

BONZA NEWS

Generating Business - by Gord Simmons

We are all aware that business for some is not booming, and as a result, some people are not busy. We too can fall into the category of not being busy if we choose to do so. The alternative to not being busy, however, is to **be** busy.

The main approach to ensure that you will not be busy is to accept that nothing is happening and there is nothing you can do about it. You will then be in a position to state that you were right, because by doing nothing, nothing will happen. This is a perfect example of what is commonly known as the self-fulfilling prophecy.

Since we have already said that by doing nothing we create nothing (the self-fulfilling prophesy), could we not turn this around and create activity by being busy?

Not in your line of work you say? This is where the choice comes in. You can either choose to give in and do nothing, or dig in and generate activity. Again, we go back to the self-fulfilling prophecy, but with a twist. By giving in and doing nothing, you can practically guarantee that nothing will happen. By digging in and generating activity, you don't really know what will happen, but you can't guarantee that something won't.

If you are still sticking to your

position that nothing you do can make a difference, pat yourself on the back for being right, go sit in the corner and complain that you have nothing to do, then turn on your computer and play solitaire.

Or you can dig in and get busy creating business or opportunities. Before you can create business opportunities you must generate activity.

Here are some suggestions as to how to go about generating activity.

1. Make a list of **all** of the people you have been in contact with over the past 6 months
2. After you have compiled your list place them into categories, which would give you an indication of possible business opportunities.
3. Do not drop any names off the list. If you can't decide upon a category, call them anyway just to stay in touch.
4. Pick out the people who you have not talked to in a while and make them a priority.
5. Set a goal for the number of calls you will make in a day and meet or exceed your target every day.
6. Start making direct contact with these people by telephone or in person. If they are not available, leave a message asking them to call you back. In your message let them know that you will also try to contact them again.
7. Record the results of your telephone calls but do not be negative. If there is no activity today **it just means today!** Don't write off any contacts but record information, which will give you a reason to call again.
8. Keep track of your successes and record what made that particular contact, a success. You will then be in a position to know what works in the future.
9. When the activity you are generating starts to build, do not let up. Keep making the contacts and keep meeting your contact targets.
10. If you run out of people to call, go back to the list again and call them again or go back 12 months and compile a new list of contacts.

Keep in mind that you can make a difference, but you must take the initiative and push, push, push, push! Success is never achieved by accident, always by effort.



QUOTE

"Luck is what happens when preparation meets opportunity." — **Seneca, Roman philosopher, mid 1st century AD**

GOOD NEWS!

Bonza is expanding into Eastern Ontario!

We are very pleased to announce that Don Meek has been hired as the Bonza Training Solutions Eastern Ontario Sales Representative.

Don brings with him over 20 years of sales and marketing experience with companies in Eastern Ontario, and is keen to get started helping companies in the area meet their training goals and needs for the year.

We will be scheduling training sessions in the ISO and Management Development fields for locations in Eastern Ontario as early as this month. Please check the schedule on our website for locations near you.

You can email Don at:
don@bonzatraining.com

Phone:
905-342-5508

LEADING CHANGE & TRANSITION WORKSHOP—NEW!

Whether your business is restructuring, merging with, or taking over another business, this program can assist you and your organization as you transition through the changes. This course is particularly beneficial for those facing the challenge of leading survivors to meet business objectives with fewer resources. Please call or email for the full course outline. PHONE: 877-508-5525

Course Dates: April 2, 2009 Stratford

June 8, 2009 Burlington

A Fresh Look at Enforcement

By Janet Sellery



well-kept company secret. A set of binders on a shelf may look impressive, but the real health and safety program is what people do every day.

We went to one of our shops that has a mezzanine above it that is used for storage. It was an area that hadn't been given much thought. The Inspector noticed that the railing had no mid-rail so we were given an order to add one. This was a legitimate request and it was helpful to have this hazard pointed out. As arrangements were made to add the mid-rail, we learned that the railings were removed from time to time. Some finished pieces were too large to be taken out through the shop doors, so the pieces were lifted up to the mezzanine where they could be taken out larger doors. This meant that fall protection was needed whenever the railing was removed so a horizontal lifeline was installed. As a result of our Ministry of Labour order, precautionary measures were taken before an injury could occur.

You may never look forward to an Inspector's visit, but if it cannot be avoided, you can benefit from having a fresh eye look at your facilities and documentation. Listen, learn and use the visit as a wake-up call to push improvements forward.

Janet Sellery is recognized as one of Canada's leading experts in health and safety and the arts. She spent nine years pioneering the health and safety program at the Stratford Shakespeare Festival. In 2007, she was selected by Canadian Occupational Safety Magazine as "Canada's Safety Manager of the Year".

BONZA TRAINING SOLUTIONS

Po Box 21007
Stratford, ON
Canada N5A 7V4
Toll - free: 877-508-5525

Phone: 519-508-5525
Fax: 519-508-5526

Email: info@bonzatraining.com
Website: www.bonzatraining.com

*Core Knowledge.
Flexible Thinking.
Global Outlook.*

We're on the web!

www.bonzatraining.com

Every jurisdiction has a form of health and safety enforcement and, in Ontario; the Ministry of Labour Inspector is one of the people who holds this role.

When you get a call saying that the Inspector is at reception, how do you react? Annoyance, resignation or downright panic? There is another option – you can take a deep breath and look at this visit as an opportunity to improve your health and safety program. Here are some tips on how to benefit, rather than just endure, a visit from an Inspector:

1. Be Prepared. The Inspector will be looking for cues that an effective program is in place. Keep the health and safety notice board, first aid kits and MSDS (Material Safety Data Sheet) binders up to date and visible. Have key health and safety documentation readily available at all times, including:

- ◆ Health & Safety Policy Manual, Handbook etc.
- ◆ Joint Health & Safety Committee (JHSC) information (as required) such as the Terms of Reference, Members List, Meeting Schedule, Meeting Minutes and Workplace Inspections
- ◆ Injury/Incident Statistics

2. Be Welcoming. Make sure that staff members at company entrances know who to contact when an Inspector arrives. They should be aware of the broad powers of the Inspector and that Inspectors generally do not make appointments. All JHSC members (especially Certified Worker members) should know that they may be called on to accompany an Inspector.

3. Be Co-operative. Make a

few phone calls to clear your calendar for the next few hours. Ask the Inspector if he/she would like a JHSC member to join in. Provide information that is requested and answer questions truthfully.

Here's an example of a Ministry of Labour visit that I experienced and what I learned from it. The day before our annual Wellness Fair, our receptionist called to let me know that our Ministry of Labour Inspector, a new one, had arrived. My already "compact" office was stuffed with draw prizes, including gift baskets and a large purple exercise ball, which I hastily moved to my manager's office. I sent out a quick email to alert several managers and supervisors and then I went out to meet him. I offered to call a Certified Worker JHSC member and gave him a copy of our Health & Safety Handbook to look at.

After the worker arrived, the Inspector explained that due to several injuries in the past few years, we had been placed on a priority list. He asked questions about our program and the JHSC and I showed him the documentation he requested.

Next we toured the building and I introduced him to the JHSC members in each department. I was very proud of how knowledgeable and articulate they were in describing the safety precautions in their areas. This is so important. Policies and procedures need to be integrated into the work, not a