



Ad Material Specifications and Submission Instructions

Advertising is an expensive venture for any business. As you plan your marketing campaign take the time and invest in the necessary resources to create a great product, sales content and graphics.

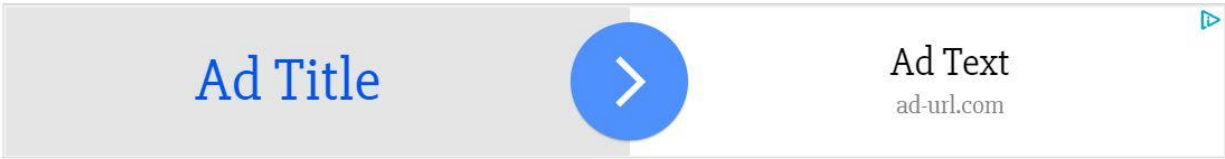
Leaderboard (728x90) or square ad (250x250):

- File specifications: Image – JPEG images
- Please provide a click-through link to a landing page for all ad images.

Email Campaigns:

- File specifications: Images – JPEG Images
- Please provide a click-through link to a landing page for all images.
- Email ad campaigns are scheduled two weeks out. Content for ad campaign is due 14 days before scheduled blast.
- Materials submitted must be in a final format and ready to post.
- Send all images, content and landing page links to patricia@thrivingsmallbusiness.com

728x90 Horizontal Ad Unit



This 728 x 90 horizontal ad will be placed mid content above the fold in a related article. Search the site for articles that have the keywords you want to advertise for.

This is what the ad placement will look like.

3 Tips To Make Managing Employees Easier

1. Set Clear Expectations

One of the first and most crucial steps in managing performance is setting employee expectations.

Employees need clear direction on what their responsibilities are and a good understanding of what is expected of them.

There are a couple of ways to do this:

The first is to create a detailed job description that is tied to departmental goals which supports overall strategy and organizational goals.

A job description should have defined responsibilities, very specific job tasks and SMART goals attached to it.

The second is for a manager to spend time with the employee to be sure they receive the appropriate training and have a clear understanding of how to do their job, who to go to with questions and what to do when they encounter a barrier to getting it done.

The third is for the manager to meet with the employee at about 90 days and reiterate the expectations and clarify any possible confusion in task responsibility that sometimes comes with actually performing job duties.

One trick I've learned is to have the employee verbally repeat expectations that are given to them.

This allows you to hear how they interpreted what you said and gives you an opportunity to clarify any misunderstandings.

2. Confront Any Work Related Issues

I always say that when you get more than one person in a room you will have issues.

And dealing with employee issues is an inevitable part of managing people.

Conflict Mgmt for Supervisors - Team

Confronting the issues is sometimes a difficult, time-consuming, challenging and often stressful part of management.

However, performance issues need to be identified and addressed quickly to keep things from getting worse.

Unresolved issues create confusion and foster an unhealthy work environment. Confront and resolve issues quickly!

3. Take Detailed Notes

Take notes on each employee so you can remember details when it comes time to create the performance appraisal or in the event of an unexpected issue.

Note taking is simply documentation of employee performance. While this can be a tedious and cumbersome task, there are shortcuts to streamline the process. Some things that have worked for me are:

If you use a calendar or day planner, keep a separate page for each employee that you manage.

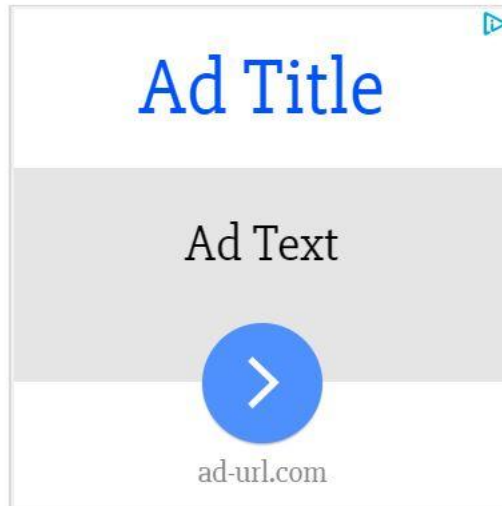
For example, have a page for Sue Smith, Tom Tucker, Amy Foster, etc. On those pages you should jot down incidents that happen and keep the following columns:

- Name
- Date
- Time
- Incident
- Persons Involved
- Action Taken

The trick is if you observe a positive behavior, tell the employee and let it down. If you observe a behavior you want changed, mention it to the employee and let it down.

If you do everything electronically, you can create an excel spreadsheet and keep a

250x250 Ad Unit



This 250 x 250 square ad unit will be placed above the fold in the right sidebar of the TSB website and shown on every page.

This ad placement will look something like this.

3 Tips To Make Managing Employees Easier

OCTOBER 31, 2018 BY PATRICIA LOTICH — [LEAVE A COMMENT \(EDIT\)](#)

Employee Review Report



PDFFiller Inc.



Anyone who is responsible for managing others will attest to the fact that it can be one of the most challenging aspects of a supervisor's job.

However when done strategically, and with an end in mind, it can be a positive, and even rewarding, experience for both parties. Understanding some simple performance management tactics can help!

When I speak to managers, I try to help them understand that managing employees and administering **performance appraisals** should be a part of **how things are done** and ingrained into the **culture of the organization**.



FREE E-BOOK

Join 4000+ subscribers! Enter your email below to receive FREE articles to help you manage your organization better! And get a copy of our FREE E-Book ***Implementing Strategy for Business Development and Growth***

Email Blast

The one time email blast will be sent to all newsletter subscribers.

Best practice email blasts have:

- high quality images
- high quality landing page that is linked to images in email
- email subject title that grabs readers attention
- limited, targeted sales content

Here is an example of a successful email blast campaign:

The screenshot shows an email blast from 'realm'. At the top is the 'realm' logo. Below it is a large image of a person writing on a document with the text '7 FREE TEMPLATES' overlaid in orange. Underneath is the heading 'READY-TO-USE MINISTRY WORKFLOW TEMPLATES'. A paragraph of text follows: 'Workflows are the backbone of healthy church systems. They help you define who does what, when and why. All churches need to do a few things really well. We've created a free PDF with ready-to-use templates for just what you need.' Below this is an image of a PDF document titled '7 FREE TEMPLATES FOR MINISTRY WORKFLOWS' with a 'SOLUTION GUIDE' label. A dark button with white text says 'DOWNLOAD FREE PDF'. Below the button is the text 'GET YOUR MINISTRY GOING AND GROWING BY TAKING YOUR SYSTEMS TO THE NEXT LEVEL.' and 'Download your free PDF resource and equip your team with the tools they need.' At the bottom is a blue bar with the text 'Powered by the people of ACSTechnologies.' and five icons with text: 'Family owned for 40 years', 'It's good in service', 'Nearly 50,000 churches served', 'Over 400 staff ready to serve', and 'Best place to work'.

Questions?

Email patricia@thrivingsmallbusiness.com