

DEDICATED TO YOUR SUCCESS

Are You Listening?

Tina Del Buono, PMAC



One of the most common problems in the workplace is communication issues. Management staff need to be trained well on how to communicate with their staff members successfully. Statistics show that employees will quite a job that they like when a manager does not “treat” them well and many times this “feeling” is due to poor communication on the part of the manager.

The number one skill when it comes to communication is listening.

Ask any employee, who states their manager is awesome, why they think so and they will tell you that it is because they listen to them. Hearing what people are saying is one thing, listening to what people are saying is another. Managers need to possess active listening skills. These skills take time and training to achieve.

There are three stages of the listening process:

Receiving – We take in the message most notably through hearing and seeing. You listen as much with your sight as you do your sense of hearing. Your eyes help you read the nonverbal cues that play a part in how the speaker expresses his or herself.

Processing – This is done in your mind. It involves analyzing, evaluating and trying to make sense out of what the speaker said, so you can answer appropriately. Most listening problems happen at this level, such as distraction, attention level or stress. When you are distracted you do not fully get the message, only bits and pieces. Processing requires concentration in order to happen.

Responding – This is when the speaker finds out if the listener understood them because they hear the response. If they were understood, then a connection and a bond occur. If not, you have a process breakdown, which causes stress and frustration on the part of the speaker.

What happens most often?

Most conversations are not speaker to listener. They end up being speaker to speaker. People talk at each other, reacting immediately to what was said, not listening. This results in little understanding because there is no real communication.

You can see how frustrating it is for employees when they work for someone who lacks active listening skills. They never feel that they are heard and most likely they have not been.

Good managers have mastered the active listening skill. They take the time to gain understanding of what their employees are saying so they can respond appropriately to them.

When someone takes the time to really listen it makes us feel respected, cared for, satisfied and understood. It is a positive experience and the results are better relationships, better quality of work, greater cooperation and less stress.

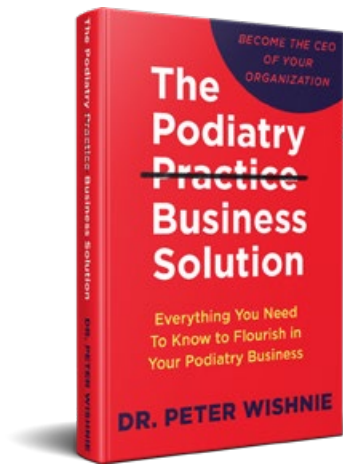
There are many good books on the topic of “communication skills” and if you are managing people it is important to develop these skills.

“The most basic of all human needs is the need to understand and be understood. The best way to understand people is to listen to them.” ~ Ralph Nichols



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- Scott L. Schulman, DPM, Indiana Podiatry Group

Pulling Back the Curtain on Your Digital Marketing – Guaranteeing You Transparency!

By Lori Hibma



Towards the end of The Wonderful Wizard of Oz, Toto, discovers the mystical wizard behind the curtain is pulling this lever and that lever making machines do all the work. And what does he say when he is discovered? He shouts out, “Pay no attention to that man behind the curtain!”

We don't hide!

Hiding behind the curtain is what most marketing agencies do when you start asking questions; in the end, the results are much less impressive than what they promised when you began with them.

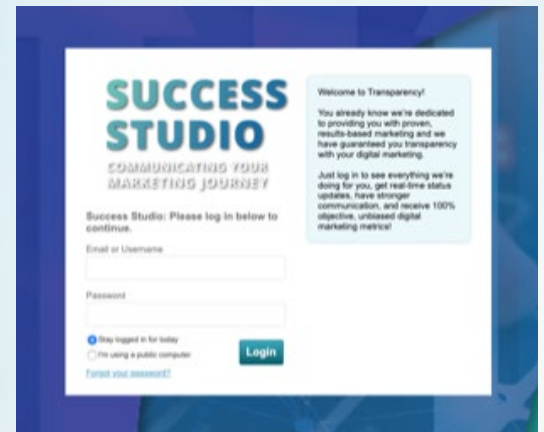
Virtual Marketing Director Services Introduces Your Success Studio!

When you work with the Virtual Marketing Director Services team (aka VMD Services), you gain transparency that no other agency in podiatry provides. We are now offering all of our clients access to your very own personalized Success Studio. What does this do for you and your staff? It gives you GUARANTEED TRANSPARENCY.

Through our Success Studio dashboard, you can see in real time exactly what we're doing for your digital marketing. As we roll this out to our clients, we are excited to show you how this will help improve your marketing efforts, save you time, save you money, and eliminate the frustrating questions of ROI.

Here are a few highlights that you will be seeing in the Success Studio and you can:

- Examine your Analytics and Performance
- Track Real-Time Progress on Digital Marketing Projects
- Make Special Requests
- Approve Signoffs
- Look at Past Approved Signoffs
- Communicate Directly with Your VMD Services Team in Real-Time
- Have all Communications Tracked & Recorded
- Share Secure Files & Attachments
- See Billing History & Make Payments Online
- Invite Staff Members to Look at Your Custom Data
- View Your Profile
- Change Your Password



How does this save you time, money, and frustration? As a result of the Success Studio, we don't waste time preparing reports that no one wants to read. That saves us time. And since you can log in at any time and see what's going on – you don't have to send multiple emails and have numerous phone calls asking about progress on your projects. And, because we set realistic expectations with our clients from the start and outline them in the signoffs, we don't need to spend time making excuses for why unrealistic goals were not achieved. The results and constant real-time reporting will make everything crystal clear.

So, then, your next question is, “What does VMD Services do with all that saved time? Simple: We invest it in fulfilling your digital marketing needs and can do more for you (without additional costs to you).

When it comes to marketing, everyone has been asking for more clarity, less hype, straight answers, and a solid view of ROI. You asked, we listened. So – how do you get the Success Studio for your account? Contact your account manager via email or phone at 833-823-3335. And If you aren't a current Virtual Marketing Director Client and want to see what guaranteed transparency looks like – please email jlewis@vmdservices.com or call 833-823-3335. .

As always,
We Are Dedicated to Your Success!
Lori Hibma



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Are you
listening?
(SEE PAGE ONE)



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