

WomenInManagement

The Professional Women's Network

Green Bay Spotlight



Name: Catherine Hougard

Title: Director of Business Development- Marketing

Company: Perhaps you'll be the connection to my next great role?

Years at the company: Newly returned to this area after 13 year transfer to Illinois.

I love my job because marketing has a such strong consultative aspect to it. Discovering new ways to create products or services that communicate and deliver meaningful value allows me to sleuth, solve and support others.

Through networking with other women in management, I would like to gain professional alliances, enhance contacts to support my job search, share mentoring abilities, gain new experience and knowledge.

In my free time I fill my life with music, yoga, mindfulness meditation, bike, dance, downhill ski, train our Lab for service work, lend support to others, create Big Adventures for our 6 yr old grandchild (she calls me Hammy), and laugh a lot!

Something I want others to know about me is high integrity, servant leader bringing a unique skill set combining 1) deep business experience in Marketing (Product Mgmt, Development, Business Intelligence, Campaigns, Communications, Training) with heavy interface across all functional areas in corporate environments; 2) Human Services experience in counseling, non-profit program management, adult education. I'd like to invite you to think creatively ~ a little out of the box ~ about how I can serve businesses with this marvelous background of experiences I've enjoyed.

My biggest professional accomplishment was and always will be the chance to develop high performance teams, whether direct reports or not. Opening myself to mentoring early on, and using my behavioral education skills, have contributed to a natural ease and success in bringing diverse people together to create great business outcomes.

Letter from the President

Dear valued members and guests of Women in Management,

As professional women it is our desire to create a work environment that is productive and pleasant. One that has positive energy and is highly focused on the intended outcomes.

When we consider the very real and human situations that result from what we may call challenging employees, some that may be outwardly or passively aggressive, attention seeking, or at worst contemplating revenge, what is a leader to do?

I believe it is important to look for the motivation behind the actions we are observing. Every action, whether positive or negative is satisfying a need within the individual. As leaders, I suggest our best choice is to take the time to develop a relationship with the person and find out what is driving their actions. Then when we gain their trust we will find a willingness to listen and we can mentor them through understanding their perspective.

Teaching others what you know does good things for business and society as a whole. Being a leader requires interest, commitment, and confidence in your own abilities and willingness to protect, trust, and share with those who are up and coming and those that may be a challenge.

Enjoy creating your vision,

Joyce White Nelson

Quote of the month . . .

"If you have some respect for people as they are, you can be more effective in helping them to become better than they are."

-John W. Gardner

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

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

Topic: Dealing with Difficult Employees

Speaker: Beth Kirby; Aurora BayCare Medical Center

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.

November 9, 11:30a.-1p.

**Topic: Safeguard Your Competitive Edge
& Protect Your Business Ideas**

Speaker: Tom Wilhelm; Wilhelm Law

December 14, 11:30a.-1p.

Topic: Mastering Business Etiquette

Speaker: Barb Jordan; AdvantEdge

Agenda: 11:30-11:45 Networking & registration; 11:45-Noon Announcements
& introductions; Noon-12:30 Lunch & keynote speaker; 12:30-1:00 Q&A / Networking

Membership Corner

Become a member today!
Enjoy all the benefits of
networking with other
professional women who
work, live or do business in
the Green Bay area.

*"The networking in Women
in Management is incredible!
Members are always trying to
help each other in both their
personal and professional
lives."* -Nicole Brayton

For more information or
for a membership
application email:
membership@wimi.org

Don't forget to login to
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

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* We're looking for a 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 . . .

Taming the Difficult Employee

By: Nancy Aldrich, M.A.

Every manager wishes his or her agency could be staffed exclusively with highly motivated, enthusiastic individuals who have flawless personalities. These employees would always be happy and satisfied; they'd never complain, become argumentative or make unreasonable demands. Teams would work effectively across departments, and conflicts between coworkers would be nonexistent.

Obviously, this ideal could never exist, nor would we want it to! The diversity of our employees specifically their job skills, personalities and individual quirks creates a workplace that is both interesting and stimulating. But on occasion, we encounter the truly "difficult" employee: someone whose personality, attitude, or approach to work and life is so skewed, it causes problems for you and your agency.

Difficult employees are a huge drain on an agency in terms of wasted time, reduced productivity, greater inefficiency, increased employee turnover and in extreme cases customer loss. Employees who work with difficult coworkers suffer from low morale, a declining commitment to their work, decreased job satisfaction and greater levels of stress and frustration. That's why it's so important for agencies to understand what motivates difficult employees, and how to effectively manage them.

Types of Difficult Employees

Difficult employees usually fit into one or more of the following common personality categories:

Negative - Pessimistic, cynical, unenthusiastic, uncooperative

Martyr - "Poor me" attitude, feels singled out, blames, induces guilt in others

Complaining/Whining - Oppositional, chronic malcontent

Know-It-All Superior, arrogant, egotistical, never wrong

Passive-Aggressive - Submissive, meek, silent, avoids conflict and responsibility

Hostile-Aggressive - Pushy, demanding, argumentative, prone to abusive/violent behavior

In many situations, you will find that by changing your perception, you'll reduce your negative reactions to your coworkers' difficult, annoying behaviors.

Steps to dealing with difficult employees

The DUIRR- Technique is a proactive, positive approach to dealing with difficult co-workers. In five steps, you can work through your annoyance and frustration with your co-workers while building your relationship with them.

Step 1: Determine your involvement. Determine if you are truly involved in this situation, and if so, to what level you are affected. Often, we find we are annoyed by others' behaviors that are not directed at us.

Step 2: Understand the other person. When dealing with difficult people, it's easy to get caught up in the emotions of the moment. Instead, try to understand where they're coming from.

Step 3: Influence his/her attitude. State specifically, in a non-confrontational way, how the behavior has affected you. Use "I-You" statements: "I feel humiliated when you yell at me in front of our coworkers"; "I cannot meet my deadline when you refuse to complete your part of the project on time." Do not try to place blame or find fault; rather, focus on preventing the problem from recurring in the future.

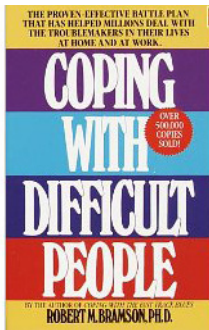
Step 4: Resolve the problem. Discuss the cause and effect of the problem behavior and ways to deal with it.

Step 5: Recover and go on. Once the problem behavior is addressed, don't hold a grudge. Let the incident go and move on. Dwelling on it will only increase your levels of stress and frustration.

Dealing with difficult people in the workplace is not as hopeless as it seems. Through open, ongoing communication from supervisors and coworkers, difficult employees can, over time, learn more acceptable behaviors. While there is no single, simple remedy, the techniques described above will go a long way in helping your agency overcome this challenging problem.

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



Coping With Difficult People

By: Robert M. Bramson; Review by: Mayer Goldberg

Coping with Difficult People is an amazingly useful book. Difficult people are all around you, even when you're alone: Most people don't realise just how difficult and unconstructive they can be! This book gives helps you identify difficult behavior, and how to get around it.

WHAT THIS BOOK GIVES YOU

Difficult behaviour is not all that difficult to identify. That is, unless you're in the middle of a confrontation and you're either too annoyed or intimidated or distracted to realise what's taking place. This book won't turn you into a psychologist, but it will teach you how to identify difficult, destructive, problematic behavior in people, and how to cope with it.

This book is about coping. You can't always convince someone, and when someone's determined to make life difficult for you you can't always win. But you can try to push ahead, keep your cool, remain focused and constructive and pleasant and not be trampled on. If you're experiencing a difficult time because of co-workers or friends or family members, having read this book, your life will not become all of a sudden easier and simpler and nicer. Difficult people will continue to make your life difficult. But if you follow the suggestions in the book you should be able to neutralise most of the difficult behaviour to the point where you can get things done.

WHY DOES IT WORKS WITH OTHERS

This book will help you because it's recipe oriented, and if you become adept at it, you will be able to use its suggestions under pressure -- the elements of surprise or helplessness in the difficult behavior will be missed on you. Key phrases, key words, body language are used to identify a type of difficult behavior/person. Then a basic approach is tailored around the type of difficult person you're dealing with, though you will need to adapt the material in the book to your particular environment, situation and style. The better you anticipate an encounter with a difficult person and plan for it, the less of a surprise will that person enjoy, the less a sense of inevitability and helplessness will he be able to instill in you. In that sense, this book is the equivalent to a book on Chess openings. It's very effective.

WHY DOES IT WORKS WITH YOURSELF

Almost everybody is a difficult person sometimes. This book will help you identify patterns of difficult behaviour in yourself, and will give you some rudimentary insight into why you're behaving that way. Becoming conscious of when you exhibit difficult, uncooperative, destructive behaviour -- with what people, in what situations, etc, is a first step to curbing these tendencies within yourself.

Average Customer Rating 4.5 out of 5 stars!