

Business Exploration Series Catalog

| Title | Description |
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| Converting a Call Center to a Profit Center | This Business Impact explores how a call center can play a vital role in the financial success of a company, generating revenue to sustain itself and drive future business. |
| Managing Your Call Center More Efficiently | This Business Impact explores the benefits of employing a knowledgebase to provide call-center employees with a searchable repository of information and practical experience. |
| Outsourcing Financial Activities | Businesses are increasingly outsourcing portions of their accounting. This Business Impact explores the pros and cons of outsourcing financial activities to third party service providers. |
| Using Audits to Help Prevent Business Fraud | Business fraud is a potential issue for any company. This Business Impact stresses the need for employers to protect themselves by using audits to detect fraudulent activities. |
| Aligning Recruitment to Job Requirements | Recruiting effectively means aligning recruitment practice to job requirements. Here we discuss why composing comprehensive and accurate job descriptions is such an important part of the recruiting process. |
| Understanding Workplace Diversity | Differences and similarities of ethnic, cultural, and family background are only part of a comprehensive approach to workplace diversity. Here we consider additional elements that are crucial aspects of the diversity mixture in today's business world. |
| Communicating a Shared Vision | Communicating a Shared Vision shows how providing a project team with a vision, can help improve team motivation and ensure project success. |
| Succession Planning | Succession planning provides an organization with an understanding of critical roles and functions. Here we discuss the strategies that allow a manager to maintain personnel in key areas. |
| Leading Teams through Change | Effective leadership is key to change management. Leading Teams through Change discusses the challenges of change management and how to motivate your team during a period of change. |
| Managing Communications in a Virtual Team | The manager of a virtual team must master excellent communication and understand the importance of virtual presence technologies. Learn how the manager of a virtual team can improve team communication and collaboration. |
| Using Conflict to an Organisation's Advantage | Using Conflict to an Organization's Advantage explores how to manage conflict proactively, and turn it to a team's advantage of a project. |
| Managing Projects without Direct Authority | Managing Projects without Direct Authority is a Business Impact product focusing on how Project Managers of cross-functional teams can maximize team involvement, even if they directly report to another manager. |
| Ensuring Management Buy-In on a Project | Ensuring Management Buy-In on a Project discusses the importance of executive buy-in at the beginning of a project. |
| Managing Conflict in Project Teams | This Business Impact discusses some of the options a manager has when resolving conflict in the workplace. |
| Managing Scope on a Project | Managing projects requires dealing with scope change effectively. Here we examine the types of change request that can impact the triple constraint of time, cost, and quality. |
| Selling to Key Players | Every company has its key players in the purchasing chain. However, position and title do not always indicate who has authorization to make purchasing decisions. Here we examine how to maximize sales opportunities by reaching the right audience. |
| Listening to Your Customers | The key to effective communication is practicing good listening skills. This Business Impact explores the concept of active listening and the crucial difference between hearing and understanding. |
| Communicating Properly during Layoffs | Corporate mergers, financial downturns, and outsourcing make for difficult transitions for any company. This impact explores the importance of clear, thorough, and honest communication during such times of change. |
| Planning for Effective Selling | Selling with a seat-of-the-pants approach is a gamble. This Business Impact details an alternate approach. |
| Designing Products to Fit the Channel | Though a strong web presence is seen as vital in the success of most businesses, it is equally important that products be shaped to fit the medium and meet the needs of custom-conscious consumers. |
| Customer Service Training - The Interview and Beyond | This Business Impact explores the idea that training should begin at its earliest point in a CSA's professional lifecycle - the interview. |
| Disaster Recovery - Keeping the Lines Open | Planning for disaster is important for all companies. This Business Impact explores the communications aspect of disaster recovery strategies for holding on to top performers. |
| Managing Workplace Stress | Workplace stress will remain a reality of modern business for the foreseeable future, but there are strategies to consider when evaluating how best to anticipate and manage work-related pressures. |
| Planning Direct Mail to Generate Leads for Complex Sales | Using direct mail to generate leads for complex sales requires careful planning. This Business Impact examines what's involved. |
| Managing Top Performers Is Always Easy...Right? | Top performers aren't always the easiest employees to manage. This impact explores how to deal effectively with top-performing, high maintenance employees. |

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| Are You Listening to Your Customers? | Customer satisfaction is an important part of any business. Are You Listening to your Customers? discusses formal and informal techniques that help you to capture customer requirements. |
| Quick Wins in Six Sigma Implementation | This Business Impact explores how best to select initiatives that are most beneficial to both the project team and the organization as a whole. |
| Building Trust Incrementally | Trust in a manager is not a given. This Business Impact focuses on a new manager's challenge of winning the trust of her team. |
| Leading Outside the Organization | A leader's public image is just as important as his or her management ability. This Business Impact examines the expanding role of today's business leaders outside of their organizations. |
| Prioritizing Personal and Professional Responsibilities | In today's business world, employees face significant performance pressures. This Business Impact focuses on the challenges business professionals face when balancing the demands of home and office in today's global economy. |
| Managing the Stress of Organizational Change | Organizational change has become commonplace in today's business world. This Business Impact examines the challenges an employee faces when his company restructures into a decentralized organization. |
| Knowing When to Take Leadership Risks | This Business Impact illustrates why professionals must take care not to allow fear of failure to turn innovative behavior into risk-averse behavior. |
| Managing an Aging Workforce | Retirement poses a challenge to most organizations. This Business Impact explores strategies for planned succession. |
| Guarding Against Interviewing Biases | Bias can lead interviewers to make inaccurate decisions. This Business Impact explores the perils of interviewing bias and strategies for avoiding it. |
| Developing the Next Generation | Younger generations require different avenues of career development. This impact examines strategies for training Generation Next employees. |
| Weighing the Costs of Project Change | Even with an extremely thorough project plan in place, change requests are inevitable. This Business Impact explores how project managers should handle such requests. |
| Anticipating and Solving Problems as a Project Champion | Every project faces obstacles. This Business Impact details strategies that project champions can use to prevent obstacles from turning into more serious problems. |
| Fostering a Business Execution Culture | Even the best-conceived business strategies can flounder when the philosophies of senior management fail to translate in daily practice. This Business Impact explores the benefits of establishing and encouraging an execution-driven culture within your com |
| Delegating Appropriate Tasks | Delegating tasks requires careful consideration. This Business Impact explores strategies for delegating tasks to employees. |
| Managing Vendor Relationships | Meeting the goals of a project often requires hiring consultants with specific skill sets. This Business Impact details strategies for integrating contract workers into the project team. |
| Addressing Stakeholder Conflicts | Stakeholder conflict is a common occurrence during projects. This Business Impact examines the project manager's role in conducting professional conflict management. |
| Portfolios, Programs, and Projects: What's the Difference? | When key business terms are perceived as interchangeable, communication breakdown can occur, costing time and money. This Impact Series reviews the significant differences between portfolios, programs, and projects. |
| Inspiring Your Team | This Business Impact explores the challenges leaders face when trying to find unique, appropriate, and effective methods to motivate team members to attain and surpass goals. |
| Is Your Company Prepared for a Crisis? | In times of crisis, even seasoned managers may find themselves ill prepared to cope with the challenge. This Business Impact looks at what can happen when business-as-usual veers off course and identifies key elements of a crisis-management plan. |
| Preventing High Turnover Rates: How to Keep the Best | While some turnover is unavoidable, companies must take proactive steps minimize its effect. This Business Impact explores retention strategies for holding on to top performers. |
| Confrontation: What's the Best Approach | Managers often find confronting employees difficult and unpleasant. This Business Impact explores strategies for turning these confrontations into positive, win-win experiences. |
| Controlling Project Cost | Controlling costs is crucial for the success of any project. This Business Impact examines the need for constant project cost monitoring and analysis. |
| The Importance of Call Tracking and Ticketing | As the front line in customer contact, call centers rely on proper documentation to track and resolve customer-related issues. This Business Impact explores the five stages of the call-center cycle. |
| Fringe Benefits: Maintaining a Competitive Hiring Advantage | This Business Impact explores the changing landscape of employee remuneration and the role that fringe benefits can play in giving your company a competitive edge. |
| Pave Your Own Path | Attaining a position of market leadership is a primary goal for many companies. However, achieving and maintaining such status is extremely challenging. This Business Impact explores an alternate approach. |

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| Employee Exhaustion: Managing a Well-balanced Workload | The possibility of employee burnout can threaten productivity. This impact examines strategies for balancing workloads. |
| Storming: Developing and Leading Your Sales Team | Though easily formed, teams do not readily emerge as a cohesive and functioning group. Instead, they progress through a series of phases as individuals acclimate to each other and the challenges they must face together. This Business Impact focuses on a p |
| Blame Backfires--Conquer Negative Thinking | Many employees find accepting criticism difficult. This Business Impact details how to handle workplace criticism professionally and effectively. |
| Effective Critical Analysis of Business Reports | Effective decision making requires sound analytics. This impact explores the pitfalls of basing decisions on faulty logic. |
| Playing the Devil's Advocate in Decision Making | Good decision making lies at the heart of success. This impact explores a strategy for ensuring that business decisions are sound. |
| Mediating Project Team Conflict | Project team conflict can be extremely disruptive to productivity. This impact explores the conflict resolution strategy of mediation. |
| Sales Support Roles for Better Customer Interaction | Completing "large deal" sales typically requires a team approach. This Business Impact examines the roles involved with such an approach. |
| Managing Expatriates' Career Development | Managing expatriates presents many significant and often unforeseen challenges. This Business Impact focuses on some useful preplanning and reintegration methods for approaching expatriate career development. |
| Six Sigma Versus TQM | Six Sigma offers a number of advantages over TQM. This impact examines the benefits of Six Sigma as contrasted with TQM. |
| Business Etiquette in Introductions | The skills demonstrated in making business introductions can affect how you are perceived and dealt with in future encounters. This Business Impact focuses on the social etiquette of introductions when dealing with customers, superiors, and subordinates. |
| Coping with Information Overload | Advancements in communication technology have given us instant access to boundless information, but the gains in efficiency and productivity have come at a cost. This Business Impact explores the causes of information overload and explores some practical |
| The Importance of Flexibility in the Workplace | Change happens rapidly in business. As a result, employees must be flexible, adaptive, and ready for new things. This Business Impact examines how employees can develop these traits. |
| When Too Many Meetings Are Just Too Much | While meetings are a necessary part of business, their frequency often becomes excessive. This Business Impact details the importance of ensuring that meetings are an effective use of the attendees' time. |
| How High Is Your EQ? | Though business does revolve in great part around facts and figures, emotion plays a significant role in the workplace. This Business Impact explores the aspects of Emotional Intelligence and its importance in light of general IQ. |
| Support Your Leader | Individuals who seek out ways to better support their leaders often find that personal success is a natural end result. This Business Impact explores some of the ways that team members can assist their leaders in a supporting role. |
| Disciplines of Organizational Learning: Personal Mastery | The various models of organizational learning enable individuals or groups to systematically enhance abilities to produce a desired outcome. This Business Impact considers the benefits of one specific form of organizational learning: Personal Mastery. |
| Safe Small Talk | Small talk is a long-standing social convention with understood rules governing which topics are acceptable and which are not. This Business Impact explores the nature of small talk in the business setting. |
| Advertising Costs, PR Pays | While advertising is a proven method for selling goods and services, it's not a strategy without drawbacks. This Business Impact examines using public relations strategies as an alternate approach. |
| Increasing Cash Flow in Times of Need | The life blood of any successful business is the steady and predictable flow of incoming cash. But what steps can be taken when a business experiences acute revenue shortfalls? This Business Impact explores some common options available to business owners |
| Effective Body Language in Negotiations | Body language often conveys far more than the spoken word, communicating the speaker's underlying intent. This Business Impact focuses on the crucial role that non-verbal cues serve during the course of business negotiations. |
| Planning for Interruptions Helps with Procrastination | Wasting time at work is a common problem. This Business Impact examines strategies employees can use to minimize their procrastination. |
| Lean Inbound Transportation | Shipping and storage of raw materials can carry exorbitant costs. This impact explores how businesses can reduce such costs. |

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| Preventing Agent Absenteeism through Better Working Conditions | Excessive agent absenteeism is an issue for many call centers. This Business Impact examines a strategy for minimizing the problem. |
| Performance Dashboard or Scorecard? | Performance dashboards and scorecards are powerful managerial tools. This impact explains the difference between them. |
| Facilitating Work-related Conflict Discussions | Project team conflict isn't always interpersonal in nature. Sometimes, it's work-related. This impact explores work-related conflict. |
| Employer Branding | Attracting top talent is a challenge for all employers. This Business Impact explores the use of employer branding as a marketing and recruiting strategy. |
| Reframing Negative Situations | People often react to perceived negative situations based on their perceptions and past experiences. Unfortunately, these assumptions and preconceptions can be faulty. This Business Impact explores the technique of reframing the process of actively questi |
| Involving Employees in Corporate Change | Given the potentially disruptive impact of change to business organizations, it's imperative that companies strive to find strategies to involve their employees in the transition process. This Business Impact highlights a number of effective approaches. |
| Developing Adaptable Managers | To meet the challenge of the new economy, businesses must reassess how they train and groom their emerging leaders in order to produce highly flexible and adaptable managers. This Business Impact suggests a five-step strategy for developing tomorrow's man |
| Criticism in Context | Receiving criticism is rarely a pleasant experience. Yet, it can provide considerable opportunity for personal growth. This Business Impact explores some possible strategies for processing feedback in a useful manner. |
| Attracting New Investors - Keeping Presentations Focused | Given the fierce competition for investor capital, it's imperative that companies position themselves as the most profitable and desirable venture available. This Business Impact explores the specific documents and ratios that potential shareholders seek |
| Creating an Effective On-hold Message | Ineffective on-hold messages can frustrate and alienate customer callers. This impact explains how to create an effective on-hold message. |
| Workforce Management Software - Is It Worth It? | Call centers strive to provide outstanding customer service while simultaneously keeping down labor costs. This Business Impact examines how workforce management software can help achieve this. |
| Preparing for Your Performance Appraisal | Many employees find performance appraisals intimidating. This Business Impact shows how proper preparation makes the process less stressful and more beneficial. |
| Sales and Marketing: Two Sides of the Same Coin? | Despite having similar goals, sales and marketing are often at odds. This impact explores how to improve relationships between the two divisions. |
| Promoting Six Sigma in the Workplace | Organizational change is rarely an easy undertaking. And when a company incorporates a complex system like Six Sigma, the challenge can be especially difficult. Employee anxiety and resistance are common. So to anticipate and cope with these reactions, ma |
| A Critical-to-quality Tree - What's That? | The Six Sigma critical-to-quality tree translates customer needs to business goals. This impact explores how. |
| Using Blogs to Attract Consumers | Blogs can create a direct communication channel between you and your customers. This Business Impact examines how to best use blogs to increase sales. |
| Basic Measurement Concepts in Six Sigma | Decreasing defects is the core function of Six Sigma. But to accomplish this, defects must be quantified. This Business Impact explores the basic measurement concepts that help assure statistical information is properly tracked and gathered. |
| Aligning Performance to Key Indicators | Call centers must deliver solid customer service and still meet departmental objectives. This Business Impact focuses on the importance of helping call-center agents identify key performance indicators so they can maintain the balance between the needs of |
| Accounting for Sales Returns | Returns are an expected part of conducting business, and proper accounting requires that balance be maintained between affected accounts. This Business Impact demonstrates which accounts will be impacted by a sales return transaction. |
| What's Your Gross Profit Margin Really Saying? | A company's gross profit margin provides useful information about its financial health. This impact explores the significance of GPMs. |
| Underperforming Employee - Now What? | Most managers have dealt with underperforming employees at one time or another. This Business Impact examines how to use turnaround agreements effectively. |
| Don't Only Go for the Big Fish | Many salespeople concentrate primarily on closing big deals. This Business Impact examines the value of keeping a mix of all size prospects in the sales pipeline. |
| Using Web Analytics to Increase Sales | Website activity can provide valuable sales data. This impact explores how web analytics can increase sales. |
| Aligning Agent Behaviors with Caller Types | Successful customer service agents know how to recognize the tone of a caller and adapt to it. This Business Impact explores three of the more common caller types and outlines workable coping techniques. |

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| Devising an Effective Corporate Wellness Program | Lifestyle-related illnesses cost companies billions each year. To combat this rising health crisis, many businesses have embraced corporate wellness programs. But these initiatives must be carefully planned to make sure the specific needs of the company a |
| Instituting a Dress Code | Many companies that previously allowed employees to dress casually are now shifting back to more restrictive dress codes. This Business Impact examines the challenges involved with putting together an effective dress code policy. |
| Trade Show Marketing - Planning Ahead | Trade shows are great opportunities for salespeople. This Business Impact examines the importance of preparing for shows ahead of time. |
| The Ethics of Gift Giving | For a sales organization, giving gifts to clients helps strengthen business relationships. But gift giving can create ethical dilemmas if not handled properly. This Business Impact explores the ethical considerations of gift giving. |
| Prioritizing Rewards and Recognition in Call Centers | Incentives can help call centers minimize agent turnover. This Business Impact examines what makes a rewards and recognition program effective. |
| Wanted-Innovation Leaders | Innovation is important to growth. This impact explores how to nurture innovation leaders. |
| Understanding the Motives of Millennials | Millennials are entering the workforce in greater numbers. This impact explores how managers can work more effectively with these employees. |
| Returning to Core Competencies | Every successful company is built on the merit of a product or service. And getting that product or service out into the market requires many interdependent processes some of which are outside the company's central strengths. This Business Impact weighs |
| Influencing Key Decision Makers | Even the best business proposals need the support of stakeholders. This Business Impact takes a look at three proven ways to gaining the support of key decision makers. |
| Executing Innovation | Each innovation lifecycle is unique, but there are certain elements that successful innovations have in common. This Business Impact explores four critical components of executing innovation. |
| Screening Applicants for Emotional Intelligence | Emotional intelligence can be defined as a keen sense of self awareness that results in sound judgment when dealing with others. This Business Impact takes a look at the benefits of screening potential employees on the basis of their emotional quotient (E |
| The Etiquette of Cross-cultural Gift Giving | Despite the seeming familiarity of the global community we live in, there are still strong cultural identities that need to be recognized. This Business Impact explores how sales professionals who deal with foreign clients must be culturally savvy when gi |
| Turning Problems Around with Reverse Brainstorming | This Business Impact explores the technique of reverse brainstorming - a process that helps teams to think obliquely and explore problems in an unconventional manner. |
| Recognizing the Value of Intangible Assets | We operate in an information economy, but current accounting methods are still grounded in the transaction-based economic system of past decades. This Business Impact explores the value of intangible assets in determining a company's worth. |
| Making Meetings Work | Too often meetings are not a productive use of time. This Business Impact examines how to run meetings that are useful and efficient. |
| Five Steps to Perfection: Implementing Lean | All types of organizations can use lean to become more efficient. This impact explores lean implementation in both manufacturing and non-manufacturing settings. |
| Recession: How it Affects Business | Recession changes the playing field for business. This Business Impact examines its key factors that companies need to take into consideration. |
| Mitigating Risks when Improving Processes | Process improvement is valuable to any organization. But change carries risk. This impact explores mitigating risks when improving processes. |
| Workplace Diversity: Assessing Your Organization | Diversity is a key component of competitiveness and success. This impact explores how to assess your organization's diversity. |
| Kaizen Events | Kaizen Events are highly focused, short-term projects for dealing with specific business issues. This Business Impact examines how all types of companies can benefit from them. |
| The Art of Effective Coaching | Successful organizations employ coaching as means to improve performance. This impact explores the five steps of effective coaching. |
| Conquering Career Stagnation | Many employees experience career stagnation. This impact examines strategies to overcome it. |
| Communicating with a Cross-cultural Audience | Cultural differences affect how people communicate in business. This impact examines pitfalls to avoid when communicating with a cross-cultural audience. |
| The Angry Caller: What's Your Plan? | Dealing with angry callers is something every customer service representative and salesperson will face at one time or another. This Business Impact explores a four-step approach for making encounters with irate customers a productive experience. |