

March 11, 2010 – In This Issue

**Don't write off direct mail**

**Create a response brand**

**Influence through effective eye contact**

**15 minutes to building team spirit**



You think your workplace is strange? Enjoy the latest unusual workplace stories at our Facebook page "Bizarre HR."



---

### Top Story

#### [Don't write off direct mail](#)

Marketers recognize the value of customized direct mail campaigns.

[READ NOW](#)

---

#### [Create a response brand](#)

Combine brand development and direct marketing to deliver results.

[READ NOW](#)

---

#### [Influence through effective eye contact](#)

Great leaders use eye contact to establish a bond.

[READ NOW](#)

---

#### [15 minutes to building team spirit](#)

Build bonds with this relationship-building exercise.

[READ NOW](#)

---

### [Bud to Boss:](#)

**Management fundamentals for your transition from co-worker to supervisor**

[Click here](#) to see the 2010 dates & locations!

The announcements have been made and the congratulations are over...now what? As a new supervisor, the vast number of decisions you are suddenly facing can be overwhelming. And one of the major reasons first-time supervisors fail is that they are not given adequate

training or support. Most companies have some manager training, but it usually falls short, covering just the mechanics of the job. The training doesn't help develop the skills you need to be successful: how to communicate with employees effectively, manage your time more efficiently and juggle multiple priorities.

This unique training course is designed to equip new supervisors (like yourself) with the fundamental skills you need to skillfully shift from team member to leader. Attend the Basic and Advanced Courses or select the one that best fits your needs - the choice is yours! For more information, visit <http://www.budtoboss.com/> or call 1-800-431-7571.

---

For information on sponsorships for the *Competitive Advantage* Ezine, contact Emily Howard, (850) 936-0200; [ehoward@briefingsmediagroup.com](mailto:ehoward@briefingsmediagroup.com).

---

**Competitive Advantage is published by Briefings Media Group LLC** <http://www.thecompetitiveadvantage.net/>

© Copyright 2000-2010 Briefings Media Group LLC

Add [WTC@train.workplacetrainingcenter.com](mailto:WTC@train.workplacetrainingcenter.com) to your safe sender list to ensure you receive this newsletter regularly.

2807 North Parham Road, Richmond, VA, 23294

[Subscribe](#) | [How to Advertise](#)

To sign up for other newsletters, cancel delivery or change your e-mail address, please go to our [account management page](#).

To unsubscribe from this message, [click here](#).

2807 North Parham Road, Richmond, VA, 23294