



turning managers into leaders

Merge's Monthly Mega Minute – May 2003

Welcome to **Merge's Monthly Mega-Minute** - a bite-sized, yet substantial and practical, nugget of information that you can use immediately to enhance your professional and personal success.

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Merge Gupta-Sunderji helps turn managers into leaders. Through engaging keynotes and facilitated workshops, she gives people specific and practical tools to achieve leadership and communication success. Contact her at www.mergespeaks.com or 403-605-4756

How business cards can be so much more than just business cards

Normally, we give business cards to the people in our organization who deal with external clients and customers. Logically, that makes sense - why else would you need business cards, right? Wrong. Here are two very good reasons to give all (and I mean all) your employees their own business cards.

One, it is an incredible motivator. You will be stunned at the pride people will feel and demonstrate when they have business cards. In fact, those who would not typically get business cards appreciate them the most. I remember years ago when I managed an accounting department, the accounting assistant was so thrilled about getting her own business cards that she even had several laminated and attached to her bags.

Two, what a great way to promote your company! Whether you're the CEO or a mailroom associate, you have frequent opportunities to give your organization positive exposure. At meetings and parties and other public events, people always ask the classic question "What do you do?" which usually translates to "Where do you work?" Business cards not only do the trick, but also give you free advertising to boot!

Supervisors and managers, think about it - for just a few bucks, you can not only make your employees feel better about their work and their employer, but you can also turn them into ambassadors for your company by letting them proudly promote and advertise your organization.