



Job Security in Uncertain Times

Fort Worth Postal Customer Council

March 8, 2017

**Mark M. Fallon
President and CEO
The Berkshire Company**

www.markfallon.com
www.berkshire-company.com



What You Can't Control

- Globalization
- Mergers and acquisitions
- Outsourcing
- Technology



What You Can Control

- Industry knowledge
- Certification
- Reputation
- What you read



Resumes

- Annual updates
- Professional help
- Feedback



What You Can Do

Learn what's out there

- Online
- Newspapers
- Job fairs
- Recruiters
- What interests you?



What You Can Do

Network, network, network



Where do you network?

- Work
- Conferences and trade shows
- Training
- Career fairs and job fairs
- Social situations
- Everywhere!

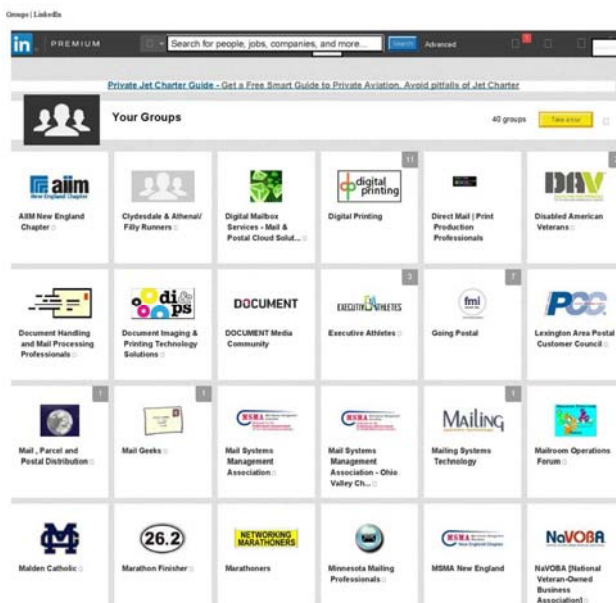


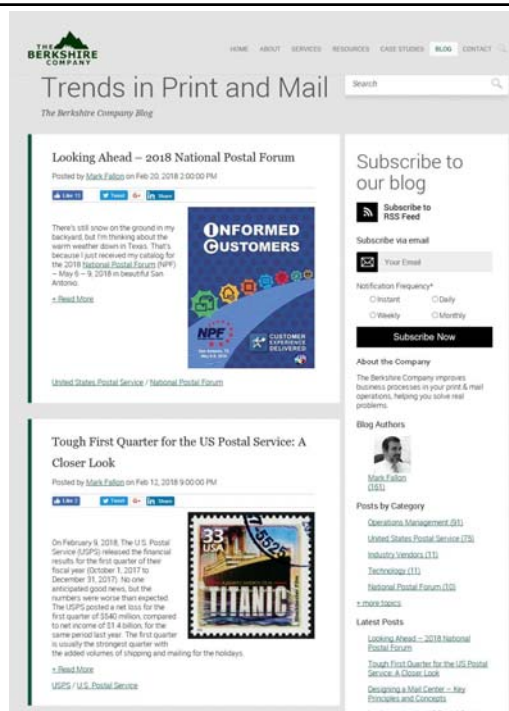
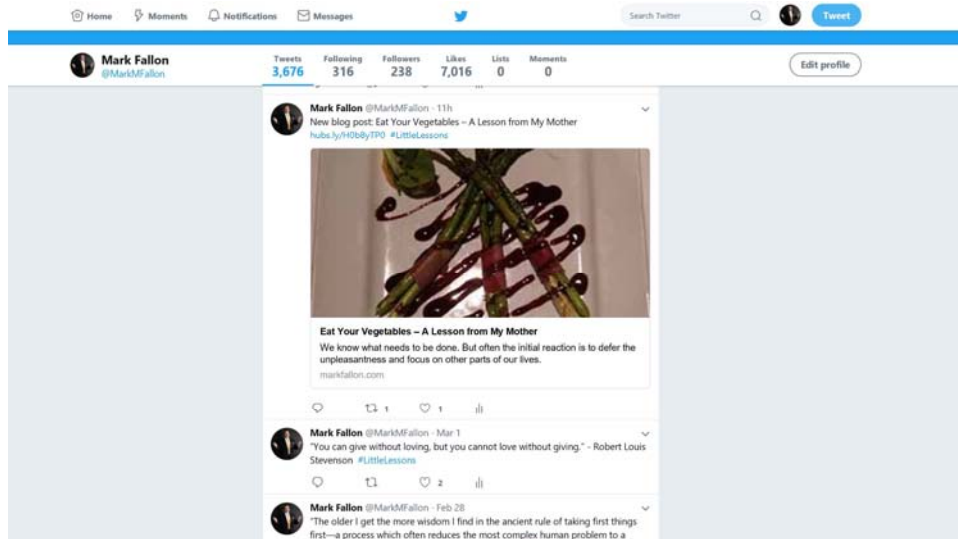
Professional Associations

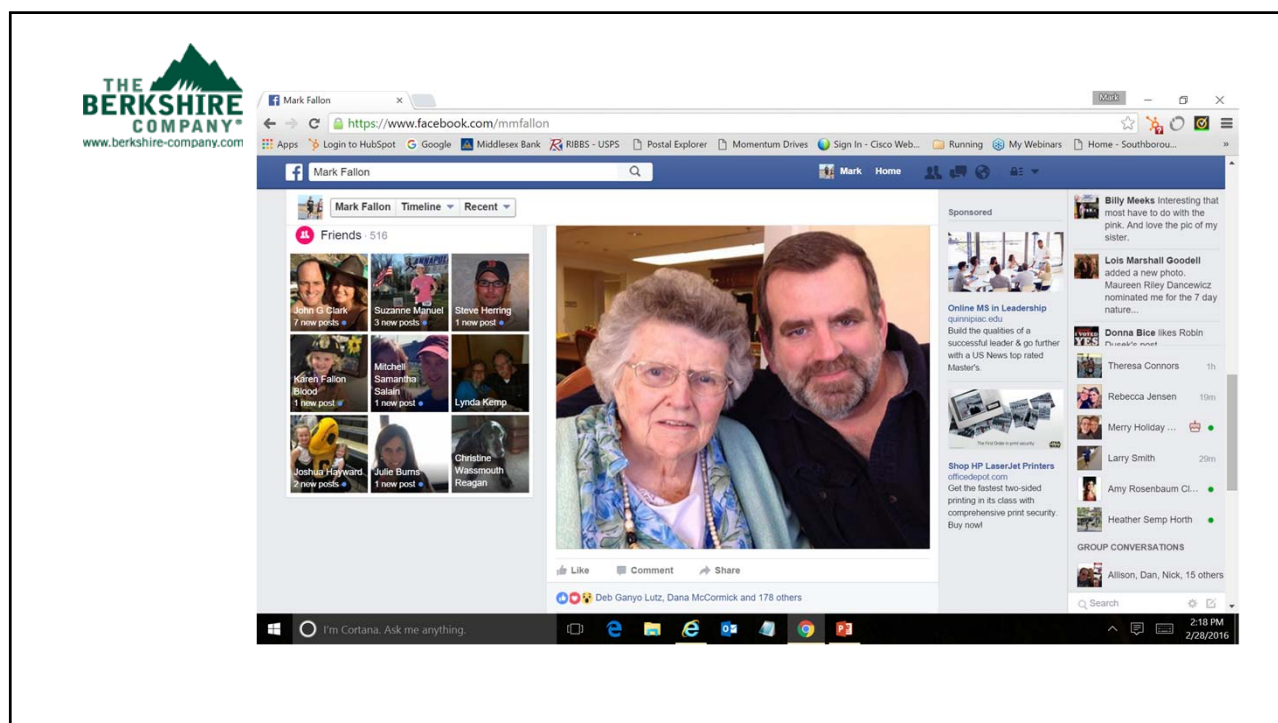
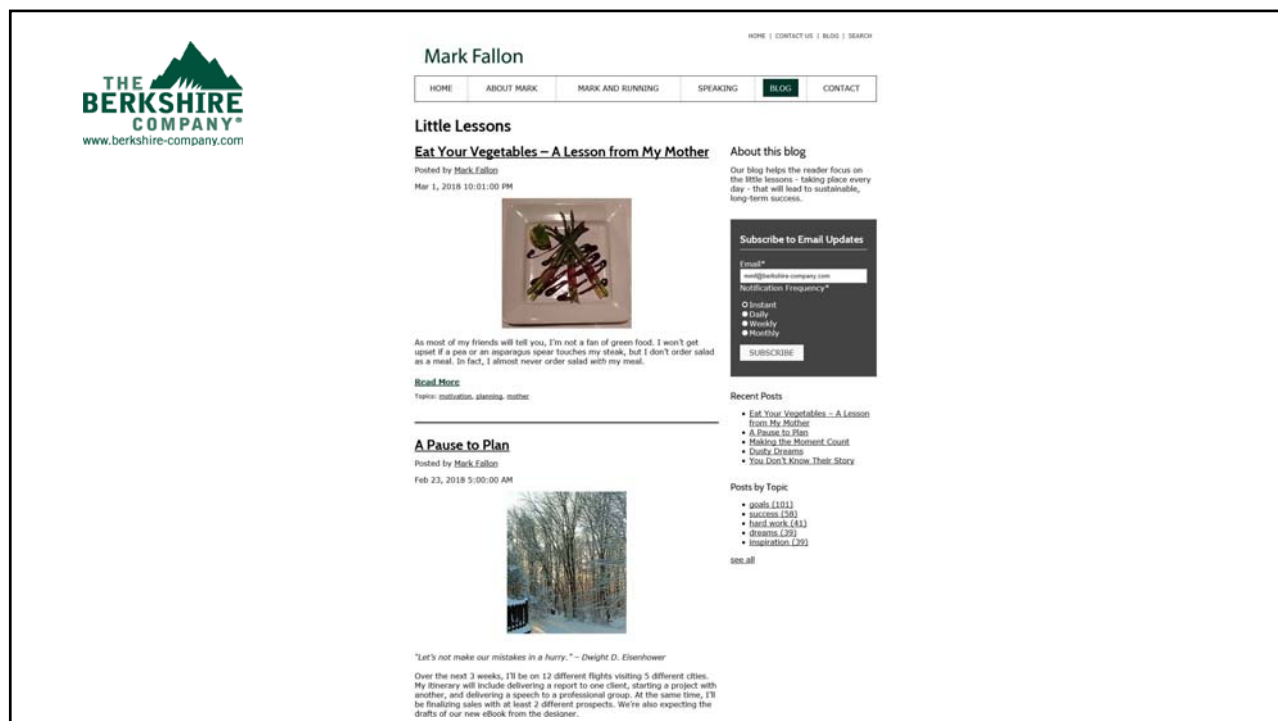
- Joining isn't networking – participation is networking.
- Communicate often, through multiple channels
(mail, email, website, telephone).
- Pair up veterans with new members.
- People like to be asked, so ask them!

Online Networking

- Multiple channels – LinkedIn, Twitter, Facebook
- Groups, topic-specific sites
- Joining isn't networking – participation is networking
- Think before you post – **the Internet is forever!**









What is Success?

Questions?

mmf@berkshire-company.com

www.berkshire-company.com



Motivation In Today's Environment

Presented to
Fort Worth Postal Customer Council

March 8, 2018

Mark M. Fallon
President and CEO
The Berkshire Company
"The best kept secret in the mailing industry"



Use PRIDE to Instill Pride

Participation by all.

Reserve discipline.

Increase training.

Distribute rewards evenly.

Enjoy yourself!



Participation by All

You don't need to go it alone.

Your employees want you to be successful.

People fear the unknown.

Make your employees part of the solution.



Participation by All





Reserve Discipline

"Discipline is not the fear of punishment for doing something wrong, but a faith in the value of doing something right."

General Dennis J. Reimer

Fear is the least successful motivator.

Praise in public, criticize in private.

Be firm, but be understanding.



Reserve Discipline



Increase Education

"If you think education is expensive, try ignorance."

Dollars for maintenance, but pennies for training.

Training must be continuous.

30 minutes a week = 26 hours a year.

Increase Education





Distribute Rewards Evenly

Favoritism breeds contempt.

Say “thank you”, and mean it.

Involve senior management.

Small rewards bring large returns.



Distribute Rewards Evenly





Enjoy Yourself!

Your attitude sets the tone for the shop.

Gen. Reimer's three rules of leadership.

Care about your employees.

You work in a **great** industry.



Enjoy Yourself!





Enjoy Yourself!



Use PRIDE to Instill Pride

Participation by all.

Reserve discipline.

Increase training.

Distribute rewards evenly.

Enjoy yourself!



About The Berkshire Company

An independent management consulting firm, The Berkshire Company specializes in improving your business process, including analyzing your operation, developing and selecting solutions, and providing project management.

The Berkshire Company has helped more than 50 organizations improve their operations with:

- Process Evaluations & Improvements
- Strategy Development
- Project Management
- Outsource vs. Insource
- Mail Center Security
- New Technology

Learn more at: www.berkshire-company.com

www.markfallon.com



Questions?

Mark Fallon
The Berkshire Company

www.berkshire-company.com

www.markfallon.com

mmf@berkshire-company.com

Twitter: @MarkMFallon