

April 2019



Under *the* Sun

N E W S L E T T E R



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FEATURED CUSTOM ENVELOPE

This month's featured custom envelope is a VERY special piece for Lexington Medical Center! Featuring a custom shape-cut trailing edge as well as a unique Petallic paper, it is truly a show piece. This envelope also houses a custom die-cut invitation. Together, they make up a stand-out, elegant invitation package.

Interested in how you can utilize shape-cut envelopes to enhance your direct mail campaigns?

Contact your sales representative, give us a call at 803.791.1786 or visit us online at SunSolutionsUSA.com/envelopeconverting/

"Management is doing things right; leadership is doing the right things."

— Dr. Peter F. Drucker

"New levels, new devils."

—Joyce Meyer

"The antidote to fear is action."

—Christy Wright

"There has never yet been a man in our history who led a life of ease whose name is worth remembering."

—Theodore Roosevelt

"Don't buy things you can't afford with money you don't have to impress people you don't like."

—Dave Ramsey

"Don't talk about change. Talk about improvement."

—Chris Hogan

"Chase the vision, not the money; the money will end up following you."

—Tony Hsieh

"If you're a leader, people's lives should be better because of the influence you've had along the way."

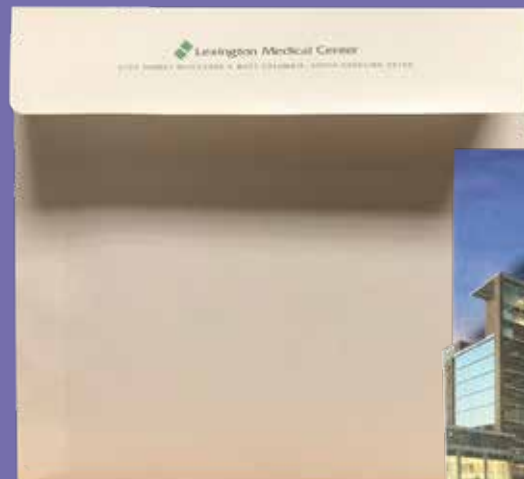
—Tony Dungy

"Leaders take words seriously because we live and die by them."

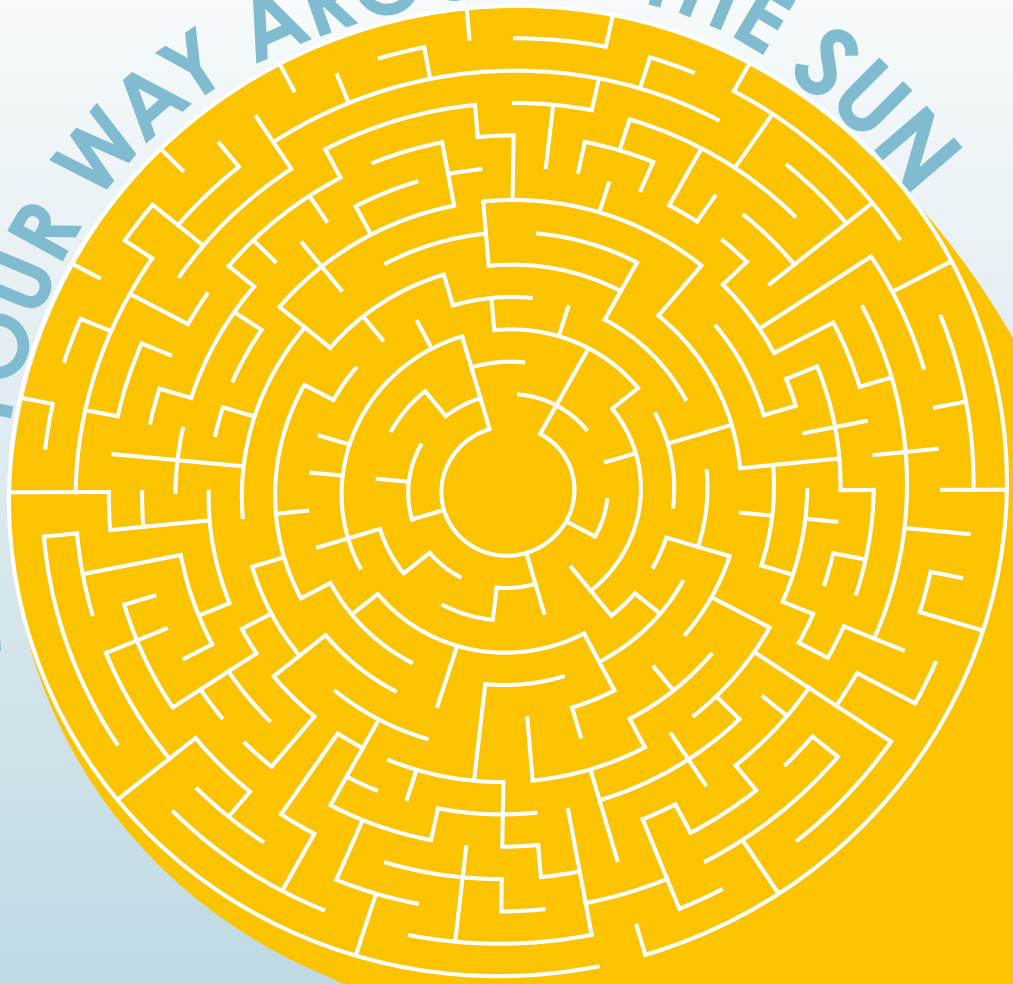
—Albert Mohler

"Remember that everyone deserves some fun during working hours."

—Robert Heller



FIND YOUR WAY AROUND THE SUN



Can YOU solve our maze? The first 5 people to find their way through and submit a picture to Courtney.Altman@sunsolutionsusa.com win a FREE Sun Solutions travel mug!



Did You Know?

- » Cereal is the second-largest advertiser on television today, behind automobiles.
- » Tuesday is the most productive day of the workweek.
- » Sixty-four percent of consumers have made a purchase decision based on social-media content.
- » If you have \$10 in your pocket and no debts, you are wealthier than 25% of Americans.
- » Robert Chesebrough, the inventor of Vaseline, ate a spoonful of the stuff every morning.
- » One in eight American workers have been employed by McDonald's.
- » You can purchase large sheets of uncut U.S. currency through the mail.
- » Google was originally called BackRub.
- » Facebook is primarily blue because founder Mark Zuckerberg has red-green color blindness.
- » Bill Gates makes at least one thousand dollars every four seconds.
- » Twenty-two million small businesses in America consist of one lone employee.

7 STEPS TO GET CREATIVE AT WORK

Step 1. Thinking of innovation as an Equation.
Product from domain 1 + Product from domain 2 = New product

Step 2. Get mindshare from people who have different areas of expertise, then build on similarities.

Step 3. Align Your Culture to Support Your Creativity.
Your goals, work assignments, reward systems, and feedback processes have to be aligned to encourage creativity.

Step 4. Support intelligent failures.
If you want to grow, you'll have to risk a few failures. As others have said, failure is 99% of the work.

Step 5. Brainstorm better.
Brainstorming is the most basic of creativity processes we use at work, but most of us could do it better.

Step 6. Step away from work to find new insights.
Taking a break from work can give you the free mental space you need to find creativity.

Step 7. Share credit.
If we want to get our team members to contribute their best ideas, we have to be willing to share credit

Source: www.forbes.com



CIO TECH TIP

Trick for searching Youtube from your address bar!

When using the Google Chrome browser, you can type YouTube.com into your address bar, then hit tab, and search YouTube directly from your address bar. Gone are the days of actually going to YouTube to find something.

This little trick also works with other sites too. You can search Amazon, Netflix, even Pocket-lint right from your address bar.

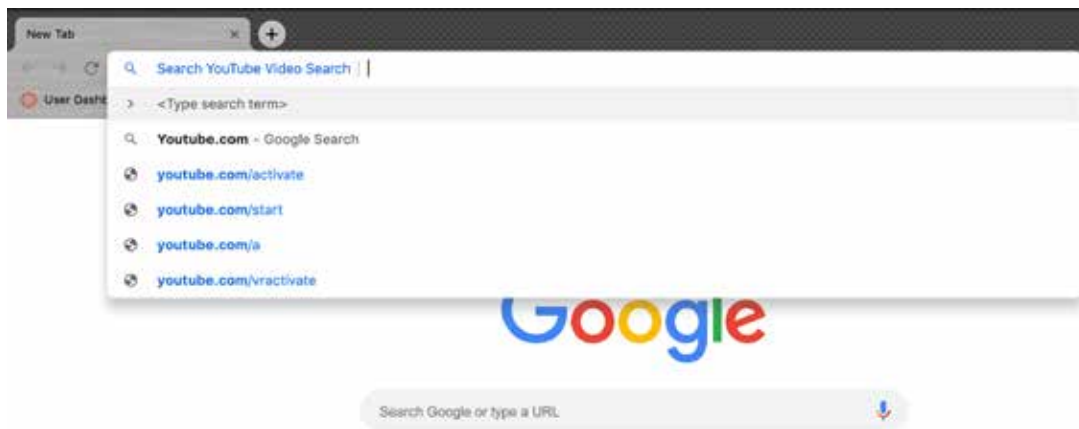


Customer-Service Checklist

If you're looking to boost your company's customer-service skills, ask yourself these important questions to see how your team is doing.

Do we...

- Make a good first impression?
- Ask the right questions?
- Focus on building relationships?
- Present your value proposition well?
- Ask for the sale?
- Give your full attention all the time?
- Listen well?
- Show sincere appreciation?
- Put the care of your customers before your to-do lists?
- Follow up adequately?
- Provide the human touch when necessary?
- Work to be proactive instead of reactive?



FEATURED GRAND FORMAT SOLUTION

Sun's Grand Format team recently had the privilege of installing an exciting new project at Lexington Medical Center! We produced a full color, 18' x 9' silicone-edged graphic piece and installed it in their new Labor and Delivery floor located in the new North Tower and was available for viewing during the North Tower Grand Opening on Thursday, March 21st.



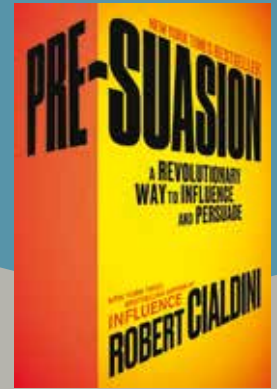
This graphic display was produced as the final piece for the "Was Your Baby born at Lexington Medical Center" marketing campaign.

There were approximately 4,000 baby pictures submitted by Lexington Medical employees and from the general public for this very creative campaign.

LEXINGTON MEDICAL CENTER



Books in Review



Pre-Suasion: A Revolutionary Way to Influence and Persuade

by Robert Cialdini

After his first successful book, *Influence*, Robert Cialdini is back with more. His latest book *Pre-Suasion* offers up some powerful ideas based on examining the social-psychology research to show you how to best persuade and influence others.

Here are a few takeaways you can expect to glean from the book:

- » You can elicit specific actions or answers by the leading or “pre-suasive” questions you ask. For example, if asked if you are happy, you’ll look for things that make you happy.
- » People tend to settle their attention on what’s available to them, so make sure whatever is holding their attention is what you want them to focus on.
- » By using relatable words, or words that remind people of what they love, you have a better chance of influencing others.

To see how these concepts and strategies work to inspire people to action, get your copy of *Pre-Suasion* today.



In addition, a similar mosaic styled graphic display containing pictures of LMC employees was also produced and is located on the ground floor of the new North Towers for all to see.



A banner style graphic display using the same image was installed on the main floor in the atrium also located in the North Tower.

FEATURED PROMOTIONAL PRODUCT

Our featured promotional item for April is the Goldstar Laguna Gel pen!

With no setup charge, a 72 hour production time and a per piece price as low as \$0.99 these are hard to pass up! There is also the option to choose between blue and black ink.



Interested in how we can provide branded merchandise to promote YOUR business?

Contact your sales rep, give us a call at 803.791.1786 or visit us online at

www.SunSolutionsUSA.com

April Birthdays

Austin Casto	04/07	Trystan Tingberg	04/19
Michelle Pratt	04/08	Belinda Neese	04/19
Owen Bolin	04/09	John Burrows	04/21
Andrew Reiningger	04/11	Bill Worman	04/21
Justin Beale	04/13	Courtney Amick	04/21
Shawn Bunnells	04/19	Frank Neil	04/29

April Anniversaries

Chad Todd 5 Years
Chris Cooper 10 Years

*Please note that anniversaries are recognized beginning at 3 years, followed by 5 years and then onward in increments of 5.

SUN SOLUTIONS IS PROUD TO BE A



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