



Schenck

Small Business Center

BETTER PEOPLE. BETTER RESULTS.™

Small Business

Trends for Success

Volume 5 • Issue 5 • May 2008

Upcoming Events

You're invited to join us for our upcoming workshop, **Workplace Fraud: What You Need to Know to Keep Your Business Safe:**

- May 29 (Milwaukee)
- June 5 (Sheboygan)
- June 10 (Green Bay)

Fraud does not just affect large companies—in fact, the median loss due to fraud for businesses with less than 100 employees is greater than that of businesses with more than 10,000 employees. Attend this workshop to learn the basics about types of internal fraud, the importance of segregation of duties, and the key elements of preventing and detecting fraud in your business. This workshop is a must for all businesses!

Our presenter will be Bill Ritchay, CPA and Certified Fraud Examiner, a shareholder with Schenck Business Solutions. Bill

How to Assemble & Keep Top Talent

Do not underestimate the importance of the employees comprising your workforce. If anything, the need for top-notch workers has been accentuated due to ever-increasing competition in every industry and the current economic slow-down. Employees should be embraced as contributors to your operation. Today, employees at all levels are often empowered to make decisions that traditionally have been left exclusively to the upper echelon.

Building an effective staff takes commitment and creativity. Following are three key areas to focus on to create a better workforce.

1. Hire Right!

Emphasize potential over experience. All too often, hiring decisions are based on experience only. Try to look beyond the obvious to determine if a candidate has the raw talent to be a vital contributor. Hire the person with the best potential to move forward in the organization.

Take time to make the best hiring choices. Resist the urge to make a hiring decision out of desperation. Establish a group of viable candidates and select the

one that best meets the criteria for the position.

2. Involve Employees!

Treat employees with the respect they deserve. Ask for and respond promptly to suggestions and create an environment of trust and integrity.

Listen to what workers are saying. Do not assume the company's way is always the best way. Hold periodic roundtable discussions to obtain different points of view, making the most of diversity of thought.

Share information so workers can help in the decision-making process. Employees who are intimately involved at different points in the chain may have better insights and instincts than those at a higher level. Provide these workers with legitimate opportunities to contribute.

Connect workers within the company. Members of each department should have a fundamental understanding of the functions of other departments and all key external stakeholders. Everyone should know how a product moves through the manufacturing process or how a service gets delivered to the marketplace.

Continued on page 2...

Small Business Trends for Success is published twelve times a year and is available to clients and friends of the Schenck Small Business Center at no charge. For name and address corrections, or to receive the newsletter electronically, please call Chad Leder at 800-236-2246, or email chad.leder@schencksolutions.com.

All dates for events are subject to change; please visit our website for confirmation.

schencksmallbusiness.com



Assemble Top Talent

Continued from page 1...

Define and nurture the corporate culture. The culture of your company directly determines its financial performance. It can be measured and managed for success.

3. Help Them Grow!

Provide on-going feedback about employees' performance. Focus on the positive without dwelling on the negative. Although it is often necessary to be both cheerleader and cop, positive reinforcement is usually a better motivator than continued criticism.

Encourage their ascent through the organization through training opportunities, mentoring, coaching and project management.

Sometimes, "star" performers are promoted to a supervisory capacity without possessing the requisite leadership skills. Make sure these new managers receive proper training and are equipped for their new positions, as they will be key to the successful development of those underneath them.

Upcoming Workshops

Continued from page 1...

has more than twenty-five years of experience in public accounting serving clients in a variety of industries, including manufacturers and wholesalers. In addition to his interest in the prevention of fraud and fraud investigations, Bill has been involved in internal control evaluations, accounting system design and implementation, and due diligence in the areas of mergers and acquisitions.

Also in June, join us for **Protecting Your Data With Network Security**. Although basic network security issues have changed very little over the past decade, the network security landscape has changed dramatically. The key today is to strike a balance between traditional network security and the network access employees, business partners, and customers demand.

The presentation will cover how a layered security model will protect a small business' core data assets while providing remote access security, site-to-site security, perimeter security, core security, and LAN security. Some of the tools that will be discussed to make up this layered security solution will include:

- Virtual Private Network (VPN)
- Network Firewall
- Intrusion Prevention
- Antivirus
- Web Filtering
- Anti-Spam

Our presenter will be Peter Helander, president of Heartland Business Systems. The presentation will be held in Milwaukee on June 24.

To learn more about these events, or to register, visit www.schencksolutions.com/events.

An Important Message

While every effort has been made to provide valuable, useful information in this publication, Schenck Small Business Center and any related suppliers or associated companies accept no responsibility or any form of liability from reliance upon or use of its contents. Any suggestions should be considered carefully within your own particular circumstances, as they are intended as general information only.

Schenck Small Business Centers

Green Bay

2200 Riverside Drive
920-455-4366

Milwaukee

11414 W. Park Place, Suite 200
414-463-4411

Sheboygan

712 Riverfront Drive, Suite 301
920-458-0341