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Photo by Hugh Foster

“BE DARING, BE FIRST, BE DIFFERENT”

Choose Well

Baby Boomers want to stay young - forever!

- Pilzer

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Choose Well. Used to be that your parents told you to choose your spouses well, your careers well, your friends well. All of this is still true. However, in today's world, people are also choosing to **be** well! I recently read a very good book, "The Wellness Revolution" written by Paul Zane Pilzer and published by John Wiley & Sons, Inc. which discusses at length the growth of the wellness industry in the United States. Mr. Pilzer offers both a historical look at the "sickness" industry and an introduction to the "wellness" revolution that is quickly defining our future.

What is the wellness revolution? It is the conscious decision to feel better, look better, age slower and move faster. Americans are taking personal responsibility for their health and well being. They are eating healthier, exercising more, investing in both their longevity and their quality of life. It is the introduction of fitness gyms in the work place, vitamin and herb aisles in Walmart, health food restaurants catering to the general public and low carbohydrate, high protein diets sweeping the nation. There are opportunities for entrepreneurial success at every turn, however, more importantly; there is the opportunity to change the eating habits, exercise patterns and priorities of the entire nation. What is driving this phenomenon? Most agree it is the "baby boomer" generation that is rapidly reaching the autumn of their lives. They have chosen not to age graciously. They have chosen to fight. Mr. Pilzer defines entrepreneurs and revolutionaries as "the same kinds of people born into different circumstances. Both see the status quo in need of change and both are willing to take the risks and reap the rewards of changing it."

Although I never really thought about it before, we are a nation who treats illness rather than endorsing wellness. Our healthcare industry is

based almost completely on the treatment of sickness rather than prevention of sickness. We expect our medical insurance to cover every doctor's visit, but don't expect our auto insurance to cover oil changes or tire rotations. Why? Mr. Pilzer provides an in depth answer that implicates the federal government, the pharmaceutical industry, health insurance providers and workers unions. The bottom line is clear...healthcare has become too expensive and too convoluted to continue to meet the real needs of the American people. In view of the devastating costs associated with illness, the emphasis has now shifted to remaining well. Medical Savings Accounts are slowly working their way into the healthcare insurance industry. Americans can now spend their money on fitness club memberships and nutritional supplements that help them remain healthy instead of paying into a sickness based system that may or may not meet the needs of their family when tapped. Employers, who today, are unfortunately in the middle of the healthcare insurance provision business, are anxious to remove themselves from the loop. The Medical Savings Account is the first step in this process.

Employers are also changing their views of the potential employee. They have begun to equate physical fitness with mental acuity and a positive lifestyle. Whether or not this is a valid contention remains to be seen, but the trend toward hiring the "whole" person is certainly gaining momentum. Mr. Pilzer describes the growth of the wellness industry as potentially as influential in American society as the introduction of the automobile and the personal computer. Whether you are looking for an entrepreneurial opportunity, a means of moving up in your organization, or just a better, healthier you now is the time to embrace the "wellness" revolution.

CEI Update...

This has been a very, very busy time at CEI. We have fully completed our move and are working diligently at updating our web site and training materials for your convenience. Please take a few minutes to browse our site, www.competitiveedgeinc.com, which now has a secure shopping cart feature. New products include introduction courses for the *DISC Model*, the *Values Model* and a combined *DISC and Values Model* now available as CDs. There is also a new two-sided laminated reference card titled "*The Interaction of DISC and Values.*" Watch for the introduction of the *Discovery Map - The Landscape of Behavior* that will be coming soon. Visit our site frequently!

Judy will travel to Luxembourg this fall to participate in seminars sponsored by her strategic partner, Christianne Benoy-Hoffmann. Ms. Benoy-Hoffman is Luxembourg's premier distributor of MDI's Professional and Management Tools. In addition, Judy will travel to Europe at the request of the National Security Agency to present training on Time Management and Values.

Great News! Judy will conduct her *first* 'Advanced' Train-the-Trainer session at the Wyndham Executive Conference Center in Peachtree City, Georgia on September 23-24, 2004. If you have completed the 'Basic' Train-the-Trainer program, watch for an e-mail invitation coming soon.

Competitive Edge, Inc. happily welcomes two new employees to provide ongoing support to Judy and her clients. Ashley Webb, currently attending a local college in pursuit of a degree, joined the staff in February, 2004. Doris Harris, who has a degree in Computer Information Systems from Mercer University, joined the staff in June, 2004

Attitudes have much more of an effect than age, education, occupation or race.
Psychosomatic Medicine Magazine

Book Review

This month we are going to talk about "The Cheating Culture" written by David Callahan and recently published by John Wiley & Sons, Inc. Mr. Callahan identifies the areas within American culture where cheating is most prevalent, provides analysis of how and why we have reached this point and makes recommendations for social action that can potentially turn this trend around.

Where available, Mr. Callahan quotes statistics to support his points of view but stresses that statistics are not readily available for many of the components he addresses. He makes a series of recommendations that will allow the American people to move back to a more honest, financially equal environment where trust can be regained and equality in business, healthcare, professional sports, law and education can be achieved.

You have to buy into Callahan's political point of view to generally accept the suppositions in many of his arguments. He is not in any way impartial in his assertions, nor does he apologize for his bias. He does, however, address a number of ethical and values related recommendations that are supportive of the business goals of most Human Capital Asset practitioners.

CEI's Preferred Providers

Human Resource Development Press, most commonly known as HRD Press, has been Judy's Preferred Provider for many years. Established over 30 years ago, it is an industry leader in the publishing of specialized materials supporting human resource development.

HRD Press products include print media, videos, assessments and software resources such as workshops and books for use by consultants, corporate trainers and educators. They also provide administrative, consultative, and technical services in support of their services.

One book I have found to be most valuable is The Manager's Pocket Guide to "Interviewing and Hiring Top Performers" by Sarah J. Ennis. This book is for individuals with training responsibilities who are looking for tools to help their managers, supervisors, and/or team leaders interview, hire and retain top performers.

If you would like to know more about this book and other similar products, please contact our office.

CEI's Next Train the Trainer



October 13-15, 2004
Peachtree City, GA

Did You Know That... A Banana a Day, Keeps the Doctor Away?

- Bananas have a natural antacid effect in the body, so if you suffer from heartburn, try eating a banana for soothing relief.
- Eating bananas as part of a regular diet can cut the risk of death by stroke by as much as 40%!
- Bananas are extremely high in potassium yet low in salt, making them the perfect fruit to combat the risk of high blood pressure and stroke.
- Bananas are high in iron, assisting in the production of hemoglobin in the blood and thus helping in cases of anemia.
- The Vitamin B6 contained in bananas regulates blood glucose levels, which can affect your mood during the premenstrual cycle.
- One of the quickest ways of curing a hangover is to make a banana milkshake, sweetened with honey.
- Snacking on a banana between meals helps to keep blood sugar levels up and helps avoid morning sickness.
- Bananas contain a protein called tryptophan that is known to make you relax, improve your mood and generally make you feel happier.
- Bananas are high in B vitamins that help calm the nervous system.
- Bananas can be effective if you're suffering from ulcers because of their soft texture and smoothness. They also neutralize over-acidity and reduce irritation by coating the lining of the stomach.

Advice from the Edge

As the Economy continues to improve and more companies are expanding their work force, it is a good time to re-emphasize how expensive it is to put the wrong person in the wrong job. Did you know that 6% of all job candidates have had a criminal conviction in the last seven years? Did you know that almost 50% of all inventory shrinkage is the result of employee theft? In their continuing attempt to avoid this cost in human and financial capital, more and more companies are moving to the use of assessments as part of the hiring process. Although technical skills are easier to assess, it is the assessment of the intangible factors such as Integrity that will ultimately enhance the quality and endorsement of your organization.

The Counterproductive Behavior Index (CBI) is becoming a tool of choice within the marketplace. The CBI is a pre-selection screening profile that helps the employer to identify potential risk factors in a prospective "entry level" job candidate in six areas: Undependability, Dishonesty, Computer Abuse, Workplace Aggression, Drugs and Sexual Harassment. These tools are available in both manual and on-line internet delivery and can be administered and evaluated by the hiring manager. When coupled with the results of a technical skills assessment and behavioral and values profiling and face-to-face interviews, employers can more accurately identify and hire potential top performers who will consistently demonstrate the skills and behaviors the employer seeks.

If you would like to know more about the Counterproductive Behavior Index, please contact our office.

"If you invest in an asset including human capital that costs 25% more but produces 10 times more in output or revenue, you have a performance differential in excess of 1000%."

Ira Wolfe

Parting Thoughts...

I would like to share a letter of endorsement that I recently received from Jim Kelley, President of the highly successful Kelley-Stanton Group. Like everyone in the workplace, I always enjoy a good "pat on the back"!

I have been waiting for the right moment to write and thank you for your inspiring work in the Train the Trainer Program. It arrived. I was recently brought into a large company to add a DISC/PIAV diagnostic segment to an OD intervention. After a very well received facilitation, the head of the HR department said, "There are a lot of people out there doing DISC. I like what you do. Please come back and take our 12 person HR department through your process as soon as you can work it into your schedule". Familiar with the difficulty we consultants often have with HR departments, I was, well, stunned. I was most pleased with the feedback and immediately thought of you and the deepening of my skills in this important work. I have been a distributor for Target Training for almost 14 years. Your workshop took me to a depth I had not known. During the workshop felt I was in the presence of a true master. In addition to deepening my knowledge of DISC and vales work, I caught the depth of your passion and commitment to this work. You inspired me and my clients are the better for it. It has also given me the opportunity to move my work into larger companies, a strategic business initiative.

Interestingly, it was one of my clients that urged me to take your workshop. I have passed on my sincere appreciation to Peter Feinnman for his 'endorsement'. I have, of course, been familiar with the importance of 'endorsement' but you have taken that term to a new level. If there is any way I can support you in attracting participants to your program, please do no hesitate to use my full 'endorsement' of you and your stellar program. I am happy to speak with anyone personally so have them get in touch with me if you sense it appropriate. This workshop would be of particular value to those involved in the DISC/PIAV work who have hit a ceiling and are ready for the next level.

So Judy, thank you for your generosity and the depth land care you took with me and the other participants in your program.

Sincerely,

Jim Kelley
President
Kelley-Stanton Group