



APPOINTMENTS

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

How to get the Most Out of Your Database

Harness the power...

Imagine how much simpler your life would be if you had all your business contacts together in one place. One click of your mouse would reveal how effective your latest marketing campaign has been. Know at a glance which of your products/services is the most profitable. Your custom-designed database will put this information right at your fingertips. I'd like to share with you my tips for ensuring that your database gives you the business information you need, when you need it!

What is a data-

base?

A database is a collection of information relating to a particular topic kept together in one place, for you to access whenever you need. You can use a database to simplify your:

MARKETING CAMPAIGN-

Set up a database to plan your marketing campaign; track results of your marketing campaign; or analyse trends in your marketing campaign.

CLIENT & CONTACT MANAGEMENT

Set up a database to keep track of your clients and

contacts; analyse your business--products/services are the most profitable; or see which clients are buying which product/service.

FINANCIAL MANAGEMENT

Set up a database to keep track of your spending; manage your invoices to clients; or monitor overdue invoices.

MEMBERSHIP ORGANISATIONS

Set up a database to keep track of members; send out membership renewal letters; or monitor subscriptions.

Your list for database uses will likely be much longer--just brainstorm a list of all the places where consolidated information would make your life easier!

The secret's in the planning. You want to get the most out of your database, right? Then make sure to plan it right from the start.

Before you go running off to set up your database you need to ask yourself these important questions:

- What do you want to use your database for?
- What data do you want to keep track of?

Who will be collecting the data?

How much data is there to collect--50 records or 500 records?

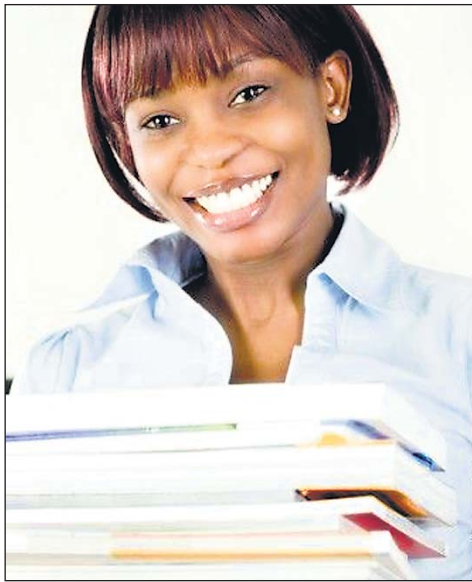
Who will be doing the updates?

What reports do you want your database to generate?

You may find it easiest to map this out on a piece of paper first. Work out how your database is going to fit together. How will each category relate to the others?

Get the maximum use out of your database

By now, you've invested a lot of time in your database plans, design,



and set-up. Don't miss this important step: getting the most out of your creation.

First, you'll want to make the database as easy to use as possible. Create one-click touches to produce the information you need. Set up shortcuts so

you can create the most important reports quickly. And make sure you really consider the easiest way to enter new data.

By applying this advice in your own database, yours will be easy to use AND have the maximum use value to you.

Contd from pg 5

Senior management agreement and ownership become a second step in the approval process. People on the team must be willing to change and willing to ask "why not" rather than "why?"

Finance, especially, and all other departments must be represented on the suggestion review team. If the managers or directors review suggestions, the review must be part of a regularly scheduled meeting, with suggestions distributed and considered in advance.

If the team meets more often than monthly, it becomes more work than people are usually willing to do. Rotate members of this team 4-6 times a year, but not all members at once, if a cross-functional employee team is your selected suggestion review vehicle. The choice of team members for the suggestion review team should

reflect how business is generally accomplished in your culture.

Here are more ideas for designing and administering an effective employee suggestion program - beyond the suggestion box.

The process decided upon for the submission and review of suggestions in the employee suggestion program should be publicly communicated. Share all of the guidelines and especially, the goals that you are trying to accomplish, by starting an employee suggestion program.

Establish Guidelines for Your Employee Suggestion Program

You'll need to set guidelines such as which topics are open to suggestions. These will likely include ideas that affect cost savings, quality, productivity, process improvements, revenue-generation and morale-enhancement.

Otherwise, as a client in Florida discovered when he promised \$25 per employee suggestion; he received a series of employee suggestions such as: put an ice cream machine in the lunch room, put a corn popping machine in the lunch room and any employee who meets their daily production numbers should be able to go home no matter the time of day.

An employee suggestion needs to be more than a suggestion. It must provide some detail about how the proposer thinks the suggestion should be implemented. It is easy to dash off an idea, I would require that additional detail accompany the idea - not a full blown action plan - but at least more detail than an idea. Definitely require the "why" and "how" the idea will impact the company,

including a cost savings analysis. At the same time, within these parameters, the suggestion process should be simple. I once knew a company that had a three page employee suggestion form whose managers wondered why they didn't receive any employee suggestions.

Ideas that are integrally connected to a person's job should not be considered, or should be dealt with differently. At Toyota, millions of suggestions are generated each year. It is my understanding that the reason they have so many employee suggestions is that the employees are closely focused on improving their own jobs. The employee thinks of an improvement idea, shares it with his or her supervisor and then, if warranted, the idea is implemented immediately.

There is no time-consuming process or group of managers that must consider most ideas. In this scenario, managers must be able to reward people who come up with ideas that fit the parameters of the program.

More Guidelines for Your Successful Employee Suggestion Program

You need to designate an administrator for the employee suggestion program who will make sure the process moves as promised. A mid-sized Michigan manufacturing firm found itself with a list of over a hundred suggestions that were bogged down in a review committee that kept postponing meetings. What a morale buster for the people who had so hopefully turned those suggestions in for consideration!

Skills International Launches...

Contd on pg 3

The organisation derives its strength through its partnership with world renowned educational and testing giants from the US and UK. It is the implementation partner and exam-

nation centre for City & Guilds (UK) and the Official Preferred Vendor for Educational Testing Services (USA) in Sri Lanka.

City & Guilds (UK) is the world's foremost vocational qualification awarding body accounting for over two million certifications annually in over 102 countries. With more than 500 qualifications in 28 industry sectors, and at a range of levels from beginner to experienced practitioner, City & Guilds has unrivalled expertise in understanding the needs of commerce and industry and successfully translating these into relevant qualifications with meaningful assessment.

The City & Guilds Retail Diploma is the training of choice for retail giant Tesco in the UK. The training provided by Skills International is flexible, accessible, with minimum inconvenience. The business development team works in collaboration with the organisation to ensure the training meets the company's specific needs.

Riding on the success of the first training program and their forte in delivering industry specific bespoke training solutions, Skills International is also conducting retail training for Sri Lanka's largest fashion chain NOLIMIT.

JOB OPPORTUNITIES

MUSCAT, SULTANATE OF OMAN

Wanted for a leading Construction Company the following personnel:

SENIOR QUANTITY SURVEYORS

Experienced Senior Quantity Surveyors with the ability to manage large-scale prestigious commercial/residential projects. Ideally candidate will have a professional qualification (MRICS, MCIQB, AAIQS or equivalent).

QUANTITY SURVEYORS

Candidates should be Degree / Diploma holder (B.Sc / NDT / NDES / NCT) and have Quantity Surveying experience gained with an ideally major Building and Civil Engineering Contractor. Experience of having worked in overseas would be preferable.

PLANNING ENGINEERS

Candidates should be Engineering Degree holders, with 5 - 10 years experience in (Multi-storey building, housing schemes) project planning (including quantity estimation, work breakdown structures). Hands-on experience of Primavera P3/Suretrak/MS Project is essential. Knowledge/Experience in PS Module in SAP will be an added advantage.

SENIOR QUANTITY SURVEYORS (MEP)

Candidates should be Degree / Diploma holder (B.Sc/NDT) and have knowledge in Mechanical, Electrical and Instrumentation, plus a minimum of 7-10 years relevant experience in on-shore Oil and Gas facility construction.

M + E QUANTITY SURVEYORS (MEP)

Candidates should be Degree / Diploma holder (B.Sc/NDT) and have Quantity Surveying experience, gained with an ideally Multi-storey Building and Infrastructure Services Contractor. Experience of having worked in overseas would be preferable.

DRAUGHTSMEN


Candidates should have minimum 6 years experience in similar field with MEP Services Contractor. Experience of having worked in overseas would be preferable.

Salary negotiable and not be less than the minimum stipulated by the Sri Lanka Bureau of Foreign Employment. Other benefits (viz: Free up/down air tickets including family, furnished family accommodation, company maintained vehicle, free medical) offered to suitable candidates. Two year contract and 8 hours working day. Food included in the salary.

Please mail type-written application (with 4 recent passport size photographs, full curriculum vitae indicating career history with qualification and experience certificate and contact phone number to Sarathi Limited, No.50, Hyde Park Corner, Colombo, Sri Lanka, Telephone No.2325284/2435539, with a copy to the Commercial Manager, Al Turki Enterprises LLC, P.O. Box 2803, Ruwi, Post Code 112, Sultanate of Oman.

SARATHI LIMITED,

50, Hyde Park Corner, Colombo 02.



Walk-in Interviews for exciting carriers @ NEEDWOOD

Needwood Tea Company established in 1968 celebrated its 40th Anniversary last December. And now in the Diversification of its portfolios from Organic Tea, Conventional Tea, Dairy and other Agro Products into Commercial Forestry, are on the look out to fill the following Vacancies.

- > In Door Sales Executives - Male / Female (Full/Part time)
- > Tele Promotional Executives - Female (BPO/ Call Center Executives Welcome)
- > Promotional Campaign Officers

International standard Training provided for All positions.
Very Attractive Earning Potential (Basic Pay + Incentives)

Walk-in interviews from 10 am - 4pm on 20, 21 & 22nd Jan 2009 at 103/7, Galle Road, Colombo 03. (Two Buildings next to Crescent Right opp. Ceylinco Celestial Towers)

NEEDWOOD EMMAG (PVT) LTD.,
No. 103/7, Galle Road, Colombo 03.
NEEDWOOD established in 1968

CHANGE UR MIND & CHANGE UR LIFE

PIONEER HOUSE, one of the **LEADING SALES & MARKETING ORGANIZATION** in Sri Lanka, attached with **EDUCATIONAL TECHNOLOGIES, HONG KONG** invites U to be a Part of **OUR SUCCESS TEAM.**

SALES & MARKETING EXECUTIVES - (MALE/FEMALE)

(NUGEGODA & PALIYAGODA offices)

QUALIFICATIONS	BENEFITS
<ul style="list-style-type: none"> ■ Good command of English Language with Pleasing personality. ■ Age below 30 years. ■ Minimum A/L qualifications. ■ Ability to work under minimum supervision. ■ A team player. ■ No experience required. (School leavers are mostly welcome) ■ Experience in sale and marketing will be an added advantage. 	<ul style="list-style-type: none"> ✓ A CAREER DEVELOPMENT (EXECUTIVE - TEAM LEADER - MANAGER) WITHIN SHORT PERIOD. ✓ AN UNBELIEVABLE INCOME - SKY IS THE LIMIT (Over Rs. 30,000/= per month) (BASIC/COMMISSION/INCENTIVES/TRAVELLING) ✓ OVERSEAS TRAVEL OPPORTUNITIES. ✓ VERY GOOD and UNDERSTANDABLE MANAGEMENT TEAM. ✓ HAVE A FANTASTIC LIFESTYLE

RECEPTIONIST (FEMALE) PALIYAGODA - Good command of English Language with pleasing personality with computer literacy. Age between 25yrs-35yrs. Computer Literacy is a must. Please e-mail your updated CV with two non-related referees within 14 days of this advertisement. Or call **THILINA MADURAWALA - MANAGER** for an interview.

e-mail: thilinaamdj@yahoo.com
contact - 077 3896674/011 5759562 (call weekdays 9 a.m. - 12 noon)
No: 23E, 1/1, First Floor, Pagoda Road, Nugegoda.
No: 396 1/2, Kandy Road, Paliyagoda, Kelaniya

UR SUCCESS IS GUARANTEED WITH US.