

August 2011

Message from the President



The best innovators have creativity in their DNA -- but even if you aren't a born innovator, you can learn the tricks and habits that come naturally to others, Zoe McKay writes. This month I wanted to share this "SmartBrief" with you in the event you own your business or your position requires innovation or understanding an innovator. Zoe McKay's article "*Is Innovation in Your DNA?*" was the topic recently presented to Women In The Boardroom. With September being installation of our new EWI chapter board members, this article is a good questioning session for how prepared we are to serve.

If women would look at the underlying analysis provided in this book, they most certainly would see this is a guide for board-of-director-level critical, strategic thinking.

The five discovery skills are: 1) Associating, 2) Questioning, 3) Observing, 4) Experimenting, and 5) Networking. The discovery orientations are: 6) Challenging the Status Quo, and 7) Risk Taking.

1) Associating refers to your ability to make connections across seemingly unrelated questions, problems, fields of study, or ideas. Associational thinkers draw on knowledge acquired through questioning, observing, experimenting and networking to link together

unexpected combinations of problems, ideas and observations to produce new business ideas.

2) Questioning reflects your passion for inquiry (measured through the frequency and types of questions you ask) to find new insights, connections, possibilities, and directions. Active, honest questioning of the status quo provides a powerful tool for opening

up new opportunities and uncovering new business ideas and directions.

3) Observing refers to your propensity to intensely observe (not just visually) the world around you on a regular basis -- such as customers, products, services, and technologies -- and through observation gain insights and ideas about new ways of doing things.

4) Experimenting refers to the frequency with which you explore with an experimental mindset, visiting new places, trying new things, seeking new information, and experimenting to learn new things. Experimenters constantly explore the world intellectually and experientially, holding convictions at bay, testing hypotheses along the way.

5) Networking refers to finding and testing ideas with a network of individuals who are diverse in both background and perspective. Networkers actively search for new ideas by talking to people who may offer a radically different perspective.

6) Challenging the Status quo refers to the extent to which you thrive on challenging the status quo to create new opportunities and are driven to discover "what's next" instead of sticking with what is.

7) Risk Taking refers to the extent to which you take risks to explore new ideas or better ways of doing things. It also indicates a willingness to make mistakes, even big ones, as you pursue innovative new paths.

I look forward to seeing all of you on August 10th when our very own Dr. Jennifer Wild will present "**The Abilene Paradox**. Management of Agreement."

All the best,

Toni C. Little, Washington, DC Chapter President, 2010-2011
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Connections

- Expand your global network of business professionals
- Access EWI's International Directory, website and publications
- Promote your firm through Chapter and Corporate advertising, partnerships, and sponsorship opportunities
- Utilize the Affiliate Shopping/Service Programs

Membership Postings

The following firms have been approved for posting by the Chapter Board of Directors. Objections must be submitted in writing by the member firm Executive stating the nature of the objection. Any objections must be received within 10 days of this notice by Susan Wranik Membership Director at siwranik@verizon.net.

With our EWI DC Chapter's most recent commitment to learn more about Social Media; it's not just what it is, but how to protect your image. As you are building your corporate image here are some things to share with your employees about Social Media.

Top 6 Social Media Do's and Don'ts

June 7, 2011 By [Kim Artlip](#)

How many of us are using social media, such as sites like Twitter and Facebook, to help you find a job and connect with people who can assist you with growing your career? I am a huge proponent of using social media but you have to use it correctly. Social media when used the wrong way can turn around and bite you in the backside and jeopardize a job offer or even your current job. Don't believe me, look at Gilbert Gottfried who posted inappropriate comments after the Japanese tsunami and lost a contract with AFLAC. It's important to be careful and consider what you should do, as well as what you should never do, when using social media and how it relates to your career and job search.

Create Your Online Presence

When you're looking for a job or positioning yourself for career growth, it's important to have an online presence where you can showcase your skills and experience. Your online profiles will also help you connect with contacts who can expedite your job search and assist you with moving up the career ladder.

Do Be Consistent

Does the employment history on your resume match what's on your LinkedIn profile? Does the information you have on your Facebook page (if it's public) match up with the information you have elsewhere online? I totally understand rewording your job descriptions, for example, because targeting your resume is a good thing when applying for job. What's not okay is if your job titles, companies, and dates don't match at all. That's a huge red flag for prospective employers.

Don't Talk About Being Fired

Employers are checking out candidates on Facebook, Twitter, and other social media

sites. If you post it, I guarantee someone will read it and that very well could be the wrong person. If you are venting about company politics (good or bad) and posting inappropriate information on Facebook are just a couple of examples of what can get you in trouble, or even cost you your job.

Please Be Careful What You Tweet

Be really careful what you tweet. You don't know who might read it. You want a perfect example of not thinking when tweeting then look at Representative Anthony Weiner and the embarrassment he brought on himself by tweeting his crotch pictures. In case you didn't realize it, tweets do show up in Google search and you don't want to lose your job because you didn't think before you tweeted.

Use Facebook Privacy Settings

Here's an example of what can happen when you aren't careful about your privacy settings on Facebook. I received photos of a friend of a friend from one of my Facebook Friends. She was able to send me photos of her friends, because they didn't limit who their photos were shared with. I was able to see photos of her friend passed out and lap dancing on some guy and I have no idea who this person is simply because the person wasn't careful about her privacy settings. If I was an employer, I wouldn't have been impressed – she was so wasted in those photos.

Network Preemptively

Be sure you build your network well in advance before you need it. Follow movers and shakers in your industry and career field. Follow career experts. Talk to your contacts on Twitter or the other networking sites. Join Groups on LinkedIn and Facebook, post and join the discussion. Be engaged and proactive in your communications. By building a network in advance, you won't have to scramble if you unexpectedly lose your job or decide it's time to move on.

Careers

Participate in:

- Academy of Leadership Program
- Professional Development Webinars
- Leadership Link access for skill building
- Network monthly with leading experts in business and career development
- Develop leadership skills through service on Chapter and Corporate Boards
- Benefit from an EWI Fellows Scholarship

Chapter Development Training Budget Building Blueprint

Date: Weds, August 17, 2011

Time: 1:00 pm (ET)

Presenters: Financial Guidance Committee

Register today at ewiconnect.com

2011 Leadership Conference & Annual Meeting



**September 22-24, 2011
Minneapolis, Minnesota**

Registration is now open!

Quick Event Reference Links:

| [Schedule](#) | [Hotel Information](#) | [AoL Courses](#) | [Speaker Bios](#) |

The Faces of Leadership . . . volunteer, professional and philanthropic leadership require different styles and what better place to gain training for those areas than EWT's 64th Leadership Conference and Annual Meeting! You will notice that the structure of this year's conference is quite different from past years. The changes made were based on feedback we received from you, our members. While the schedule has changed, one thing remains the same: LCAM will be packed with amazing opportunities for networking, training and impacting the community. We are confident that LCAM 2011 will be an incredible opportunity for you to enhance your three Faces of Leadership! See you in Minneapolis.



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EWI Corporate Calendar

Thursday, August 11, 2011

Professional Development Webinar
"Presentation Skills" Part 2

Wednesday, August 17, 2011

Chapter Development Call
"Budget Building Blueprint"

Thursday, August 25, 2011

Chapter Development Training
"Successful Board Meetings & Retreats"

September 13-15, 2012

SAVE THE DATE!
65th LCAM in Dallas, Texas



**Columbia
Lighthouse Fun Run
& Walk**

September 10, 2011

The Lighthouse Fun walk is a non competitive, family friendly 5K run/walk being held at National's Park in Washington DC as a fundraiser for Columbia Lighthouse for the Blind. There will be live music, refreshments, vendors and much more! Tickets to the National's game will be included in certain sponsorship levels. Come make a day of it! Log onto www.clb.org to register!



CONNECTIONS | CAREERS | COMMUNITY

The Abilene Paradox *Management of Agreement*

**Presented by
Dr. Jennifer Wild**



Alternate Perspectives, Inc.



**MARRIOTT TYSONS CORNER
8028 LEESBURG PIKE, VIENNA, VA 22182**

WEDNESDAY, AUGUST 10TH

6:00 PM NETWORKING

6:30 PM DINNER AND PROGRAM

\$50 MEMBERS & GUESTS

COMPLIMENTARY PARKING

RESERVATIONS REQUIRED

RSVP: DEBBIE WILLIAMS BY FRIDAY, AUGUST 5TH

PHONE: 202-457-0617 OR EMAIL: DEB@WISDOM-WILLIAMS.COM

Member Firms

24/7 Technology Solutions, Inc.
 Alternate Perspectives, Inc.
 American Clinical Lab Association
 Austin-Weston Center for
 Cosmetic Surgery
 Best Messenger
 Blue Pencil Institute
 Carmine's Restaurant
 Columbia Lighthouse for the Blind
 FMC Corporation
 Glassmanor Elementary School
 Goodyear Tire & Rubber Company
 Gray Loeffler, LLC
 H Street Ventures
 Hamilton Crowne Plaza Hotel
 Karin's Custom Images
 La Musa
 Live Well International
 Mindy's Catering
 Pepsi Beverages Company
 Price Modern
 SunTrust Bank
 Susan I. Wranik Associates
 TRAK Services
 Wells Fargo Advisors
 Wisdom & Williams
 York Flowers



Calendar of Events

*Meetings are held on the 2nd Wednesday
 of the month unless otherwise noted.*



August 10, 2011
 Professional Development
 Jenny Wild
 The Abilene
 Paradox: Management of
 Agreement
 Shula's Steak House
 Marriott Tyson's Corner

September 14th
 Annual Meeting/Board
 Installation
 Carmine's Restaurant
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