

# GATOR BITES

Greetings! Here's your July 2019 edition of Gator Bites with ideas and tips to help grow and improve your business or organization.



## FEATURE ARTICLE - 4 Part Series on Hiring (May), Retaining (June), Training, and Evaluating Employees

### [The Real Value of Training - Part III \(3 minute read\)](#)

#### Also in this issue:

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- Amy Dover reviews *The Alligator Business Solution*
- Promote Your Business

## Focus on the Objective, Not the Obstacle

**Success, real success, is helping other people be successful.**

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### **Pass it On**

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### [Part III - What, You Don't Believe in Training?](#)

**“(The Container Store) firmly believes that one great person can replace three good**



people.” Verne Harnish

I once asked a business owner—let’s call him George —what kind of training he had for his employees. He immediately replied, “I don’t believe in training.” I was stunned and asked why? He said that he wasn’t prepared to take the loss.

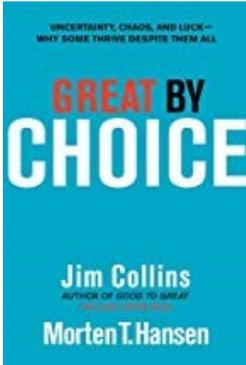
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### IT TIP - EVERNOTE

Evernote lets you store pictures, documents, notes, webpages, snippets of text, emails, and anything else you can possibly image. I've used it to record interviews with small business owners, and when I was in Africa, I used it to create an audio diary.

### Quote of the Month

**Values are exemplified by your choices, not your statements. – Joe Ross, BNI Director of Franchises**



### Book of the Month:

***Great By Choice* - Jim Collins**

**This is one of my all-time favorite books**

The world is an uncertain place, constantly changing and often chaotic. While many companies are unable to survive in this chaos, some companies are not only able to survive in these shifting conditions but even thrive in them. *Great by Choice* analyzes why these companies succeed while most others fail.

### INSPIRATION

#### **The Starfish Story**

Following a huge storm, a young boy walked across the beach. There were tens of thousands of starfish on the beach



stranded by the storm. He came across an old man throwing something into the breaking waves. Upon closer inspection, the boy saw that the old man was tossing stranded starfish from the sandy beach, back into the ocean.

“What are you doing, the boy asked?” He asked.

“If the starfish are still on the beach when the sun rises, they will die,” the old man answered.

“That is ridiculous. There are thousands of miles of beach and millions of starfish. It doesn’t matter how many you throw in; you can’t make a difference.”

“It matters to this one,” the man said as he threw another starfish into the waves. “And it matters to this one.”

Moral: You may not be able to help everybody, but you can help somebody.

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## Words of Wisdom

Warren Buffett and Bill Gates prove that quitting this 1 bad habit will help make you more successful in life. [Click Here To Read The Article](#)



### Do you need a business degree to run a business?

Gator Bites welcomes guest columnist Chris Hervochon, owner of SOAR - A Better Way CPA.

<https://betterwaycpa.com/>, 843-608-0298, [chris@betterwaycpa.com](mailto:chris@betterwaycpa.com)

[Read the Article](#)

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Don Owens with Espy Lumber talks about



how *The Alligator Business Solution* helped him and his company.

[Listen to the interview](#)

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**STAPLES** Advantage **Money Saving Idea**

In 2010 we partnered with Staples to create Rockwell Purchasing Association (RPA) so small businesses could qualify for commercial discounts. Your organization would have to purchase \$35,000/year to qualify for commercial discounts. By combining the purchases of our 100+ members, we qualify for 10-15% discounts. I've actually gotten as much as 40% but that isn't the norm. Contrast that with Staples Rewards, which is a retail discount program for individuals that gives 5% discounts. As a member of Rockwell Purchasing Associates (RPA), you can buy online or in any store in the lower 48 states. There are over 23,000 items in the RPA catalog. Not only do we have office supplies, but we have cleaning and break room supplies, furniture, technology products, logo items, and many other business services like printing and promotional products. Non-profit organizations are also eligible for membership.

Membership in RPA is FREE, and there are no purchase requirements. To sign up, click on [RPA](#) and start saving.

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## **HUMOR**

**Beware of  
Distracted Texting**

>< >< 🙅 One spelling mistake  
in hurry can make hell.. 😊!

A golfer wrote a romantic  
message to his wife on his  
golf tour and missed an "e" in  
the last word.

Now he is seeking police  
protection to enter his own  
house....

He wrote "Hi darling I'm  
experiencing the best time of  
my life & I wish you were  
her !!"

Game over 😂😂😂



## Which Way

Having trouble figuring out  
which way to go? Our  
coaches can help you move  
in the right direction..

Contact us at  
[rockwell@hargray.com](mailto:rockwell@hargray.com) or  
843-597-4826 for a free  
consultation.

## Need a speaker?

Roy recently did two presentations at the international  
convention of Institute of Management Accountants in  
San Diego. Coach Roy Austin has presented to

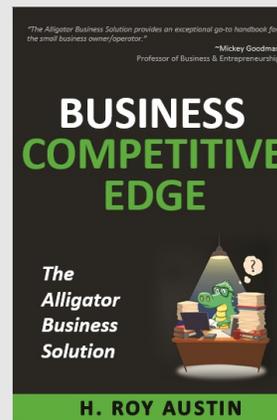
audiences all across the country at conventions, company management teams, and non-profits. His presentations are characterized as combining humor and true stories to convey business education. Contact Roy at 843-597-4826 or email him at [rockwell@hargray.com](mailto:rockwell@hargray.com).

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Paperback



E-book



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**Amy Dover, Principal, Larek Point Consulting reviews *The Alligator Business Solution***

“A brilliant reminder that the solution to complex problems can often be discovered by returning to core principles. Warning: This book will make you evaluate the effectiveness of every person and operating procedure in your business.”

**[Promote your Business](#)**

**Gator Bites is distributed to over 1,900 people**

Do you have an idea, best practice, or tip that could benefit others **and** promote your business? Email me



at [rockwell@hargray.com](mailto:rockwell@hargray.com) and I'll publish it in a future edition of Gator Bites.

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