

Experts Share Their Insights

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Mark T. McNulty
HR Dimensions
Indianapolis

Preventing Employee Burnout

Coping in the 'More With Less' Economy

Given the current economic climate, many organizations (particularly those with small workforces) are struggling to do more with less. If you can motivate your workers to give more freely of themselves, productivity will rise. Plus, it won't be an employers' job market forever. You need to take steps now to minimize the chances your best workers will leave later.

Respect is one of the keys. That's right. R.E.S.P.E.C.T. is not only important to the Queen of Soul — it's a key ingredient in keeping your employees engaged in their jobs. Researchers at the Wharton School of Business drew a conclusive link between employees perceiving a lack of respect from their bosses and co-workers, and high levels of job burnout and turnover.

The study also found that other factors more commonly associated with job burnout — such as high stress, emotionally draining work and long hours — don't play as big a role as whether an employee feels he or she is treated with dignity and respect.

Employees have different definitions of what it means to be treated with respect, but the study indicated that there are some elements that all generally agree on.

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Will Koch
Holiday World &
Splashin' Safari
Santa Claus

Strategize Your Message

Theme Park Copes With Difficult Times

The theme park industry has been called recession-resistant for as long as I can remember. Like many others, I grew up hearing stories about how the movie business never faded during the Great Depression. The analysis was that people still needed to get out and do something fun. Theme parks, like movies, fill that need.

Knowing that we were starting the (2009) season in a hole due to the loss of corporate business, we looked to our broader market to minimize or try to offset the loss. The saying is that people stay closer to home when times are tough. We realized that if we were to grow a business segment, it would have to be those folks in our marketing region who might choose to come to Holiday World as an alternative to a longer trip to Florida, the Grand Canyon, etc.

We designed a series of ads to do just this. We used the term "playcation" and built an ad around that. We showed a family talking about how they'd once made a trip to Orlando only to learn that the kids would rather go to Holiday World.

Read the full story at www.bizvoicemagazine.com on January 14



Brad B. Laspe
VIP Corporate Housing
Chesterfield, Missouri

Where to Stay When Away

Corporate Apartments Rise in Popularity

Employee travel and relocation are a large part of the hospitality industry. Many employees travel throughout the year and live out of suitcases. However, for longer trips, many businesses prefer to put employees in an extended stay arrangement as it is more comfortable for the employee and can cost considerably less in the long run than a standard hotel.

Long-term housing arrangements are a predicament that was swept up by the hotel industry and tackled in the form of the extended stay hotel. However, the industry responded with another solution that is often cheaper and more accommodating to employees: the temporary housing apartment.

According to the Corporate Housing Industry Mid-Year Report, corporate housing was a \$2.77 billion industry in the United States in 2008. With almost 74,000 temporary housing units, this sector of the hospitality industry is not only growing, but booming. Occupancy rates have remained close to 90% for the past several years. And the average corporate housing stay was 80 days.

Read the full story at www.bizvoicemagazine.com on January 20