

MBA INSIDER

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MARK YOUR CALENDAR

June 25, 2009

3rd Annual Entrepreneur Summit & Business Expo
3rd Annual Professional Diversity Career Summit

July 23, 2009

Employee Resource Groups: Value Adds & Benefits at SoMa in White Plains

July 29, 2009

CEO Roundtable

August 19, 2009

Professional Development Workshop

September 17, 2009

Community Partnership Golf Outing

Swim, Don't Sink! Survival Strategies for Your Business & Career

WGC Holds Entrepreneur & Job Summit June 25th

BY HELENA MARESCOT

Back by popular demand, the Westchester/Greater Connecticut Chapter of the National Black MBA Association will host its Annual Entrepreneur Summit & Business Services Showcase—as well as the Annual Professional Diversity Career Summit—on June 25th at the Holiday Inn in Stamford, Connecticut.

This event brings together small business owners, corporate partners, supplier diversity experts, local government and career minded professionals in an atmosphere that is perfect for creating alliances and exchanging information. This year, more than ever, it is critical for business people to attend. They will gain practical advice on how to navigate an unpredictable economy, find out which sectors now provide new growth opportunities, and learn how to stay competitive in the current business environment.

"We are excited about taking the E-summit event to the next level and making it practical and relevant for small and mid-sized businesses and suppliers, particularly during these challenging times when every little bit counts", said Entrepreneur Summit Chair, Warren White.

The Entrepreneur Summit will supply essential business services to emerging business owners and entrepreneurs that will help them generate revenue, increase efficiency and achieve their goals in spite of a turbulent economy.

The Career Summit will provide a forum for executives and major corporations to network, and to discuss career goals and potential employment opportunities:

Creative Strategies to Separate You from the Rest. This workshop will be focused on techniques to differentiate you from the crowded job market. You will learn how to develop that killer resume, network, prepare for the interview,

and follow-up for best results.

What Are Employers Looking For? Get feedback from HR executives on how to position your brand to win in the current job market.

"Massive layoffs and fewer jobs in many industries mean it's more important than ever to understand what employers are looking for, how skills transfer over to other industries and how to improve your personal branding statement to potential employers", said Employment Chair, Victor Essoka. ♦

Entrepreneur Summit & Business Services Expo: 9:00 AM—6:00 PM

Learning tracks will include the following four breakout sessions, with the luncheon focusing on the Economic Stimulus Recovery Program:

- Use technology to reduce expenses and increase sales
- Find and secure capital
- How to obtain government contracts at any level
- How to establish or grow your franchise

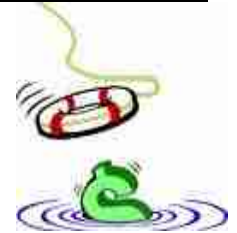
Exhibitors: demonstrate your products and services; attract new customers; drive revenue!

Click www.nbmbaa-wgc.org to register

Career Summit: 4:00 PM—8:00 PM

Meet recruiters from some of the nation's leading corporations—ready to discuss career opportunities with you. Bring multiple copies of your resume. Admission is FREE!

RSVP at employment@nbmbaa-wgc.org



The National Black MBA Association
Westchester/Greater Connecticut Presents
**Swim...Don't Sink! Survival Strategies for
Your Business**



**The 3rd Annual Entrepreneur Summit
& Business Services Expo**

Thursday June 25, 2009

9:00 AM—6:00 PM

Holiday Inn

700 East Main St. (Tresser Blvd.)

Stamford, CT 06901

203-358-8400

Learn how to:

- Increase Revenue
- Cut Costs
- Create Efficiencies
- Execute in a Unstable Economy

Attendees: This year, more than ever, it is critical for business-
men and women to attend. You will gain practical advice on how to
navigate an unpredictable economy, find out which sectors now
provide new growth opportunities, and how to stay competitive in
the current business environment.

Exhibitors: The Summit provides an on-site marketplace for
your products and services. Meet other business owners and
like-minded individuals who are interested in acquiring the
tools, technologies, and techniques that help deliver value to
their

**CLICK www.nbmbaa-wgc.org
TO REGISTER!**

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MBA INSIDER

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www.nmbmaa-wgc.org

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Students Get More than \$20,000 at Scholarship Awards

By Margarethe DeVeaux

On February 28th, the Inn at Longshore in Westport, CT was the setting for a celebration of Mardi Gras, and a celebration of achievement.

The Westchester/Greater Connecticut (WGC) Chapter of the National Black MBA Association (NBMBAA) hosted its 3rd Annual Scholarship Awards and Networking Reception. This year's theme was appropriately named 'Celebrating Change, Fulfilling the Dream'.

The annual event recognizes the achievements of current students, NBMBAA members and its supporting partners. As Tanya Mahan, Program Chair, said, "WGC embraces [Dr. Martin Luther King, Jr.'s dream] and incorporates it into our mission and practices." This was very evident by the event's great turnout, many of whom came not only to eat and dance the night away, but to acknowledge the chapter's accomplishments and the contributions of so many people. The chapter recognized 16 scholarship recipients this year and raised a total of more than \$20,000, beating last year's goal.

It was not difficult to recognize the significance of this year's chapter events as they compared to our country's national events. It felt fitting that the same local, grassroots effort that elected our first African-American president, is being recognized for all the work that is done in the community in the name of change.

"A diverse business community with diverse leaders is critical", said Shanda Hanks, who represented Connecticut Congressman Jim Hines in his absence.

The evening's festivities exemplified the truth in



these words through its Leaders of Tomorrow (LOT) program. The WGC's LOT program—a mentoring and professional development program for high school students—is soon to be the largest in the NBMBAA.

Keynote speaker Dr. Randall Pinkett—Co-Founder, Chairman and CEO of BCT Partners, and season-four winner of NBC's *The Apprentice*—challenged the audience to encourage these future leaders and to not serve as impediments to fulfilling their dreams. "[The] ceiling of what we thought was possible, becomes the floor for what they know is possible," he told the captivated audience. Additionally, he informed the students that they might have to forge their own path in order to accomplish their dreams.

The 3rd Annual Awards program was for the Chapter a culmination of the year's highlights. (In 2008 the WGC won "Chapter of the Year" for the second year in a row.) Additionally, the Chapter awards local entrepreneurs, members and corporate partners for their dedication in fulfilling not just their dream, but the dream of so many others. This was best summed up by current high school freshmen and LOT team member, Yamin Schachter, who reflected on the election of Barack Obama as President: "Martin's dream, Rosa's courage, Malcolm's struggle had all been worth it". ♦

See the commemorative video on the home page of the WGC Web site: www.nmbmaa-wgc.org.

Magnificent Member on the Move

The WGC tips its hat and gives a nod to the following member for her recent achievement:

Cici Holloway—Managing Director, Diversity and Inclusion for the Americas, UBS Investment Bank. Recognized by the Network Journal Magazine (March 2009) as one of the 25 Influential Black Women in Business.

WGC Holds Its First Business Case Competition

By Ben Jackson

The NMBAA Westchester/ Greater Connecticut Chapter (WGC) hosted its first Business Case Competition on Saturday, May 2nd at the University of Connecticut's School of Business, Stamford Campus.

Fourteen thousand dollars in scholarship funds were distributed to the winning teams (\$8,000, graduate; \$2,000, undergraduate; \$4,000, high school).

The event brought together organization partners that share education and leadership development goals—The National Association of Black Accountants, Southern New England chapter (NABA-SNEW); Inroads, Fairfield/Westchester County; and education partners Monroe College, and the UConn School of Business' office of Diversity—to promote and produce the day-long event.

The competing teams were comprised of high school students from the WGC's Leaders of Tomorrow program, and undergraduate and graduate students from Monroe College and UConn's School of Business.

The winning high school team was composed of students from two high schools in Norwalk who are part of the WGC Leaders of Tomorrow program: Darlene Andrews, Taylor Kennerly, Dane Mellad, and Jessica Romeus. Each will share the \$4,000 scholarship prize. Mentors Kim Holder, LOT Chair, and Karl Barham and Diane Winston served as advisors and coaches.

The winning undergraduate team was from Monroe College,

the team members were Richard Moreno and Rupert Ramharack. Each will share the \$2,000 scholarship. Deborah Boark served as the faculty advisor. Ameil Sloley was a judge.

The winning team, receiving a prize of \$8,000, consisted of first year MBA students Richard Martinez, Katharine Mongoven, Abiodun Obajinmi, Brian Rozental and Yingyong Techarungnirun.

The UConn School of Business also sent a competing undergraduate team with students Marina Batt and Jose Caberno. Dr. Mohamed Hussein, Professor and Accounting Department Head, was the faculty advisor. Marlys Rizzi, Program Administrator of the Stamford MBA Program, was one of the judges. Both the undergraduate and MBA teams were sponsored by the Office of Diversity Initiatives.

"It was a truly unique experience for me," said Obajinmi, "At a competition of this magnitude, I was proud to represent UConn." Martinez also noted the value of the case competitions as they "bring MBA students out of the classroom and into a team environment where we are challenged to apply what we've learned against other competitive schools." ♦



Left to right, high school winners Taylor Kennerly; Kim Holder, LOT co-chair; Dane Mellad; Jessica Romeus; and Darlene Andrews



Graduate school winners Stacey Crawford, Richard Martinez, Daneille Jarvis, Deborah Boark, Rupert Ramhatack, and Ameil Sloley

WGC Leaders of Tomorrow: Q1 Summary

Your chapter of more than 50 Leaders completed a group of workshops and events in the first quarter of 2009. Thank you to members who helped make our activities a success. Here are two highlights:

Presidential Inauguration Trip – Eight Leaders and mentors participated in an historic day in Washington, DC. The Leaders were asked to share their thoughts in local media (Norwalk's *The Hour* newspaper, and 'Our Lives', a public affairs show on News12, CT)

Day of Service: Feeding 300 Families – The LOT program was awarded a \$1,000 Wal-Mart community grant that was used to support the Fairfield County Foodbank, complementing the Day of Service which yielded 80 volunteer hours. Ten WGC members participated. Our Leaders had a number of choices in which they could spend their time and resources for this event. When they recognized the opportunity to create awareness about the state of food banks—both nationally and locally—they quickly began planning the collection of food in their schools and communities. ♦

Know someone who could be a Leader? Have them write to LOT@nmbaa-wgc-org.

Take This Job and Love It—*A New Section Featuring Employment Opportunities*

By Yewande Odusanwo

With Connecticut/Westchester unemployment rate at 7% plus, it is good to know that there are companies in the area that are aggressively seeking new talent. Most recently, the Westchester/Greater Connecticut chapter of the National Black MBA Association launched a new product to address the current unemployment situation and to help facilitate "getting the word out" about available positions.

Starting at the May Chapter Membership Meeting, the organization launched the Monthly Job Announcement. It will allow the organization to feature key Job Postings from our Corporate Partners, who sponsor this announcement. At each monthly meeting, the organization will highlight positions in a special display where attendees can obtain hardcopies of the actual Job Postings. The positions will additionally be highlighted on the chapter website.

This is our effort at getting relevant information into the hands of job seekers. For the inaugural launch of the Monthly Job Announcement, several positions available at Pepperidge Farm, voted #1 in the list of Best Companies to work for in CT, will be highlighted. If you missed it, please come to the next Chapter meeting and look out for the job posting display. ♦

Featured Employer

Click the following link to see what jobs are available:



http://www.nbmbaa-wgc.org/images/Pepperidge_Farm_Job_Posting_May_2009.pdf

SAVE THE DATE

PROFESSIONAL DEVELOPMENT WORKSHOP

Wednesday,
August 19, 2009





The National Black MBA Association—Westchester/Greater Connecticut Chapter

Presents

“SWIM, DON’T SINK! -- Survival Strategies for Your Career”

The 3rd Annual Professional Diversity Career Summit

June 25, 2009
4:00 PM – 8:00 PM

Holiday Inn
700 East Main Street (Tresser Blvd.)
Stamford, CT 06901
203-358-8400

The Career Summit provides a forum for business professionals and representatives from major corporations to network, and to discuss career goals and potential employment opportunities.

Career workshops will take place from 4PM - 8PM. There is no cost to attend; however, you are required to bring a copy of your resume. Topics covered include:

- Creative strategies to separate you from the rest. This workshop will be focused on techniques to differentiate you from the crowded job market: How to develop that killer resume, network for success, prepare for the interview, and then follow-up.
- What are employers looking for? Get feedback from HR executives on how to position your brand to win in the current job market

REGISTER TODAY! Write to employment@nbmbaa-wgc.org

Corporate Partners



Reflections...and the Value of Membership

A special section devoted to members of the WGC, sharing tales of success and rites of passage. What's your story? Write to us at info@nbmbaa-wgc.org.

Anthony Stanfield, Member

Manufacturing and Operations executive Anthony Stanfield made the most of his affiliation with the Westchester/Greater Connecticut Black MBA chapter last fall. Anthony joined the organization at the urging of his good friend and longtime Black MBA member Todd A. Hood.

"Todd had been encouraging me to join the team for quite a while," says Mr. Stanfield, "He knows me well and he knew that my association with the organization would be beneficial."

Todd was right. The night Anthony joined, he attended a seminar hosted by The Pepsi Bottling Group and the keynote speaker was their Vice President of Worldwide Operations.

"I walked in and was surprised to see that the speaker was an old high school classmate. We hadn't seen each other for years so we had some catching up to do," Mr. Stanfield states, "We discussed our careers and I commented that if he needed an operations executive to look me up, and he said that he would."

True to his word, the PBG senior executive called Anthony within a month to interview for an executive level operations position. Anthony was offered the job and as of this year, has been promoted to his current role with the company in Orlando, Florida.

Mr. Stanfield now encourages all of his friends and colleagues to join the Westchester/Greater Connecticut Black MBA

chapter, just as his good friend Todd encouraged him.

"I'm extremely impressed with all of the activities promoted by the chapter, but more so I'm impressed with the members and the passion they exhibit for helping each other and the community. If you choose to participate in one organization, I'd advise you to choose the Westchester/Greater Connecticut Black MBA."

Linda Gilmore, Member

The Westchester/Greater Connecticut Chapter of the National Black MBA Association (NBMBAA) provides a solid network of business professionals whose collective efforts yield a stronger body as a whole.

With increasing competition in the marketplace, the exposure to professionals within the organization was a huge asset to me as a business professional. As Membership Chair and VP of Communications, I was able to lend my leadership and professional expertise to help continue the great work of the WGC, providing access and networking connections for African Americans in business, education and the community.

At the same time, I mutually benefited from the professional networking. During a NBMBAA-WGC networking event, I connected with hiring professionals at the Pepsi Bottling Group. Within two months of that encounter, I was extended an offer to join PBG's Atlantic Business Unit as a marketing executive. I am truly

thankful to the NBMBAA-WGC for the exposure and for the inclusive network of business professionals who played an integral role in helping to shape my career. ♦

SAVE THE DATE!

Community Partnership Golf Outing

Thursday
September 17, 2009

Join us for our National
Black MBA
Pre-Conference Tee-Off!



WELCOME

NEW MEMBERS!

Franck Adjiseqbe

Stacy Crawford

Etim Edam

Justin Fann

Kathy Gilbert

Janelle Harbour

David Iga-Musisi

Dorne Massiah

Allen McCollumm

Steven Menskey

Patricia Morris

Anthony Nkrumah Brobbey

Allison Price

Tenisha Ramsey

Sarah Thuo

Carolyn Vermont

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ASSOCIATION, INC.
*Westchester/Greater
Connecticut Chapter*
2007 & 2008 Chapter of the Year

Using Black Professional Organizations for Your Career

By Janice Howroyd

Just the other day, I was speaking with a previous college classmate of my brother. He told me that he had never before fully appreciated the career value that the Black Accountants' organization he belonged to could offer him. Up until now, he'd seen it as a social networking opportunity that put him in good company with people who were in his same "league." He enjoyed attending the conferences and even learned to play golf so that he could "up the ante" of the caliber of people with whom he socialized. Knowing that I am in the business of work force management for companies and helping individuals find jobs and plan careers, he was quite open with me about this.

I asked him why he thought it was that he'd never dug deeper into the advantages of this international organization. Quite profoundly, he said that he had never needed to ... before. Even though this particular organization is committed to offering career fairs and business seminars, he'd only attended the events for the social networking experience. I was astonished! If you are like the many African Americans who think of the vast number of reliable and strong Black professional organizations and networks as merely social opportunities, you are truly missing the mark. Even if you do see your association as more than a social society, you still may be missing it.

Here's a question for you: How much homework or research on your organizations do you do regularly? It doesn't matter if you belong to a fraternity or sorority, professional organization or civic group, such as The Urban League or NAACP. You need to be doing your homework on where the opportunities and connections are to your next career move. Everything you do with regard to your work or expenses should be

tied directly to your career growth; and in today's economy career security is job one.

I am not an accountant, but I do attend professional accountants' events because I am in the business of employing them. You may not be a lawyer or legal worker, but attending their events may help you with career growth or make great contacts for a career change. Pay attention to which organizations are really doing things in your community. These are ones who are connected to the corporations and public officials who can be important to your own career advancement. Birds of a feather flock together.

Today, many companies are cutting back on paid memberships for employees...and on corporate memberships in long standing organizations. If your company is not currently reevaluating memberships, trust that they will. So, it is critical that you make yourself known by the folks who are driving the programs you have an interest in, and that you are contributing more than your attendance to them.

My friend Marc Morial, who heads the National Urban League, is quite ambitious about making certain that jobs are a part of his agenda. The National Association of Black Accountants Inc. (NABA) does a terrific job of delivering serious employers to their career fairs. For a change from a business career to one in higher education, nothing beats The PhD Project. The reason I know this is that I do my homework, and I only associate with those organizations that I believe are consistent in meeting their mark on employment issues.

Here are some tips for deciding which Black professional organizations to join and how to get the best career advantage from them:

1. Can you afford the membership fees? This is a bigger question than it seems, because the flip side is, can you afford to not join this organization? Many organizations have a practice of protecting and promoting their members. If you are working in a company that is laying-off employees or cutting costs aggressively, then the right professional organization can be a career connection.

2. Determine the professional profile of the organization's membership. Find out how successful the members are, how many are fully employed and their levels of job satisfaction. If the answer is a lot lower, this may not be the group for you, regardless of how well known it is. Professional organizations have different strengths at different levels and in different regions. Don't fall for the brand name; instead check out the vitality of the organization's local chapter.

3. Ask for member references. This ties into No. 2. Whenever I join a group or am asked to approve a corporate membership, I require at least one or two face-to-face meetings with a local member to discuss how they've benefited from the organization and how close the organization stays to its creed and mission. I also investigate the finances. This is not a time for you to pay entry into an organization that is going downhill, unless it is your intent and desire to be a savior to it. If you are looking at your association to bring career advantages, make sure that regardless of the financial standing of the organization, the membership offers connections that you believe can help your ambitions.

4. Join at the right time. Many organizations create their annual agendas with timelines designed around holiday functions, etc. Check out the calendar of events closely with an eye to

what your own time and pocket-book can support. Make certain that there is enough activity left to afford you a broad opportunity for introductions to people and to your interests.

5. Make a commitment to yourself that you keep. Many people join organizations with sincere goals and expectations and then fall into the activity of the committees and awards programs – they become process committed rather than career committed. The awards and events take on a life of their own, and some begin to measure their success in these organizations by the number of plaques they hang or the events they manage. If this is fully satisfying to you, and it well may be, that's fine. If you are truly looking, be critical and regularly evaluate how well you are doing with this. Layering on your commitments could peak long before you reach your career connection goals if you are not careful to manage yourself to what you are truly measuring. Fulfillment can co-exist. You can enjoy doing great work for the community, just be sure that you are still achieving your career goals.

No matter what your reason for joining one of the many and wonderful Black professional organizations, you are going to meet people who are superstars and you are going to meet people who don't put in the effort. The thing I think is important to take stock of is: Am I enjoying meeting my obligations to my organization? Make sure that you consider it a privilege to be a part of the group you join and that the pride in the partnership is mutual. We can all do well by doing good.

Janice Bryant Howroyd is the Founder and CEO of The Act-1 Group (<http://www.act-1.com/> <<http://www.act-1.com/>>), a global staffing provider and a Women Minority Owned Business. Enterprise (WMBE) company.

Corporate Corner

We can all be proud that we are impacting change...we are making differences in individual careers through facilitating employment opportunities, in education through funding scholarships, in our community through empowering youth to be achievers and believers, in local businesses through facilitating business relationships for commerce, in personal and professional development through leadership opportunities and creative monthly programming...YOU ARE MAKING A DIFFERENCE through supporting the WGC!

Praxair's premier sponsorship resulted in them being recognized as Corporate Partner of the Year. No, the award is not provided to the company that pays the most money, but conversely the partner that does the most with the time, talent and treasure they invest. Praxair invested in the following ways:

- Underwrote undergraduate scholarships
- Underwrote graduate student scholarships
- Underwrote the Leaders of Tomorrow program
- Loaned Praxair employees to conduct a Leaders of Tomorrow workshop
- Hosted an extremely successful "Branding Yourself" monthly meeting
- Hired at least two new employees they met through the NMBAA-WGC
- Increased their participation level at the NMBAA national conference
- Praxair was the first partner to conduct a relationship review to

start discussing strategies for 2009

Yes, Praxair set the bar high last year, but now, I hope it is obvious why they are the Corporate Partner of the Year for 2008. The following are just some other examples of the value exchange provided to and through the WGC and our partners:

- For three consecutive years, Starwood Hotels has increased their participation with the WGC (in 2009, they will double their participation from 2007)
- For three consecutive years, Diageo has hosted and underwritten our August development event, and provides in-kind support for our spirits and adult beverage needs for our annual awards program
- For three consecutive years, The Pitney Bowes Literacy and Education Fund has supported the WGC Leaders of Tomorrow program with \$25,000...you don't have to be an accountant to know that totals \$75,000 already!
- For three consecutive years, Pitney Bowes Management Services continues to support our print and document management needs with quality and responsive service
- In 2008, Boehringer Ingelheim sourced input from WGC reps for their diversity strategy. They also hosted an extremely successful Business Symposium with the WGC and other

professional organizations. Through last year's activities they developed fruitful supplier relationships with WGC entrepreneurs, and they met candidates for numerous employment opportunities through the WGC partnership

- And even though it's been a tough year for them, others like UBS continue to respond when called upon for support, such as for our past Awards Program
- And finally, WGC members and support-



- State Farm and Prudential joined other companies by supporting both the Entrepreneur Summit and the Career Summit for a full day of developmental programming in 2008.
- Pepsi Bottling Group has already promoted WGC employment candidates that they met and hired in 2007
- Norwalk Community College regularly provides meeting space for Leaders of Tomorrow meetings on a monthly basis
- Several employees of General Electric and other local companies give back twice each month to the community through mentoring our Leaders of Tomorrow

ers now purchase goods and services from several WGC entrepreneurs and service providers

It is proven, the model works. And with your support, we will be able to be more, do more, and reach more in 2009.

If your company is interested in being a part of a winning formula, as the Corporate Relations Committee, we answer President Barack Obama's call, and we welcome your call.♦

Please direct any partnership inquiries to todd.hood@pb.com.

Introducing

THE INSIDER

Online Radio Show

The Insider features insightful conversation with business leaders and industry experts sharing their perspectives on economic and career trends in the US and around the world.

Scheduled to air Thursdays, 12:00—12:30 PM at the WGC Web site: www.nbmbaa-wgc.org

- Expand your knowledge base
- Facilitate your success
- Equip yourself with the technical and social tools to get ahead

Program topics include:

- Career and professional development tips
- How to become an “intrapreneur”
- Finding a mentor, or becoming one—is it right for me?

Listen in... and learn!

To hear the pilot, click the link below (allow time to load)

http://www.nbmbaa-wgc.org/images/The_Insider-Demo_MP3_12-2008.mp3

Corporate Partners: associate your brand with this innovative program by becoming a sponsor! Contact Todd Hood at todd.hood@pb.com or call (203) 351-7850



Activity-Based Communications. It's as Easy as A-B-C

By Todd Hood

In an age of technology, information overload, and instant gratification, how do you get your message read? That is the question hundreds of marketers, employee communicators, and organizations face daily. In prior days, the holy grail was to ensure your message made it to the recipient. If you mailed a letter to someone and they received it, there was a high probability that they would take time to read it. Even solicitation (or so-called "junk") mail was read. At those times, mail was distinctive, it was a pleasure to receive correspondence from someone who knew (and appreciated) that you existed. At a later time this characteristic transferred to email in its infancy. Remember back when you read every email before you deleted it?

Well, these days, both your mailbox and your email inbox have likely been overcome with solicitations, unwanted communications, and even irrelevant offers. So how does one get your attention in the midst of all this clutter? The key...activity-based communication!

- What happens when you receive a message back from an email you sent? You read it to find out what the recipient said! You will likely read it ahead of the other messages in your inbox.
- Remember when you purchased your latest new car? As you drove around, you noticed all the other cars like yours, and even at times wondered why you hadn't seen so many of them before. They were always there, your mind was just not tuned in to that channel, but once you purchased your car, you were then tuned in. You



become receptive to those inputs, even though you pass tens of other brands of cars.

Now, let's get back to activity-based communication. In the examples above, you became tuned in to certain inputs because they relate to an action you completed, in spite of the fact that they exist in the midst of a host of other stimuli. This is the basis for activity-based communication. To get your message read, link it to an activity performed by your targeted recipient.

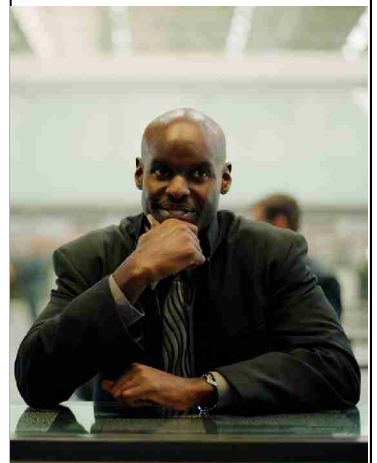
If you want your targeted recipient to buy a car, your message needs to be displayed when they are doing something that makes them most susceptible to buying a car. Would you be more attuned to buying a car when your car is being serviced, or when your car is running well? Would you be more attuned to buying a car when you are stranded on the side of the road, or as you are driving along the highway? Positioning your message where and when your targeted recipient is most receptive is key.

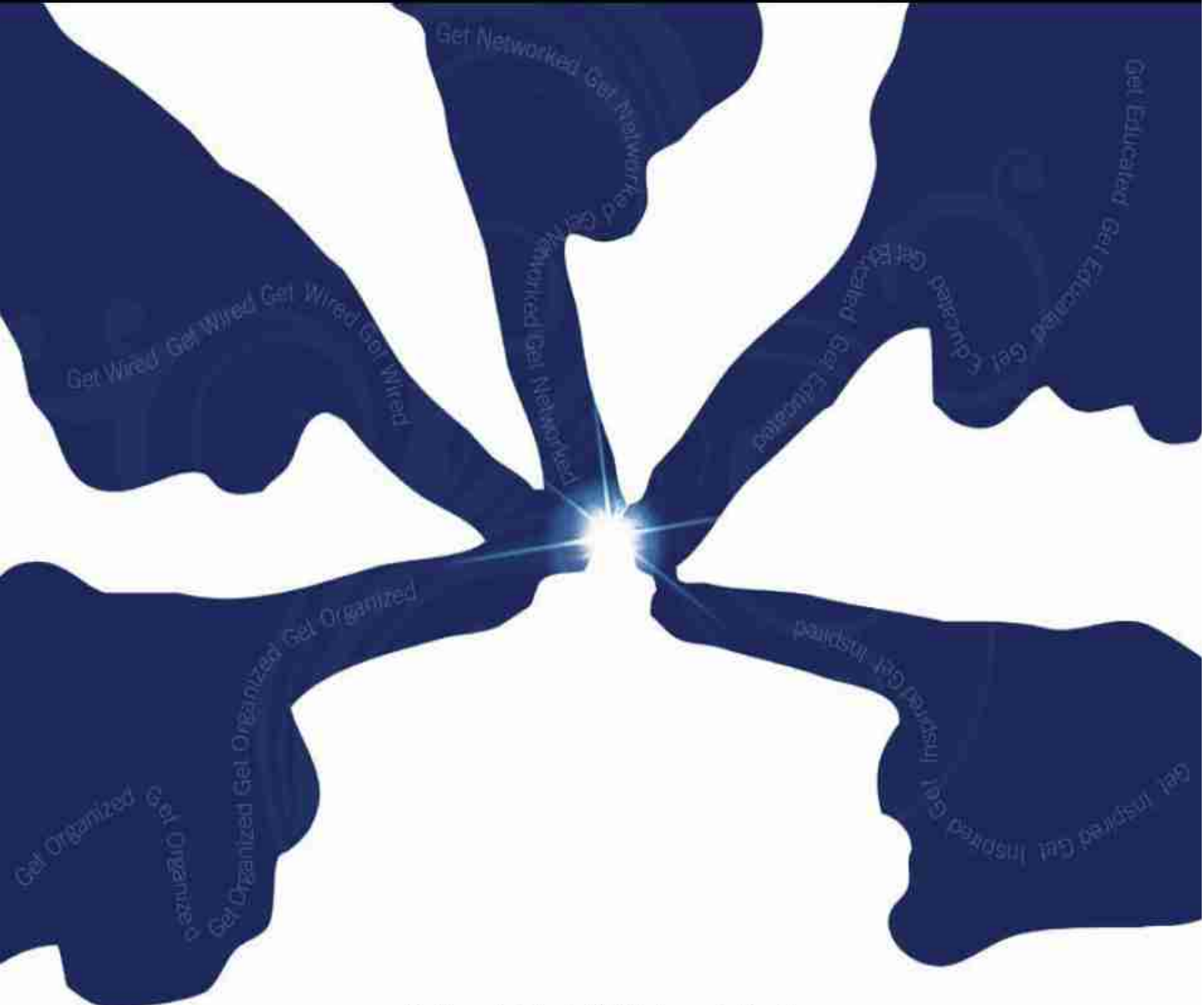
While on an airplane flying cross-country, what does everyone have equally? Some people have more leg room, complimentary meals and beverages, and the like; but all have the same amount of time in-flight. Some will use their time to read magazines, work on their computer, watch in-flight entertainment, sleep, or enter into engrossing discussions with their neighbors. All prefer to spend the time being entertained according to their own separate preferences, however most open their tray tables, receive a napkin and place a snack or drink on the tray table. What a fabulous opportunity to deliver impressions of a relevant/related product or service that addresses a need the traveler is feeling at that time! Now your job is to look for opportunities to link your product or service with the activities of your targeted recipient, and be prepared for the response. ♦

SAVE THE DATE!

**CEO
ROUNDTABLE**

Wednesday, July 29, 2009





National Black MBA Association®

CONNECT

2009 NBMBA® 31ST ANNUAL CONFERENCE & EXPOSITION
New Orleans, September 22-26, 2009

NATIONAL
BLACK
mba
ASSOCIATION, INC.

● ● ● ● ● Empowering Visionaries.