



ONLINE NEWSLETTER

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Want to Get Ahead and Succeed? Clear Your Vision

Do you have a clear vision for your company? Where do you see yourself in a year? In three years?

In a decade's time? Successful people in every walk of life share one common trait: they all have a clear vision for what they want to do and are taking steps to see that vision realised. But where does vision come from? In some cases, it comes from within—from an innate desire to beat the odds. But it can also come from without—from seeing what trends are shaping the market or might shape the market in the years ahead.

Think back a few years. Did you have a mobile phone? How about an email address, or a web site? Were you able to function fine without those devices? Most likely. Could you do the same today? Probably not. Why? Because those products have become essential tools for getting business done. And why is that? Because somebody had the foresight to anticipate those needs and the vision to market to them.

As you work to clarify your own vision for the future, here are some questions to guide you on your way:
• *What innate strengths do you possess that can help differentiate your brand from the crowd?* Maybe you excel at

research and development. Or perhaps you might offer more flexible shipping or configuration options than the competition. As you work to define a vision for yourself or your company, be sure you're making the most of your strengths and the strengths of your team.

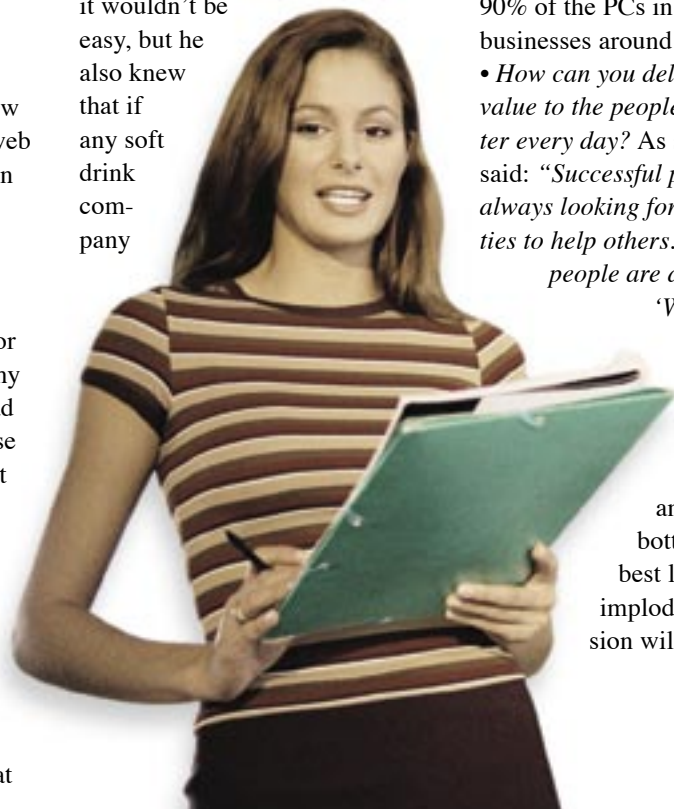
• *What needs can you fill more effectively than anybody else?* During World War II, the president of Coca-Cola wanted to ensure that people all over the world could enjoy his soft drink. He knew it wouldn't be easy, but he also knew that if any soft drink company

could do it, Coca-Cola was that brand. He had a clear vision, and he made that dream come true.

• *Better yet, what needs can you create?* As you're thinking about the needs you could fulfill, don't limit yourself to conventional ideas. In the early 1980s, long before the advent of the World Wide Web or even a truly marketable PC, Bill Gates and Paul Allen had a vision: a computer in every home and office... running their software. Today, Microsoft Windows serves as the base operating system on some 90% of the PCs in homes and businesses around the world.

• *How can you deliver greater value to the people you encounter every day?* As someone once said: "Successful people are always looking for opportunities to help others. Unsuccessful people are always asking,

'What's in it for me?'" If you focus only on the benefits to yourself and your own bottom line, your best laid plans will implode and your vision will end up blurry.



Business Quotes

“In the game of life, it’s a good idea to have a few early losses, which relieves you of the pressure of trying to maintain an undefeated season.”

- Bill Vaughan

“Love people. Use things. Not vice versa.”

- Kelly Ann Rothaus

“Knowledge is like money: to be of value it must circulate, and in circulating it can increase in quantity and, hopefully, in value.”

- Louis L'Amour

“Wisdom is knowing what to do next, skill is knowing how to do it, and virtue is doing it.”

- David Starr Jordan

“I don’t believe in pessimism. If something doesn’t come up the way you want, forge ahead. If you think it’s going to rain, it will.”

- Clint Eastwood



Put Time on Your Side

Too much to do and too little time. That’s the mantra of many a harried executive. So how can you turn that equation around? Here are some simple ideas to try:

- *Follow a written schedule.* One proven way to get more done with less anxiety is to list jobs on a schedule. Whether it’s a quick to-do list or a more detailed log, a written daily schedule will remind you of what you need to do and might keep you from feeling overwhelmed by the unknown.
- *Prioritise your day.* What tasks need to get accomplished today, and what items can get bumped to tomorrow if you run out of time? Prioritising your list will give you better ownership over your time and reduce those panicked moments when you tend to wonder, “Why didn’t I do this yesterday?”
- *Play to your strengths.* Some people work more efficiently first thing in the morning. Others need a little time to work up to speed. Some people find the afternoon a peak time for working. Others barely make it to the end of the day. Figure out where you fit along the scale, and plan your day accordingly.
- *Write tomorrow’s schedule before leaving work for the day.* Planning your schedule ahead of time should help reduce your anxiety as you head home to your family. Instead of worrying whether you’ll have time to get everything done, you can relax and enjoy your time away. Then, the next morning when you get to the office, you can get right to work on the tasks for the day.

Worried about printing quality?

Don’t be!

Put your trust in a long-established service provider with a very healthy reputation. After all, we are here to help you.



If He Had Tried Broccoli ...

Offering customers free pens or other items bearing your company logo and details is a great way to garner goodwill and stay fresh in a customer’s mind. But did you know that a free premium actually helped launch the most successful brand of chewing gum on the market today?

In 1881, William Wrigley, Jr. started selling scouring soap. As a premium for carrying his soap, he gave merchants free baking powder. Soon, his customers were requesting more baking powder than soap, so he decided to market baking powder instead. This time, as a premium, he offered free chewing gum. Again, his customers preferred the premium, which prompted Wrigley to join the chewing gum industry.

Generate Ideas at Work

Is your suggestion box gathering more cobwebs than input? Then consider some of these suggestions for turning things around:

- *Create a culture of ideas.* 3M has built a multibillion-dollar business on generating ideas. How? By thinking outside the box... the suggestion box that is. To cultivate ideas, you need to make the process an active one. Hold brainstorming sessions and idea competitions. Create idea teams. Make the process rewarding and fun.
- *Follow up is key.* Don't wait to follow up on an idea until after you've seen if it works. Even if an idea is unworkable, send the person a quick



thank-you and encourage them to keep up the good work.

- *Turn gripes into grapes.* When people complain about how things are done, challenge them to find a better way. Hold contests and see who can come up with the best suggestions for improving a process or procedure.
- *Make ideas pay.* When employees provide suggestions that save the company money, consider offering them a percentage of those funds as

a bonus. If money's tight, come up with another fun and unique prize.

- *Make a big deal about ideas.* Hold team-based meetings to announce the details of your program. Review the compensation or reward program, and encourage questions and feedback to keep the program moving forward.



A Laugh a Day...Is Not Enough

Humorous situations usually stem from a mismatch between what you expect and what actually happens. The resulting laughter has a number of positive effects on your body and your spirits. Here are just a few:

- "Inner jogging" – Robust laughter gives your face, shoulders, diaphragm, and abdomen a good workout. When you laugh, your heart rate and blood pressure temporarily rise, which forces more oxygen through your bloodstream. As your body slows down, your muscles go limp and your blood pressure decreases, leaving you in a euphoric state.
- Pain relief – A good hearty laugh causes hormonal rushes in the brain that bring you to a high level of alertness and can numb pain. It is believed that endorphins are released during laughter, which may account for the pain relief that can often accompany a good laugh.
- Stress reduction – The ability to laugh during a stressful situation brings things back into focus.
- A positive outlook – Healthy humour, that which is not the product of contempt or ridicule, is an affirmation of our being human. Laughter has the ability to break the ice, build trust, and draw people into a common state of well-being.

Business Funnies[©]



"Technology upgrade."

Improve the Way You Speak

The way we speak can make a big difference in how we are received. Improve your speaking voice by:

- ❖ *Breathe with your diaphragm.* Deep, diaphragm breaths will help you project your voice more effectively. Opening your throat as you speak will help accomplish this goal, too.
- ❖ *Enunciate.* Take care when speaking to make each sound crisp and sharp, especially toward the ends of sentences.
- ❖ *Smile.* Smiling does more than radiate friendliness and warmth. When you smile, your voice tends to sound more animated, enthusiastic, and sincere... three qualities every salesperson wants to exude.
- ❖ *Stay engaged.* Listen actively to the person you're talking with. Ask questions, and show genuine interest in what they have to say. Feed off their passion, and let it carry over onto you.

Structured Cabling – Unravelling the Connectivity Quagmire

As we settle into the new millennium, the way we work, shop, entertain, do business, communicate, travel – just the way we live – has changed and expanded by leaps and bounds in a space of a few short years.

Technology is now taken for granted and communication is faster, and our expectations ever growing. With the pace of technology accelerating, our need to continually improve our lives and the way we do business has never been more demanding. Now more than ever, businesses need to focus on getting the foundations of IT right – afterall, it is the infrastructure that will support the tasks of daily operations and information distribution globally.

IT is the very foundation of your business. If you want to protect that business for tomorrow, a solid structured cabling system, built to handle future applications, is your best insurance policy.

So what is a structured cabling system? A structured cabling system is a complete system of cabling and associated hardware, which provides a comprehensive telecommunications infrastructure. This infrastructure serves a wide range of uses, such as to provide telephone service or transmit data through a computer network.

Every structured cabling system is unique. This is due to variations in:

- The architectural structure of the building, which houses the cabling installation;
- The cable and connection products;
- The function of the cabling installation;
- The types of equipment the cabling installation will support -- present and future;
- The configuration of an already installed system (upgrades and retrofits);
- Customer requirements; and
- Manufacturer warranties.

What were imagined possibilities in the 80s, are now realised and part of the everyday technological landscape.

- Conversing with a colleague across the globe right from your PC over an IP-based video conferencing system.
- Listening to an email
- A doctor in America reviewing the condition of a patient in Asia

Poor cabling infrastructure results in costly downtime in networks – and revealed by Sun Microsystems/Gartner, causes of network downtime (apart from human error and environmental factors) are: hardware 25%, software 25%, the network cabling system 21%. Collectively at 71%, an unstable or poorly installed and maintained infrastructure was the root cause for a network meltdown.

Comptel Australia, established in 1991, saw during that time, a need to provide a high level of service to clients who were wanting to drive their businesses into the future, armed with the infrastructural capacity to deal with the ever changing, ever evolving acceleration of technological improvements and information exchange.

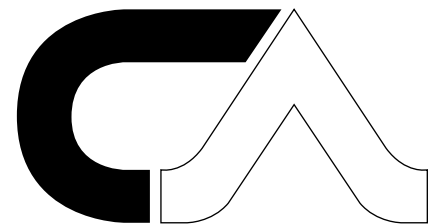
With humble beginnings in Network Data Cabling, Comptel Australia expanded its service offerings to include in Design, Planning, Installation, Strategic Planning.

Cognizant of the need for qualified, dependable professionals to work with their clients, Comptel Australia maintains an extensive staff certification program. This program ensures that suitably qualified staff is always available for projects and to complement, where necessary, the skill sets of their customer's technical and professional staff. And that same quality extended to the provision of quality hardware and the strategic support of any business needing software development.

So speak with Peter and his team at Comptel Australia to find out how they can help you improve and build a dependable cabling infrastructure for your business.



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