Important notice: Information in FrontLine Employee is for general informational purposes only and is not intended to replace the counsel or advice of a qualified health or legal professional. For further help, questions, or referral to community resources for specific problems or personal concerns, contact an employee assistance or other qualified professional.
You may never take a job in “sales,” but you are nonetheless “selling” throughout your career. Getting hired, asking for a raise, persuading others to accept your ideas, or positioning your employer for success—these things all benefit from organizing your thoughts and preparing your pitch like a sales pro. Most people hope for the best without knowing tested “templates” exist for a persuasive presentation. Here’s one approach (notice how the solution you’re “selling” comes last): (1) State the problem and the background information clearly—present the unanswered need or the dilemma at hand. (2) Identify the key consequences of the unresolved problem or need—be general. (3) Share your personal account of the negative consequences. (4) Provide more details, actual specifics, and evidence to support your view and to convince the listener of the seriousness of the problem. Use facts, specifics, and the testimony of others. Also, provide opinions of experts and use anecdotes. (5) Restate the problem one more time, and offer your solution, an action, or an answer to the problem. Prior to your meeting—to sound like a champ—rehearse your presentation aloud and ask a co-worker to critique it. Keep the above “formula” handy and advance your career with it.

Fake It—Till You Make It

It sounds sneaky and dishonest, but the catchphrase “Fake It Till You Make It” (FITTYMI) is one of the most useful pieces of advice in the business world. The goal of faking it until you make it is not about acting as an imposter. It’s about imitating confidence and energizing yourself to be successful while you wait for real confidence and know-how to arrive. Fear of not measuring up to expectations can be a self-fulfilling prophecy. The most famous study of FITTYMI asked 50 students to act like they were extroverts, even though none of them had the desire to do so. The more these students faked it, the happier they became. And the more extroverted they actually became. Another variation on this same strategy is “bring your body and the mind will follow.” These tactics are well-known for helping alcoholics stay involved in programs like Alcoholics Anonymous until a level of self-motivation to stay involved is achieved.

Men and Preventive Health

Many preventable illnesses take a toll on the longevity of men’s lives, unfortunately contributing to the unattractive statistic that men do not generally live as long as women do. Most are lifestyle-related. Although men are less proactive than women when it comes to preventive health care—undoubtedly also part of the reason men lead shorter lives—men’s attitudes are changing for the better according to experts. It’s good timing, because many of the illnesses that target men in their middle age are becoming more prevalent. They include heart disease, diabetes, bowel cancer, gallstones, prostate cancer, testicular cancer, and arthritis. If you’re a man, check out the “blueprint” for men’s health at www.menshealthnetwork.org. You will find a comprehensive tally of the things you need to be targeting for prevention before they target you first.

Source: www.menshealthnetwork.org/blueprint; also check out the Centers for Disease Control and Prevention’s section on men’s health at www.cdc.gov/men.

Dip into Pool Safety Tips

The American Academy of Pediatrics has some important tips for pool owners to prevent summer tragedies, including those with small “blow-up pools” for toddlers. You already know to keep kids from running on wet pool decks, but here are a few you may not have heard, each of which has made the list of recommendations the hard way: 1) Don’t allow electrical appliances or extension cords near pools, especially if you are doing yard chores while the kids play. 2) After using a blow-up pool, drain it to prevent toddlers who wander back from falling in. 3) Keep toddlers on tricycles or riding toys away from pools, so they don’t fall in. See the complete list and consider a family/friends orientation and reminder about pool rules.

Source: www.aap.org.