

TAKE ONE FOR THE TEAM!

Effective Leadership & Team Building Skills

What's New at BalanceLogic

Breakfast with BalanceLogic Presents: Tricks to Treating Your Employees Right!

Join BalanceLogic on Wednesday, October 30th from 9:00 am to 10:30 am for Breakfast with BalanceLogic on Tricks to Treating Your Employees Right! This 90 minute seminar will give key points on the importance of hiring and keeping high quality employees. Our CEO, Bill Campbell, will also be covering how to conduct reviews and build team & employee morale.

To register, please call 301-396-8455 or email info@balancelogic.com.

Longevity Studios Open House- October 24th

As the Longevity Studios Marketing Partner, BalanceLogic is proud to be a part of their Open House! Longevity Studios is a health and wellness company located in La Plata, Maryland that is dedicated to offering a unique approach to complete fitness. The Marketing Team at BalanceLogic is helping to promote this Open House to the community and will also have a presence at the event. This will be a great opportunity to see one of our marketing clients in action! Stop by the event from 4 PM to 8 PM to meet the Longevity Studios Trainers and learn more about how Longevity Studios can help you achieve your fitness goals!

For more information, please visit the [Longevity Studios Facebook Page](#).

BalanceLogic is a Proud Sponsor of the 2013 Excellence in Business Awards Gala

BalanceLogic is once again a Platinum Sponsor of the Excellence in Business Awards Gala, an annual event held by the Prince George's Chamber of Commerce. The Gala will be held Friday, November 1st starting at 6:00 PM at the Samuel Riggs IV Alumni Center at the University of Maryland at College Park, Maryland.

For more information, please visit the [Prince George's Chamber of Commerce Website](#).



This Month

[What's Happening](#)

[Interesting Info](#)

[Monthly Tip](#)

[Featured Service](#)



Quick Links

[More About Us](#)

[IT Support Services](#)

[Marketing Services](#)

[Graphic Design Services](#)

[Bookkeeping Services](#)

[Web Design Services](#)

[Testimonials](#)



Fun Facts

National Boss Day is Wednesday, October 16th. It was started in 1958 by Patricia Bays Haroski who registered the holiday with the Chamber of Commerce of the United States. She wanted to show appreciation for her boss, who happened to be her father. She chose October 16th because it was her father's birthday.



Tricks to Treating Your Employees Right

[How to Hire Quality Employees](#)

[Investing in Training](#)

[Building Employee and Team Morale](#)

[Conducting Reviews](#)

[Tools to Increase Employee Retention](#)



Date
Wednesday, October 30th
9:00 am - 10:30 am

Location
RE/MAX Building
Southern Maryland Business Center
10665 Stanhaven Place, Suite 300A
White Plains, MD 20695

Three C's of Leadership

Creativity

Great leaders are people who think outside the box. They may be rule breakers because they are willing to find ways to get things done, even if it is outside the rules. By bending the rules creatively, they are able to get things done and inspire those around them to work too.

Communication

Communication is one of the most effective tools we have at our disposal, but it is the one we use the least. Talk to everyone and talk to them often. A great tip to increasing communication in the workplace is having a weekly staff meeting or a quick daily morning huddle. During the huddle, team members have the opportunity to go over their priorities for the day, any information that needs to be passed to the company and challenges they are facing.

Crisis

Your best leaders are going to show up during a crisis. One tip to find out who the leaders are in the company is to create a crisis, such as a fire drill. A leader will take you out of danger and take charge in a crisis situation.

CHECK OUT OUR FACEBOOK FOR OUR PHOTOS OF THE MARSHMALLOW TOWER EXERCISE!



Monthly Tip

Tricks to Treating Your Employees Right

DATE:

Wednesday, October 30
9:00 am – 10:30 am
Breakfast Provided

LOCATION:

RE/MAX Building
Southern Maryland Business Center
10665 Stanhaven Place, Ste. 300A
White Plains, MD 20695

COST:

FREE

REGISTER



Suggestion Box

We are very interested in hearing feedback on how we can make *The BalanceLogic Insider* more valuable.

Please let us know what you expect from this newsletter each month by sending an email to:

info@balancelogic.com

Boss vs. Manager vs. Leader

Do you know the difference between a boss, a manager and a leader?

A boss is someone who is not very involved in the process of getting tasks done. They may be the person who sits in their office emailing all day. They don't take time to inspire, motivate or empower anyone to get the job done.

A manager controls people and processes. They get their direction and tell their team exactly what needs to be done. They will answer questions and share their knowledge and expertise. They manage the flow from beginning to end to ensure the project is complete.

A leader is not necessarily the one in charge. A leader is the person inspiring and empowering the team to want to accomplish something together. Instead of handing out tasks, they are the visionary and can see the big picture. They motivate the team to complete the task at hand.

#1 TIP FOR LEADERSHIP SKILLS

Communication is the most effective tool for leadership. Talk to everyone and talk to them often.

Featured Promotion

Business & Management Consulting

There are many unique challenges that small businesses face. Through business consulting, businesses can gain an upper hand in strategic planning, leadership development and communication.

To schedule your FREE 30 minute consultation, call us today at 301-396-8455.

About Us

BalanceLogic® is a leading back-office support and services company providing IT Support & Management Services, Web Design Services, Graphic Design Services, Marketing Services, and Bookkeeping Services to the small business community. Our focus is to provide our clients with services that result in cost savings and business operational efficiency.

The Answer for Small Business!

The BalanceLogic Team

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