

## Use video to boost your website

Raegan Johnson, contributor to Associations Now, writes that if you're looking to keep up with user expectations regarding content, you need to have video. This is seconded by "Brian Byer, VP of Blue Fountain Media, by saying that Video is the newest component of website literacy, with more 'stick' value than any text or



picture you might have formerly used," "Moreover, video is one of the simplest and most effective ways to engage site visitors at that all-important emotional level, so be sure your video is funny or touching, or else extremely useful."

Source: Raegan Johnson, contributor to Associations

Now, <https://associationsnow.com>

### WHAT THEY SAY

The "Memogenda" is insightful and relevant to our day-to-day job.

--Mohd Reza Mohd Hatta  
Credit Guarantee Corp Malaysia Berhad (CGC)

## Leverage Social Media to reach millions of people

These days, you can use social media from your phones. You can also set posts while you're sleeping. This is a secret most marketers won't tell you! By utilizing my favorite social medias (Facebook, LinkedIn, Twitter, YouTube, Snap Chat, and Instagram), you can reach hundreds of thousands of people each day—millions in a month! What kind of content can you produce in your field? Post several times each day and you'll be recognized by millions!

Source: Daniel Ally

## Make sure your team takes vacation

As a manager, it's important to encourage your employees to take time off. Make it clear to them that this is a business issue — not just a personal one. Use a few minutes in a team meeting to share some of the research on the benefits of vacation, such as higher productivity and less stress. Then keep track of how many vacation days employees have taken, and periodically update the team so that they know this issue matters to you. When people do take



time off, tell them that you don't want them checking email or voicemail, and that you'll keep a list of things that come up for when they're back. And if someone on your team isn't taking their vacation time, bring it up during their next development discus-

sion. Most important of all, be a good role model: Take full, disconnected vacations so that your team will, too.

Source: Management Tip of the Day, as adapted from "How to Get Your Team to Use Their Vacation Time," by Liane Davey.

## Building a million-dollar brand

The secret is never compete. The surest way to fail in building a million-dollar brand is to emulate others. There are too many carbon copies in every industry. Don't be another one! You must not look at the work of others with envy or contempt, nor should you compare your products and services with another person. However, you should create an empire so large that your former 'competitors' start asking you for help.



Source: Daniel Ally, motivational speaker

## Creating content

Sumner Redstone is known for saying, "Content is King." Today, it's truer than ever. However, your content must be CONSISTENT and DIFFERENT. There's a ton of inspirational people who are trying to do the same things, but get little results.



Your content must be original and thought-provoking. You also want to produce content that is 'shareable' with the world.

Source: Daniel Ally, motivational speaker

## Dealing with a credit-grabbing boss

The workplace is full of challenges like credit-grabbing boss and etc., downing the morale of some hardworking employees. For instance, when your supervisor grabs a credit that is supposed to be for you, what would you do? Here are some techniques to help you maintain a positive outlook with a credit-grabbing boss from Rey Elbo's article "Dealing with a "credit-grabbing boss" as featured in his BusinessWorld column "In the Workplace:"



you," regardless of whether it's sincere or not.

**Stand your ground if the boss puts the blame on you.** If your boss's style is to bully people around him, then be brave enough to confront him without necessarily putting up a fight or arguing with him. Remain cool as always, but make it known to him that you can't be easily

intimidated. Remember this—bullies tend to concentrate their efforts on those who can be easily manipulated with anger.

**Take your time well and think of more tasks to please the boss.** If you decide to stay with that company, then your only recourse is to be on the safe side. Whatever happens, don't criticize your boss to everyone as there's no assurance that he/she will not come back to haunt you.

**Know the best opportunity to interact with the boss.** And do it as often as possible. Be an expert on this. Look for days and right time when things have been going on well for your boss to approach him on something that is not controversial. Bring out certain topics of mutual interest to you.

*Source: Rey Elbo's "In the Workplace", BusinessWorld, Feb-23-24, 2018 Issue*

**Seek constant two-way communication with the boss.** Try to understand his situation so that it would be easy for you to help him. It's difficult but it's worth the effort than remain perpetually bitter, close minded and emotional all the time. Have an eyeball-to-eyeball with the boss when you have meeting.

**Follow up on all projects that you have submitted to him.** Take the opportunity to see him if he needs clarification or more information. Chances are, no matter how slim they are, that he may realize his shortcomings. After all, the usual acknowledgement in an unguarded moment is always in the form of a "thank

## 9 signs of a natural leader

Leadership is a skill that can be taught, but it also manifests itself in some people naturally. Recognizing this as a trait in yourself or others can sometimes be tricky — and it can cause misunderstandings about the natural leader's character or intentions. Recognizing the personality traits is the first step so here are nine (9) signs of a natural leader from Andy Trainer SmartBrief (<http://www.smartbrief.com>) and Robyn McLeod, Chatsworth Consulting Group (<https://chatsworthconsulting.com>):



This may be challenging, and dealing with the disruption may distract from understanding the reasons behind it.

**Forward thinking.** With the questioning comes the suggestions. The natural leader will instinctively problem-solve, even when others don't see a problem that needs solving. They will suggest new methods

of approaching challenges and ways of improving processes.

**Helping others.** A natural leader may have a tendency to correct others on their mistakes and to try to motivate those who are lagging, even when not asked for help.

**Being asked for help.** The natural leader doesn't have to be an expert in what they are doing for others on the team to go to them for guidance and advice. If you see a

A good leader takes a little more than his share of the blame, a little less than his share of the credit.

--Arnold H. Glasow

member of your team being repeatedly asked for support, consider the reasons that this person is being singled out.

**Being noticed.** The natural leader will stand out from the crowd, and it's likely that they will be noticed by other people within your organization, e.g. other managers and directors. Making an effort to notice what is noticed by others can give you a heads-up about this person's nature.

**Personal life.** Another sign of a natural leader is what information they volunteer about their personal life. Does it seem that it's always them who organizes their friends to get together? Are they the one who initiates after-work team drinks on a Friday? What people are like in their personal life is a big clue to their true nature — they may be trying to quash some of their personality traits at work.

**Humility** – A natural leader is able to recognize and own up to their weaknesses, and is not afraid to admit mistakes. Arrogance and superiority are not in their DNA. They are willing to look at failures as opportunities to learn, grow, and be even better.

**Adaptability** – Someone who can "read the room," sense what is going on, and shift their approach shows signs of being a natural leader. They are able to adjust their style, tone, and language in a way that meets people where they are and influences them in a positive way.

**Curiosity** – Another indication that someone is a natural leader is their willingness to learn and explore what is unknown or different. They can move easily across cultures, skillfully interact with people who are different from them, and see new experiences as a positive adventure.

*Source: Andy Trainer SmartBrief (<http://www.smartbrief.com>) and Robyn McLeod, Chatsworth Consulting Group (<https://chatsworthconsulting.com>)*

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