



## ***MEDIA ADVISORY***

### **Media Relations Contact:**

Cynthia Guiang  
CG Communications  
858-793-2471  
[cynthia@cgcommunications.com](mailto:cynthia@cgcommunications.com)

### **The Chairmen's RoundTable Shares Top Ten Ways to Keep Employees Motivated in Tough Times**

San Diego, CA – April 6, 2009 – The Chairmen's RoundTable (CRT), a San Diego-based, non profit volunteer organization that provides gratis mentoring and business advice to CEOs and presidents of local, private businesses, is providing these Top Ten Ways to Keep Employees Motivated in Tough Times, in hopes that business owners may find the information helpful.

"I think we can all agree that these are unprecedented tough times," said Jeff Campbell, Chairman of the CRT. "Our model is to reach out and provide mentoring to one company at a time. In this environment, there are many more in need than our model can accommodate. In trying to figure out how we can best serve the community, we decided we had to find ways to extend our reach. Our solution: to share some of our collective knowledge in the form of regular media advisories and to partner with educational institutions to host seminars on topics that will inform and inspire."

The following tips were assembled by CRT member Michael J. Berthelot:

#### **Top Ten Ways to Keep Employees Motivated in Tough Times**

**1. Lead By Example**

This is not the time to buy a flashy new car or talk about an upcoming Caribbean vacation. Recognize the difficulty that everyone finds themselves in and understand that your employees are looking to you for leadership and direction. Stay focused on what you can control and do what you do best. Avoid distractions and time and emotion-wasting activities.

**2. Keep a Positive Attitude**

Doom and gloom at the top is quickly noticed and spreads through your employees like a disease. Stay focused on the long term and have confidence in your and their ability to do what you do best. Don't let the weight of unrelated situations, such as the stock market and politics, depress your outlook.

**3. Recognize Success**

Be vigilant in identifying successes by employees and celebrate them. Pizza and beer never tasted so good as when celebrating one new client, product, or accomplishment when times are tough.

**4. Share the Pain**

When cuts in salary, benefits, or hours become necessary, your employees will be watching to see if you walk the walk of sharing the pain. Take a bigger piece of the downside. As they say in the infantry, officers eat last.

**5. Keep it Real**

Don't wear rose-colored glasses and spew mindless happy talk, but don't be a Cassandra either. Be realistic and focus on facts, not hyperbole, rumor, or the latest pundit's opinion. Remember that the people on TV are entertainers first and informed journalists second (if ever). They really don't know any more than you do. Keep yourself and your people focused on the facts as you see them.

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**6. Set Goals**

Don't allow the uncertainty of the general situation to impact your desire and ability to set and strive to achieve realistic goals. The goals may be different or not quite the stretch goals of the past, but without goals your team is drifting without direction. That is never a good situation and can be disastrous in tough times.

**7. Invest in the Future**

Tough times present opportunities to invest in your business and people. Use down time for training, learning, and researching the things you couldn't when you were swamped with work. Plan to exit the bad times with a stronger and well-prepared group of people. Your employees will be more confident in their future if they know that you are investing in it.

**8. Take Care of Yourself**

Stress kills. Take care of yourself physically, mentally and emotionally. Keep yourself physically fit, exercise, and watch your diet and alcohol intake. You can't help others if you can't help yourself first. Encourage your employees to do the same.

**9. Be Thankful**

Times may be tough, but this is still the best country in the world to live in and to weather the storm. Your family still loves you and so does your dog. Be appreciative of what you have rather than dwelling on what has been lost. Say thank you to your employees for their dedication, loyalty, and sacrifice. They will appreciate it.

**10. Have Some Fun**

Unless you've taken TARP money, keep the fun in the business. No need for a trip to Las Vegas, but an outing to a ball game, a mid-afternoon movie break, or an afternoon of beach or golf time will keep the memory of the good times alive. Laugh a lot and enjoy the little victories that life brings you.

***About Michael J. Berthelot***

Michael J. Berthelot, CEO of Cito Capital Corporation, a strategic and financial advisory firm, writes and speaks on corporate governance and also serves on several public and private company boards including Fresh Del Monte Produce Inc. (NYSE:FDP), Pro-Dex Inc. (NASDAQ:PDEX), and Mtelligence Corporation. Mr. Berthelot is a CPA and served as the Chairman and CEO of a publicly traded multinational manufacturing company for thirteen years before retiring to San Diego. Mr. Berthelot serves as a mentor for the Chairmen's Roundtable and for students in the UCSD Rady MBA program. He is also the Vice-Chair of San Diego's Corporate Directors Forum.

***About Chairmen's RoundTable***

The Chairmen's RoundTable is a non-profit volunteer organization comprised of 45 current and former Chief Executive Officers with extensive board of directors experience and diverse industry backgrounds. CRT mentors provide businesses in San Diego County priceless business advice and mentorship without compensation, as a way of giving back to the community. CRT's well-defined mentoring program is ideal for small to mid-sized companies at a strategic crossroads that are looking to gain an outside perspective on key business issues. To date, over 200 local companies have benefited from CRT's mentorship. For more information and to read about past client successes, please visit [www.chairmensroundtable.com](http://www.chairmensroundtable.com).

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