

## Experts Share Their Insights

Full Stories in January at [www.bizvoicemagazine.com](http://www.bizvoicemagazine.com)



**Bill Stanczykiewicz**  
Indiana Youth Institute  
Indianapolis

### A Complete Workplace

#### Family Friendly Policies Benefit All

**A** recent national story about parents, their children and the games that they play offers important guidance to Indiana companies hoping to recruit and retain top-notch employees. *The Associated Press* reported the story of Michelle Hastings, who admitted to cheating while playing Candy Land with her 5-year-old daughter. For Hastings, the game just takes too long. Disney Monopoly is another offender.

“A game like that, it could literally take you days,” Hastings said. “A lot of times, you don’t play games because they take so long.”

Hastings’ story exemplifies the challenge that many working parents face to spend time with their children. According to the Family and Work Institute, nearly 80% of married employees have a spouse who also works full-time. And they combine to work an average of 91 hours per week outside of their home.

A wide range of family-friendly workplace policies can help parents achieve work-family balance. Some involve flex time and telecommuting, while other creative policies provide working parents with additional resources for their families. These same policies can help businesses hire and maintain productive employees.

Read the full story at [www.bizvoicemagazine.com](http://www.bizvoicemagazine.com) on January 7



**Steve Corona**  
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### Expanding Role

#### WorkOne – Indiana’s Employment Specialists

**F**inding skilled workers for growing companies. Finding good jobs for individuals. Those are the goals of the state’s public employment system known as WorkOne and of the Indianapolis Private Industry Council (IPIC), which oversees five WorkOne centers in Marion County.

Customers who have visited the newest WorkOne center located in College Park Office Park are offering rave reviews. The facility, which opened in October 2007, is a stone’s throw from a north side Indianapolis landmark, the Pyramids office building.

The purpose of this new-concept facility is to serve the needs of jobseekers that have professional work experience but are looking for career advancement or have been downsized due to no fault of their own.

For employers, WorkOne offers access to qualified applicants, saves companies money through reduced administrative and personnel costs, links companies at no charge to a national database that lists job openings and provides trained workers to ensure a better employment fit and longer term employee commitment. Additionally, the staff works with companies to custom design training programs specific to individual workforce needs.

Read the full story at [www.bizvoicemagazine.com](http://www.bizvoicemagazine.com) on January 11



**Michaline Pavnica**  
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### Branding 101

#### Inject Personality; Avoid Mid-life Crisis

**W**hat does it mean to brand your company? The word gets thrown around in every industry. How do we get consumers to “buy into our brand?” Can we improve “brand loyalty?”

The idea of re-branding or establishing brand recognition requires more than a simple brainstorming session and a month of new graphic design. It requires observation, understanding, design and personality.

First, observe. Know the habits and patterns of your current audience or the audience that you will draw. You want your audience to believe and relate to the new you. Note their expectations and what role you play in their experience.

Observe the people in your company who have the ability to affect the experience and begin to map out all of your customer touch points. Begin by listening to how your customer is greeted and even how the phone is being answered.

Know what your customer expects on a second, third or 100th visit. Be the customer and the employee. Find reasons for both of them to consistently learn, discover and delight.

Read the full story at [www.bizvoicemagazine.com](http://www.bizvoicemagazine.com) on January 16