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President's Message

"Make your life a mission, not an intermission"
 Arnold H. Glasgow

I want each our NAMIC-Carolinas members to discover and pursue their own mission in life. There is no better feeling then having my efforts aligned with my mission and that I am making a difference. The hardest decision I see for many of our members is to make that first step start to participate in their own growth. It takes effort, and getting outside of your comfort zone, to grow. Let's put it this way, if you buy a gym membership, and then never go to the gym, will you get into shape? No! Having a NAMIC membership is similar; you have to put in some effort to get results in your career and life. So, I am going to challenge every one of our members to either take that first step, or next step, to continue on their life's mission. Here's a few ways you can do that with NAMIC-Carolinas:

- **Participate in NAMIC events whenever you can! Don't be shy to ask for support from your leadership if you need their blessing to participate.**

- **Register to participate in the L Patrick Mellon Mentorship program. This program is free for members and mentorship sessions run throughout the year.**

- **Volunteer to participate in a role supporting NAMIC-Carolinas. There are so many opportunities, and this is a great way to build relationships with others in your industry outside your normal circle.**

There is no better time to commit to one of these opportunities than today. Commit to your growth, and pursue your life's mission!

Monica Moore, NAMIC-Carolinas President 2015

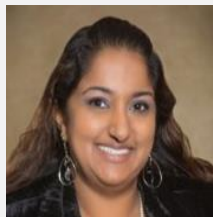**NAMIC-Carolinas 2015 Board of Officers**

 Monica Moore, President

 Tunza Wallace, V. President

 Kellee Evans, Treasurer

 Danine Prakash, Secretary

Executive Spotlight

Stephen Rodriguez
Director of Customer Care
Time Warner Cable

NL: What is your former and most current position and how long have you held your most recent title?

Stephen:
Current Role: Director, Customer Care
Previous Role: Call Center Director

I have over 19 years' experience in the telecommunication field. I've worked my way up from an entry level position to my current role of site director.

NL: What is a day in the life of Director of Customer Care?
What are the rewards and challenges?

Stephen:
A day in the life of Director of Customer Care is quiet simple; we have to ensure we are providing exceptional customer service to both our internal and external customers.

My greatest reward is seeing my internal customers advancing within the organization. My greatest reward for my external customers is when I receive compliments that we were able to change their perception about the company.

The greatest challenge is managing the operations and the employee's needs. When creating a policy/initiative, you MUST look at the impact it has not only to the customer but to the

team. A great way to marry the two is by explaining the "whys" to the team. If they understand them, they're more likely to support and promote the initiative.

NL: What three things do you want your customers to say about you when they walk away?

Stephen:

- ***Satisfactory response – We provided a solution for their issue/concern***

- ***Prompt response - We valued their time***

- ***High engagement –A lot of positive energy***

Our ultimate goal: We want them to recommend Time Warner to their family and friends.

NL: You speak highly of Employee engagement, what engages employees the most? How do you keep them from being disengaged?

Stephen:
I believe the most important two things to build an engaged workforce is <u>TRUST & COMMUNICATION</u>. *I listed a few things I do:*

- *A common vision (common goal)*

- *Give them a voice (listen to your team)*

- *Recognize the small things (a "thank you")*

- *Leadership must lead the charge (walk the walk)*

NL: What was the best advice you were given that you would like to pass on to someone else?

Stephen:
The best advice I ever received was "know your people & thank them every day".   Once they see you value them as a team member and not a number, they will work hard for you.   Every day you must make a deposit in their work account.   It can be as simple as a "thank you" or publically recognizing them amongst their peers.   Every time you do that, you are building equity with them.

NL: What encouragement could you share to someone inquiring about joining NAMIC or other organizations supported by the company?

Stephen:
I am new to the organization, however within a short period of time I have been extremely impressed. They serve as a great resource to their members. They provide workshops (lunch & learns) to enhance their members' skills. The leadership is engaged to move our workforce forward. I would highly recommend NAMIC.

Dee Turnbull
NAMIC-Carolinas
Communications Team

Monthly Empowerment Pal

"Diversity is the one true thing we all have in common.
Celebrate it every day."
-unknown

Bree Pittman

NAMIC-Carolinas
Communications Chair

Mission Accomplished

Garth David
Time Warner Cable

Garth David knew that leveraging networking opportunities would be a successful strategy during his job search.

"Everyone who I came in contact with inside and outside of NCWorks, I saw as a potential employer," he says.

Shortly after being laid off from his position as a director of financial planning and analysis, David visited the NC Works Career Center at WMS around March 2013. There, he worked closely with a number of staff and volunteers including **Daena Spencer**, senior career coach, and Howard Ross, job-search team leader.

"I have learned a lot from the job-search team and various workshops, such as resume writing, staying positive and interviewing tips," David adds. "I met some amazing people along the way. They have your back 100 percent and more."

After two years of unemployment, he accepted a contracted position in April with Time Warner Cable (TWC) as a senior analyst. But the good news didn't stop there: recently, he accepted a permanent position with TWC in the same role, which he began on June 15!

David's advice to fellow job-seekers: "It's very important to be committed to your professional and personal development. Also, you have to be patient with the process and know that you will eventually land. Everyone's journey is different, but no more important than the next person."

NAMIC-Carolinas

HR Hub

The Importance of Social Media for Recruiters and Job Seekers

Not having a presence on social media can possibly jeopardize your career chances. According to the results of CareerBuilder's annual survey on social media recruitment, 35% employers are less likely to interview applicants they can't find online as they are using social networking sites and Web searches to research prospective employees.

The national study conducted for CareerBuilder between Feb. 11 and March 6, 2015 included the responses from more than 2,000 U.S. hiring and human resource managers in varying industries and company sizes and more than 3,000 employees.

- 53% of employers use social networking sites to research job candidates, up significantly from 43% last year and 39% in 2013.

- 35% of employers who screen via social networks have sent requests to "friend" or "follow" candidates with private accounts; most are granted permission.

Most recruiters aren't intentionally looking for negatives. 60%, in fact, are looking for information that supports the candidate's qualifications for the job, according to the survey. For some occupations, this could include a professional portfolio. 56% of recruiters want to see if the candidate has a professional online persona, 37% want to see what other people are posting about the candidate, and 21% admit they're looking for reasons not to hire the candidate, according to a release about the study.

What turns employers off?

- Provocative or inappropriate photographs (cited by 46% of respondents).

- Information about the candidate drinking or using drugs (40%).

- Evidence that the candidate bad-mouthed a previous company or employee (34%).

- Poor communication skills (30%).

- Discriminatory comments related to race, religion, gender, etc. (29%).

On the other hand, 32% said they unearthed information that positively influenced their decision to extend a job offer, including:

- Background data that supports the candidate's qualifications for the position (42%).

- Information that revealed the applicant's personality fit with company culture (38%).

- Data that conveyed the candidate's professional image (38%).

- Material that revealed great communication skills (37%).

- Information showcasing creativity (36%).

It's worthwhile to set up a basic professional about.me page or a LinkedIn profile that includes accomplishments, projects, etc. as it could better your chances as a candidate.

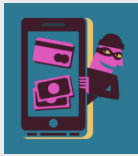Lack of Social Media Presence Can Hurt Job Seekers
http://www.shrm.org/pages/default.aspx

Dee Turnbull
NAMIC-Carolinas
Communications Team

<u>**Tech Talk**</u>

Malware on Cell Phones

 What in the world is Malware? Is Malware the same as a Virus? If you are as confused as most of us, I hope that this article will assist you in clarifying some of these questions.

As we use social media applications on our tablets and smartphones and store pictures and videos, we tend to think about smartphones as just phones. Smartphones should be viewed as computers. A study done in 2013 shows that 81% (approx. 205 million) smartphones are powered by Google Android. Due to the great number of devices using the Android Operating System, cybercriminals have taken an interest in the Android Operating System.

A virus enters the device and infects innocent programs by injecting a malicious code. That way, as the program runs, so does the virus. Malware, while similar to virus, is a "Malicious Software" that is specifically written to gain access to your devices without the user even realizing it. On cell phones, there is no significant threat of viruses, but there is a huge threat from Malware. Spyware, a type of malware, aims to purely observe the user's actions and record those actions. Recordings vary from what keys you enter on your bank account site, to the ability to listening to live conversations. In a few words, privacy invasion.

What can the user do to help protect against a malware infection, For starters only buy or download apps from legitimate applications such as Google Play Store or Apple store? User may want to show caution with new applications that are just released, as new applications legitimacy may not have been tested yet. In the end on the mobile devices you may want to go to the settings and select Security, make sure you select "Verify Apps". Now the question may arise of how can I check it right now since I have downloaded apps without checking?

There are some mobile security apps out in the stores that assist you. Some people like to use the application Lookout. Lookout has a separate version for tablets. Malwarebytes and Symantec Managed Security are other applications that are also

gaining popularity. As always, if you choose to do the extra step on your mobile devices, you may be already comfortable with a specific antivirus that also may offer malware protection. Regardless of the mobile security app you select, check the settings so it can scan any new downloads, check all files, scan once a day and check to see if the application has any updates at least once week. These are good practices to keep your valuable information on your mobile devices secure from cyber criminals.

https://www.lookout.com/
https://www.malwarebytes.org/
https://www.symantec.com/

Marden Gonzales-Irias
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 Lean Conversations

God bless America: the land of plentiful food, most being wasted....

If we have hamburger, fries, and water, we want to be sure that we finish all of them. We take a bite of the hamburger, a bite of the fries, and a sip of water and keep going back and forth with this pattern, and may get too full and not finish any of them. If we focus on one item at a time, then get full, we would only have wasted just one item instead of three items.

Starting on different projects in your life is very much like eating a meal. You have several meals to choose from, plus a drink. With your projects, you could tackle them one of two ways: by hitting one project at a time or by hitting all the projects at the same time.

We don't have to stress which of those methods is better. Most of us could agree that tackling one thing at a time is much more effective than trying to tackle everything at the same time.

Some of us are great starters, but horrible finishers. The starting part is exciting, just like getting your meal. But once you get going, you get distracted with other projects that you'd like to start -- just like when you're eating one thing, you want to eat something else before

you finish the other food. If this keeps up, you would have found yourself starting everything and finishing nothing -- just like with food.

When you waste food, you probably seen that you've eaten some of everything, right? Maybe you might have finished ONE thing, most likely your drink. But everything else lies around half-eaten. Now, you're too full to finish your plate.

In the same way, when you start everything, your day, projects, etc., you MAY finish one or two things, but then you'd could be so burnt out that you don't want to complete your other projects. Now you have unfinished projects that lie in waste.

Now, there's a psychological thing that happens when we work on one food at a time. We see all the other delicious foods that we want to tackle and want to get to them as soon as possible. So, we don't waste time eating one thing, we want to finish it to could get to the next thing.

But when you tackle EVERYTHING at ONCE, there are no other projects to look forward to, and eventually you'll just get burnt out. You're going to start saying to yourself that this project isn't working, that project isn't working, the other project is a flop, etc., etc. And the reason those projects aren't working is because you're not devoting enough time on them. **You're too busy doing everything at once, and when you do everything at once, you don't spend much time on any one thing.**

Why is it that kids have such hard time learning in a traditional school setting while kids in smaller, less traditional school settings are excelling? You have a class with 30 kids, and all of them learn differently. How could a teacher address everybody's learning preference all at once? You will have kids who excel, kids who do "all right," and kids who just fail because the teacher cannot focus on any one kid at a time.

In the same way, if you have several projects to do, some may excel, others may do "all right," and others may flat-out fail. **But more realistically, maybe ONE of those projects would excel, others may yield SLIGHT results, and the rest would just fail.**

Look at the unfinished projects that you have. Now pick which of those you want to tackle first. Once you pick that project, resolve to do nothing else until you finish it.

Dee Turnbull
NAMIC-Carolinas, Communications Team