



News You Can Use From Corporate Services, LLC

October 2009

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Contact Us

**We welcome your
comments!**

Also, please share this newsletter with any colleagues you think would find it valuable.

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Client Quote

"This course was very

Welcome!

Welcome to the October issue of your client newsletter. The goal of this newsletter is to provide you with valuable information in a timely manner. We welcome your input, comments and newsletter topic suggestions. We hope you have enjoyed the newsletters and found them to be helpful.



During the past few months, we have focused on providing our clients with the best service we can. At Corporate Services, we have challenged our employees to answer this question, "How can we add more value to our clients?" They have all risen to the challenge and together with the input you provided from this summer's client survey, we have made great strides in enhancing your client experience.

We would like to thank Lee Froschheiser, President and CEO of Management Action Programs (MAP) for the article below, "Be a Passion Maker," which focuses on how to become an accountability leader and inspire your team to exceed its goals.

Also in this issue, we have the pleasure of profiling Potter Concrete. Potter Concrete is part of our growing client case study program and their participation is greatly appreciated. Please let us know if you would like to profile your success.

Thank you for your continued business. We are here to contribute to your success. Please let us know what we can do to help.

Michael Saint and Bob Dosser

informative. I learned many things about the program I was not aware of."

- Michelle Benoit, Major Equipment & Remediation

Referral Rewards

We appreciate the opportunity to work with you. Referring a colleague is the highest compliment you can give us. If you know of a company who could benefit from the solutions and services we provide, please let us know. We assure you we will take excellent care of your referral and we would like to send you a gift of thanks.

The more wonderful clients we have, the more wonderful features we build into our products, which you can benefit from.

To refer a colleague, please contact [Bob Dosser](#).

Tuition Reimbursement
for Louisiana Based Businesses...

Corporate Services' is pleased to announce we are now an approved training company for the **Small Business Employee Training Program (SBET)**. This program is available for any small business in the State of Louisiana that has 50 or fewer employees and has been in business for 3 or more years.

For more information please contact Jeanelle Carson at JCarson@corpsservice.com

News & Events

Could you benefit from a refresher course? We have very special pricing just for you! For more information please contact Gail Dosser at 866-923-3767 or gdosser@corpsservice.com.



Training Classes

[Click here for more details](#)

TrakQuip Essentials

October 19 - October 21

RTMS Essentials

October 12 - October 14

Understanding & Using Basic SQL for Improved Reporting in TrakQuip and RTMS*

October 5

Reporting Dashboard*

October 6

Advanced Reporting Dashboard*

October 7

**These classes are now being offered on-line or at our Baton Rouge Facility. They can be purchased separately or for a reduced package price. For more information please contact Gail Dosser at 866-923-3767 or gdosser@corpsservice.com.*

Happy  Halloween

Introducing On-Line Training Option

This summer, Corporate Services conducted a client survey requesting feedback and suggestions for services you would like to have offered. One of the top requests was the ability to access training via the Internet.

We are proud to introduce Web Training. The "Using and Understanding Basic SQL for Improved Reporting in TrakQuip and RTMS" class will be offered on November 16, the "Reporting Dashboard" class will be offered on November 17, and the "Advanced Reporting Dashboard" will be offered on November 18. Save these dates and look for more details in the November newsletter and training communications. For more information contact [Gail Dosser](#).



Client Spotlight: Potter Concrete Ltd.

TrakQuip Improves Accuracy and Efficiency at Potter Concrete

With its beginnings in residential concrete construction, Potter Concrete was founded in 1983. Since then they have expanded into a variety of complementary businesses including an equipment rental company. Like most companies, Potter Concrete started out manually tracking their fleet and billing their jobs. They needed to find a way to automate processes, refine reporting and accurately bill jobs. Through a Web search, Potter Concrete landed on Corporate Services' Web site and the page for TrakQuip, the premier equipment rental management software.



"We met with Corporate Services and were convinced that they were the right fit for us. Their knowledge of the equipment rental industry was apparent in both the product they developed and the services they provided," said Tony Jasper, equipment manager.



With TrakQuip, Potter Concrete has eliminated significant duplicate data entry. Additionally they have access to more meaningful reports that has contributed to improved profitability.

...read the complete [Potter Concrete Case Study](#)

If you are interested in profiling your company's success as part of our case study program, please contact [Bob Dosser](#).

More Meaningful Reports with Reporting Dashboard



Make better, timelier decisions with intuitive report writer

Are you making the most out of your TrakQuip and RTMS data? Are you able to create reports with ease? As part of your software maintenance plan, the Reporting Dashboard module is available to you.

The Reporting Dashboard simplifies report writing. It is built using Microsoft's .NET Framework, thus offering the latest and most sophisticated technology available. Menu options are simple to understand and security permissions are easy to administer. Another component of the Reporting Dashboard is the View Catalog. Views of all the data tables are documented using plain text. This allows users to quickly and easily identify the right data table that contains the information they need.

While Reporting Dashboard is simple to use, it also allows for sophisticated embedded calculations and analysis. Additionally, if you use a different report writer, for example Crystal Reports, you can write the report in Crystal and register it within the Reporting Dashboard so it will run alongside your other reports.

To ensure you receive the maximum benefit from the Reporting Dashboard, Corporate Services has designed three separate hands-on training classes.

- Understanding and Using Basic SQL for Improved Reporting - learn how data is stored in TrakQuip and RTMS and how to construct a variety of SQL statements
- Basic Reporting Dashboard - learn how to design reports and understand your data structure
- Advanced Reporting Dashboard - focuses on more advanced features such as style sheets, conditioning statements, calculated fields and data/rendered parameters

For a current list of classes, please visit <http://www.corpservice.com/training.php>

Employee Spotlight

Justin Bridges



As a Corporate Services' project manager, Justin is dedicated to working with our clients to provide solutions and services that will contribute to their businesses success. Justin facilitates discovery meetings, leads product implementations, trains clients on site, and teaches our Reporting Dashboard class at our Baton Rouge training facility. He has been with Corporate Services since April 2004. Prior to Corporate Services Justin worked as an electrical engineer for EDG Engineering Consulting located in Metairie, LA, and was the manager of online sales and marketing for Allbrands.com located in Baton Rouge, LA.



Justin attended Louisiana State University and graduated with a B.S. in Electrical Engineering with minors in Math and Computer Science. Justin and his girlfriend of six years, Emily, enjoy attending LSU sporting events, tailgating, tennis, golf and traveling.

MAP (Management Action Program) - "Be a Passion Maker"



"MAP is considered a pioneer of business management consulting and executive development"

To learn more please visit www.MAPconsulting.com

Be a Passion Maker

Become an accountability leader and inspire your team to exceed its goals.

By Lee Froschheiser, President and CEO, MAP

Passion within the workplace - does the topic get your attention? It should, but not because this article addresses romantic relationships at the office. We're talking about company leaders creating passion - as in a boundless, extremely fervent fondness and commitment - for the job and company. In fact, in every organization, one of the major roles of the leader is be a passion maker, or someone who is responsible for developing and inspiring enthusiasm within the entire chain of command.

One of the most powerful ways successful leaders create passion is by setting up an effective system of accountability, which is measuring performance and taking appropriate action. Understanding the crucial role of accountability in the workplace, and using it to drive a business' success and impassion its workers, is more than possible - and that's the best-kept secret when it comes to top-of-the-line leadership.

Simpler said than done, a lack of accountability is one of the biggest reasons why companies struggle and sometimes fail. Oftentimes, it's not managed consistently and fairly because leaders focus on the negative - people mistakenly associate it with only discipline and punishment. In today's business environment many CEOs and managers are feeling the pain related to this lack of accountability, and, consequently, company "sins" are surfacing. These business leaders need to take immediate corrective

action to create strategic alignment to their vital goals and drive performance through a strong accountability system.

A Closer Look at the Accountable Workplace

One way to understand accountability is to examine a workplace that doesn't have any. What does it look like? When there's a lack of accountability, a company tends to resemble what's called a "country club," as opposed to a "jail-like," culture. The "A players" often end up leaving because they crave and deserve accountability, and so get frustrated when good performers aren't recognized and poor performers aren't held accountable. Conversely, such businesses struggle to attract top talent because those types of workers want to be in an environment that values accountability.



In addition, the company without accountability doesn't perform to its potential, and standards are allowed to slip low. Things just don't get done, and because the organization isn't performing as is expected, morale suffers, too. People who shouldn't be there drag the company culture down, and complacency and mediocrity are accepted. As a result, more and more of the responsibilities weigh on the shoulders of the company leader, the superhero who carries the full burden of the organization and is often overwhelmed because he or she hasn't pushed accountability down into the lower tiers of responsibility.

On the other hand, a company with thriving accountability looks quite different. Accountability enables a leader to create ownership for the company on behalf of its workers. That means developing ownership for problems, successes, goals, initiatives, people and results - aka, getting things done. Accountability sets the controls in place, drives the business and indicates what is and what isn't on track. Through accountability, leaders always make three important discoveries: 1) whether they're on the right course; 2) whether they've got the right people and in the right places; and 3) whether they're achieving goals. With these findings, leaders gain insight on instituting change and setting new objectives.

How Passion Plays Into the Accountability Picture

Accountability holds leaders to the task of clearly defining goals for the company and its people, as well as establishing measurements to assess those goals and define success. And it's this accountability that provides an opportunity to assign ownership to company and personal performance objectives, measure results, and follow through with objective evaluations.

When people own a piece in the goal-setting puzzle and achieve what they set out to do, this is highly rewarding for each individual involved. Even more so, however, is when the leader follows through with positive recognition, acknowledging the team players for their achievement. The result of this is people become impassioned about their role in the company's welfare and their own professional development - something that is actually quite personal and close to the heart. This newfound passion is the driver for productivity. It incites people to work harder, dream bigger and excel beyond their wildest imaginations.

Accountability can be a highly positive experience for a leader, its team players and the company at large, which is contrary to the notion that accountability connotes something "negative." Often associated with the term "feedback" and viewed as derogatory if results have not been accomplished, accountability can provide opportunities to coach someone, counsel that person and enable growth. It also provides leaders with the chance to develop their own skills, such as learning how to have difficult conversations about poor performance. Accountability provides the chance for all to improve upon their weaknesses, and position and propel a business toward a place of prosperity. It's this uplifting, highly positive and evolutionary experience that creates passion in the workplace. It's simply become an invigorating place to be.



Roadblocks to Accountability

Accountability can be a possibility for your company, only if several common roadblocks are avoided. First, whether you're a company owner, manager or team leader, set aside the natural tendency to confuse accountability with not being liked. In your position, avoid crossing the line of getting too close to people. Instead, focus on earning the respect - not friendship - of professional peers. Remember, when it comes to infusing passion into the workplace, your job is to create loyalty to the company, not loyalty to you.

Second, you will be seriously challenged if you fail to set goals and expectations on a continual basis. Equally important is making sure people understand the goals and expectations, and what's required of them. Everyone involved needs good goal criteria, for example, not just measuring the number of activities but the results.

Third and lastly, you can't get complacent because clients are not complacent, the market isn't complacent, investors aren't complacent, and so forth. Strong leaders recognize that when success happens, the bar must be raised. When it's not, passion will wane, and productivity will be at-risk. Sure, this will be a challenge in and of itself, but if a company doesn't grow, it dies. Your ultimate job is to build and sustain a thriving organization. And one thing is for sure: Creating passion through accountability is arguably one of the most important, best-kept secrets you must know to achieve such a track-record of success.

A Checklist to Creating Accountability

- Establish clear goals and expectations. Always set standards for performance, and put policies and procedures in place.
- Make sure you've got accountability leaders within the organization. These will be those managers who challenge the drive and performance of other employees and measure the results.
- Foster an organization of candor. Transparent, honest communications enable people to provide feedback about their performance and limit the opportunity to hedge around an issue.
- Develop and implement a follow-up system of accountability, which allows for regular meetings that measure and track performance, productivity and results.
- Focus on the Vital Few instead of the trivial many when setting company goals. Do the same for individual goals, those set by each employee.
- Put the proper rewards and recognition in place. Remember, these don't always have to be monetary in nature. Verbal praise, both in the private and public setting, is highly appreciated and motivating.
- Define ownership of each new process and procedure you establish.
- Develop the leadership pipeline. Accountability starts at the top of the organization and works itself down. CEOs and managers must strive to perfect their own leadership skills and accountability before expecting others within the organization to do the same.

