

# Small Business **MATTERS**

## April 2020 Newsletter

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### FEATURED ARTICLE

#### Should You Work Remote?



Prior to the CoronaVirus crisis, this was a question that was asked frequently in small businesses across the country. There has been a strong movement in the past decade of more and more workers in companies of all sizes working remotely from home. This trend has been driven by several factors including convenience, cost reduction, and better employee performance.

There have been a number of studies indicating that, on average, many employees are happier and more productive working from home. As a result, many companies (big and small) have allowed significant percentages of their employees to work from home either full-time or part-time.

But is working remote good for everyone?

Last week I had a phone conversation with the one expert I could count on to answer this question for me. Chuck Russell is the founder and Chief Knowledge Officer for the BestWorkData (BWD) company. For years, Chuck and his team have used online surveys to help managers make better decisions on hiring, training, and managing their employees. Personally, I have used the BWD surveys for over 10 years with my clients.

During our phone conversation, Chuck shared with me that their research indicates about one-third of the working population enjoys working remotely and performs better from home. Another third of this same working population struggles with being employed at home. They are not happy working from home, and they are less productive.

As a small business leader, how do you know where your employees fall within this research? In most cases, the

As a small business leader, how do you know where your employees fall within this research? In most cases, the simplest answer is that we don't know, possibly until it's too late. Employee performance declines. Their engagement drops as well. They become disgruntled. Then they leave us. Or worse...they stay.

Is there a way to know beforehand if a particular employee should be working remotely? I believe there are several ways:

[READ MORE >>](#)

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## SMALL BUSINESS MATTERS - THE PODCAST



In 2006, Beth Armknecht Miller founded Executive Velocity as an outlet for her trademark enthusiasm and energy for assisting clients with their most valuable asset - their people. Her proven approach provides expert advice on leadership capabilities and builds succession plans for organizational continuity. Beth also served as a Chair with Vistage for 13 years.

Beth is a graduate of Babson College and Harvard Business School's OPM program. She is certified in Myers Briggs, Hogan, Business DNA, Foundations of NeuroLeadership, Strategic Workforce Planning, and Facilitation and Advanced Facilitation from Leadership Strategies. Available on Amazon, Beth's latest book, "Are You Talent Obsessed?", is a compilation of her best practices for business leaders.

On this episode of Small Business Matters the Podcast, Tim and Taylor talk shop with Beth Miller, the talent whisperer. As it relates to small business, Beth explains the importance of hiring the right people, timely onboarding, asking important questions, and understanding your weaknesses as a leader.

[LISTEN TO PODCAST >>](#)

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## BREAKING NEWS - SBM 2020 CONFERENCE UPDATE

Due to COVID-19, we have decided to reschedule the Small Business Matters Conference for **May 21, 2021**. Same great sponsors. Same great speakers. Same great location.

We look forward to seeing each of you there!

**Thank You SBM Conference Sponsors**





## BOOK OF THE MONTH

### *The Motive*

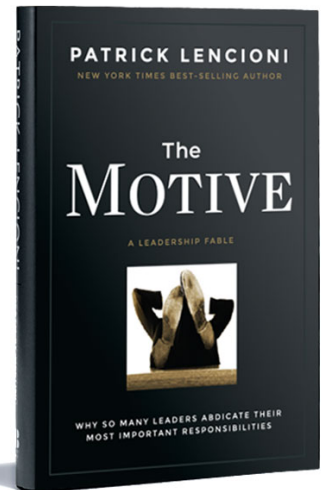
by Patrick Lencioni

Why does anyone choose to take a leadership position? Is it because it's the next step on the organizational ladder? Is it for the money? Maybe, it's the opportunity to serve.

This is the question best-selling author Patrick Lencioni addresses in his most recent book, *The Motive*.

Patrick Lencioni is one of my favorite authors. Several of my favorite Lencioni books include *The Five Dysfunctions of a Team*, *The Ideal Team Player*, and *The Advantage*. Most of his books are written as business fables with solid leadership prescriptions embedded into the story

In *The Motive*, Lencioni suggests that there are two primary reasons for one to assume a leadership position. The first motive is "to serve others, to do whatever is necessary to bring about something good for the people they lead." We can all think of leaders we have been exposed to that chose leadership for this reason. The list includes presidents, business leaders, teachers, and little league coaches.



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## SMALL BUSINESS MATTERS @LUNCH GOES VIRTUAL





**RAMI ODEH**

## **Important, Healthy Habits During COVID-19**

Event proceeds will be donated to Meals by Grace.

**Join us on Tuesday, April 28 for a  
Virtual Lunch Meeting with special guest speaker,**

**Rami F. Odeh, MS.**

Never before has the world been so focused on health. The best thing you can do to avoid getting sick is to be lean, rested, and healthy! Don't miss this dynamic, interactive presentation on the latest research in health and wellness. Entrepreneur, author, and health and fitness expert Coach Rami (CoachRami.com) will:

- Discuss the importance of your "why" and how to find it!
- Outline a general nutritional plan to lose body fat and maintain lean mass
- Outline the body fat loss benefits of exercise
- Dispel some of the common myths about nutrition, weight training and cardiovascular exercise.

**- Event proceeds will be donated to Meals by Grace (mealsbygrace.org)  
in support of their efforts to provide food to children in need during COVID-19 -**

**[Register Now](#)**

**Invite Your Employees, Colleagues, and Friends to Join Us...**

**Virtually, That Is!**

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**Thank you to our 2020 SBM@Lunch Sponsor:**



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## **FEATURED PODCASTS**

### **USPAAC Podcast**

It was my privilege to moderate a KVibe TV COVID-19 Series LiveTalk with The Profitability Coach, Bill McDermott. The timely episode is on short term cash flow strategies for small businesses.

Bill McDermott

Tim Fulton

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## FEATURED WEBINAR

### The Proactive Webinar Series

I recently joined Trace Blackmore to discuss five ways small business owners can effectively navigate through the current crisis. Please take a few minutes to listen as you devise your plans for moving forward.

THE RISING TIDE MASTERMIND PRESENTS  
**THE PROACTIVE WEBINAR SERIES**

FIVE WAYS TO EFFECTIVELY MANAGE YOUR



## Five Ways to Effectively Manage Your Business Out of This Crisis

### A WORD TO THE WISE

"Leaders' careers will usually be determined by their handling of one or two critical events that no one could possibly anticipate or plan for."

- Tom Peters



### A LITTLE HUMOR

Hopefully some of the below will bring a smile!

Tomorrow is the National Homeschool Tornado Drill. Lock your kids in the basement until you give the all clear. You're welcome!

I was so bored I called Jake from State Farm just to talk to someone. He asked me what I was wearing.

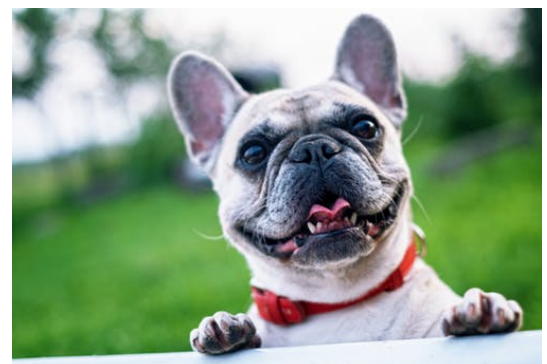
2019: Stay away from negative people. 2020: Stay away from positive people.

The world has turned upside down. Old folks are sneaking out of the house, and their kids are yelling at them to stay indoors!

You think it's bad now? In 20 years our country will be run by people homeschooled by day drinkers...

Do not call the police on suspicious people in your neighborhood! Those are your neighbors without makeup and hair extensions!

Since we can't eat out, now's the perfect time to eat better, get fit, and stay healthy. We're quarantined! Who are we trying to impress? We have snacks, we have sweatpants - I say we use them!



Day 7 at home and the dog is looking at me like, "See? This is why I chew the furniture!"

Does anyone know if we can take showers yet or should we just keep washing our hands?

I never thought the comment "I wouldn't touch him/her with a 6 foot pole" would become a national policy, but here we are!

Me: Alexa what's the weather this weekend?

Alexa: It doesn't matter - you're not going anywhere.

Can everyone please just follow the government instructions so we can knock out this coronavirus and be done?! I feel like a kindergartner who keeps losing more recess time because one or two kids can't follow directions.

I swear my fridge just said "what the hell do you want now?"

When this is over...what meeting do I attend first...Weight Watchers or AA?

Quarantine has turned us into dogs. We roam the house all day looking for food. We are told "no" if we get too close to strangers. And we get really excited about car rides.

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Please let me know if I can help you in any way.

Remember, small business does MATTER.

TIM FULTON

President & CEO

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