!

# WIMIWI Green Bay Board

Secretary / Polly Kopke | Treasurer / Kelly Fitt | Past President / Karen Kraus  
President / Joyce White Nelson | Membership / Karen Kraus  
Speakers & Events / Vicki Perron; Debbie Prosser | Web / Gina Christenson  
Public Relations / Janna Turner | Newsletter / Amber Christian

\* We're looking for a president elect. If you are interested, please contact Karen at [kjkraus@hotmail.com](mailto: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 . . .

## 14 Tips for Writing Effective Emails

By: [www.thinksimplenow.com](http://www.thinksimplenow.com)

Have you ever needed to email someone – a stranger, asking them for a favor? How can one compose email such that they will be read and responded to? Whether personal or business, the ability to compose efficient and effective email is super useful – both in terms of productivity and responsiveness.

We're all busy, and we've all received long, ambiguous and rambling email. Ironically, most of us have also been guilty of writing such verbose email while requesting for someone else's time.

Our goal is to construct an email that:

- Will actually be read
- Will actually be understood
- Will not annoy the receiver
- Does not take up too much time on the receiver's end

1. **Determine Your Desired Outcome** - Without a clear understanding of our desired end results, our thoughts are disorganized and we can easily confuse the receiver. The clearer your intention, the more focused you will be, the better you can cater email for the intended result, the more likely you will get your desired outcome.

2. **Quickly Answer, "What's the Point?"** - People want to know "what do you need from me?" Answer this question quickly. Skip long introductions, backgrounds, compliments and details. Jump to the point. State it clearly using minimal words.

3. **State Benefits Clearly** - If a pitch is presented, make sure it includes many clearly stated, easily understood benefits for the receiver. Also, make sure the incentives are realistic, the exchange is fair, and there truly are benefits to the receiver.

4. **Remember to KISS** - KISS = Keep it simple, stupid (I didn't come up with this) Show them you appreciate their time, by making email short, and simple to answer. Using as little words as possible, introduce who you are, context if necessary, and why you are emailing.

*Being brief doesn't mean we have to be boring. We can be creative with our wording, add a dash of personality where you see fit, but still be brief.*

5. **Save the Whole Story** – Stick to the Facts. Unless asked, you don't need to overly elaborate anything. Simply stick to the facts – it'll help you keep your message short.

6. **Text Message Trick** - When we are on mobile devices like the blackberry or our cell phones, we lack the fluidity of the computer keyboard, and as such, we get to the point really fast.

Pretend you're on a mobile device, what would your message be now?

7. **Avoid Excessive Compliments** - There is a difference between being genuine and saying what's on your heart, and going out of your way to compliment someone. We humans are exceptional at detecting unauthentic phrasings and remarks – even in email.

Compliment only if you really mean it.

8. **Be Personal and Personable**- Personalize email with relevant remarks to the receiver, put in a quick comment about their site, product or work. Address the person by name, sign email with your own name, and a friendly comment like "Enjoy your weekend!"

9. **Make it Easy to Be Found** - In your signature, include appropriate URLs for your website, blog, portfolio or product. Make sure the links are functional so they can read more about you in one-click.

10. **Use Simple English** - Write like you talk, using conversational English. Be authentic and realistic. Trying to sound professional will come off as if you are trying to sound professional. Use your real voice – it's more endearing and approachable.

11. **Font Matters** - Avoid fonts that are too small, too large, or otherwise hard to read. Do not bold the entire email, use easy to read fonts (ie. Arial), and use a standard size. Do not use extravagant colors since they don't work well on all monitors and can be hard to read.

12. **Formatting Matters** - Make emails easy to read and quick to scan by using bullet points, numbered lists, and keeping paragraphs short. Highlight keywords (bold or italic) for emphasis, without over doing it.

13. **Minimize Questions** - Ask *specific* questions that matter, and limit the number of questions and favors you ask in an email (one or two max).

14. **Trimming of Words** - Like grooming a garden, read through the finished email and trim out words, sentences, and paragraphs that do not contribute towards your desired result.

Check for potential ambiguities and unclear thinking. Can you rephrase sentences for clarity using fewer words? Check for excess commentary that doesn't add to the email's main point.

# 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 [dynamicamber@netnet.net](mailto:dynamicamber@netnet.net)



## The NEW Social Learning

A Guide to Transforming Organizations through Social Media

by Tony Bingham and Marcia Conner; Book Review by Christine Livingston

As someone who flies the flag for the reinvention of work, I was excited to receive a preview copy of *The New Social Learning* the other day.

In the business world, social media is something that tends to be seen as a marketing tool on the one hand; employee time waster on the other. What Tony Bingham and Marcia Conner skilfully do, however, is make the case for it being a set of available technologies that can be used throughout an organization to revolutionize learning.

That's a pretty "out there" concept for sure. Many hardcore business people – including OD and HR sorts – haven't quite understood the value of learning to a business. Nor are they yet grasping that learning and training are not synonymous with one another, let alone understanding the finer and more strategic nuances of social media.

Still, for those that are able to get their heads around it, the authors give plenty of advice, including examples of companies at the leading edge of social learning, who are making it work for them in all kind of ways.

To be honest, given the social media theme of this book, I expected punchier headlines and pop-cult language.

But I recognize that much of its target audience may not yet be online and that that approach may have distanced it from its market.

There are some things too that I don't think the book addresses – or perhaps not overtly enough. A key one is that using social media, and in this way, throws up a whole organizational and leadership capability challenge.

*When I look back over the past few years, I see the evolution and the growth of a program, of an organization, and of a community. I see dynamic interaction among experts in social and online media and those involved in the creation and conveyance of intelligence.*

*It's time to expand that conversation, to talk about innovation beyond tools – to talk about innovation as an art, as a behavior, and as a part of a journey, one that cannot be successful if taken alone. And so we come together.*

—George Fowler  
Editor-in-Chief,

*The CIA World Intelligence Review*

excerpt from Chapter 1:  
The 36,000-Foot View

But by the same token, the value of social media to organizational community building, intelligence sharing and employee engagement is well expressed.

This is an idea whose time is now. And while I regularly come across online mavericks writing about this stuff, or aspects of it, this is the first book I've read on the subject, and one that takes an ambitious high-level and all-encompassing perspective.

I hope that the authors, using the essence of their teaching, will stimulate a social learning community around the topic. There are many of us, I'm sure, that would love to be part of the emergence of this new business phenomenon.