

GATOR BITES

Greetings! Here's your June, 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, Retaining, Training and Evaluating Employees

KEEP STAR EMPLOYEES - Part II (3 minute read)

Also in this issue:

- IT Tip
- Quote of the Month
- Book of the Month
- Inspiration
- Words of Wisdom
- The Best Accounting Software - Chris Herchovon
- Video - Maintain Focus - Bill Fletcher, President Unisource Mortgage Services
- Money Saving Idea
- Humor
- Bridge The Gap
- Promote Your Business

Focus on the Objective, Not the Obstacle

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

Pass it On

If you enjoy Gator Bites, please pass it on to your friends. To subscribe, click here: [Subscribe to Gator Bites](#)

2019 Gator Vacation Stay Giveaway

Vegas

Daytona

Orlando



The next drawing for the Gator Vacation Giveaway will be on June 13. No purchase necessary to enter but you can earn bonus entries if you buy The Alligator Business Solution. [Click Here to Enter](#)



Part II - 7 Keys to Keeping Star Employees

“People often say that motivation doesn’t last. Well, neither does bathing. That’s why we recommend it daily.” –Zig Ziglar

FACT: Star performers can leave anytime. Mediocre employees will probably stay and poor performers will probably never leave. Star performers have options and are in constant demand. If they aren’t happy, they can easily find work elsewhere. Mediocre and poor performers don’t have as many options. They are happy to work for you because there aren’t many other companies that want them. So, you want to keep the stars, nurture the mediocre into stars, and weed out the poor performers. Easier said than done, right?

Exceptional people are scarce, costly, and highly mobile. Turnover is an expensive problem for a small business. You invest time and money in a person and then they leave. Add to that the fact that in many cases, a small business can’t afford to hire that exceptional person nor can they afford *not* to hire them, so they are caught between a rock and a hard place.

How do you retain stars? Why would they stay with your company when they get an offer for more money somewhere else? Everyone has different motivations. Numerous studies show that money isn’t always the highest priority. Here are seven key elements in retaining stars.

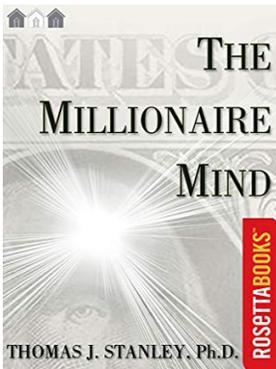
[READ MORE](#)

IT TIP - ZOOM

Zoom has become my preferred platform for video conference calls. It is easy to use and can accommodate numerous people on the call. You can also record the call. For more about Zoom, [Click Here](#)

Quote of the Month

If you don't build your dream someone will hire you to build theirs – Tony Gaskins



Book of the Month:

The Millionaire Mind by Dr. Thomas J. Stanley

Thanks to Warren Rodkin for recommending this book. This not a book about how to become a millionaire. It is a book about how millionaires think and act. Dr. Stanley has made a career of interviewing and documenting millionaires. Spoiler alert, it's not about inherited wealth, educations, intelligence, or celebrity status. Millionaires simply behave differently.

INSPIRATION - THE WHALE

A recent front-page story of the San Francisco Chronicle told about a female humpback whale who had become entangled in a spider's web of crab traps and lines. She was weighted down by hundreds of pounds of traps that caused her to struggle to stay afloat. She also had hundreds of yards of line rope wrapped around her body, her tail, her torso, a line tugging in her mouth.

A fisherman spotted her just east of the Farallon Islands (outside the Golden Gate) and radioed an environmental group for help. Within a few hours, the rescue team arrived and determined that she was so bad off, the only way to save her was to dive in and untangle her. They worked for hours with curved knives and eventually freed her.

When she was free, the divers say she swam in what seemed like joyous circles. She then came back to each and every diver, one at a time, and nudged them, pushed them gently around as she was thanking them. Some said it was the most incredibly beautiful experience of their lives. The guy who cut the rope out of her mouth said her eyes were following him the whole time, and he will never be the same.

May you, and all those you love, be so blessed and fortunate to be surrounded by people who will help you get untangled from the things

that are binding you. And, may you always know the joy of giving and receiving gratitude.

Words of Wisdom

It's NOT about who or what you know, but about how well you know each other! - Ivan Misner, Founder of Business Network International



What's the best accounting software for a small businessperson with zero accounting experience (and a lot of fear around the subject of keeping the books properly)?

Gator Bites welcomes guest columnist Chris Hervochon, owner of SOAR - A Better Way CPA. <https://betterwaycpa.com/>, 843-608-0298, chris@betterwaycpa.com

[Read the Article](#)



Bill Fletcher, President of Unisource Mortgage Services talks about the importance of a singular focus.

[.Listen to the interview](#)

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.

HUMOR

"Do you believe in life after death?" the boss asked one of his employees. "Yes, sir," the employee replied. "Well, then, that makes everything just fine," the boss went on. "After you left early yesterday to go to your grandmother's funeral, she stopped in to see you!"

Bridge The Gap

How do you bridge the gap from where you are to where you want to be? Our coaches can help you make the transition. Contact us at rockwell@hargray.com or 843-597-4826 for a free consultation.



Need a speaker?

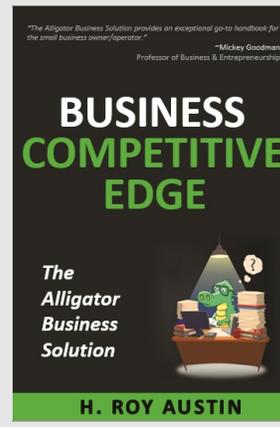
Roy's next major engagement is at the international convention of Institute of Management Accountants in San Diego. Coach Roy Austin has presented to audiences all across the country at conventions, company management teams, and non-profits. His presentations are characterized as combining humor and true stories to convey business education. Contact Roy at 843-597-4826 or email him at rockwell@hargray.com.

[Click here to subscribe to Gator Bites](#)

[Gator Bites e-News is dedicated to the DWITS of the world. What's a DWIT? See the February 2018 edition of Gator Bites \[Click here\]\(#\)](#)



Paperback



E-book



[Click here to order the paperback or ebook](#)

Celeste Simmons, Owner of Big Social Marketing

“I found Roy Austin's book to be full of practical business tips, great business advice, and humorous anecdotes. The subjects that he covered were very useful to any business owner, and the examples he chose to make his points were very insightful. As a member of BNI, I have met many business coaches and business strategists, but I have total confidence in Roy's advice and his expertise. His book covered all the necessary information for a new business owner or a seasoned one! I highly recommend this book to BNI members.”



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 and I'll publish it in a future edition of Gator Bites. For only \$25/issue, you can get your business in front of a large audience. Promoting your business can include links to your website, email, phone numbers, and one image.

If you are interested in being a regular sponsor of Gator Bites contact me at rockwell@hargray.com or call 843-597-4826

Focus on the Objective, Not the Obstacle

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

Visit our Website

Gator Bites is brought to you by
Coach Roy Austin
Rockwell Business Solutions
843-597-4826
rockwell@hargray.com
<https://alligatorbusinesssolution.com>
<https://www.rockwellbusinesssolutions.com/>



STAY CONNECTED

