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Under *the* Sun

N E W S L E T T E R



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REINVENT OR REINVIGORATE?

With the kind of disruption that we've seen this year, many business owners are trying to navigate the way forward and eventually come to a crossroads moment. Do you reinvent the way you do business? Or do you reinvigorate your team and your customers?

Maybe a little bit of both is in order.

Reinvention

Reinvention may be necessary when you can't do business the same way anymore. Sometimes that comes from an outside force that you have no control over, such as COVID-19. Sometimes it's from technological advancements or technology obsolescence. Whatever the reason, it can't be avoided, so you decide you'll have to make changes.

Reinvigoration

A reinvigoration is needed when a business is tired, when things have been the same for years, or you've slowly watched profits fall or stagnate. Beware the mentality that says it has always been this way. Business moves incredibly fast, and the "tried and true" can be a pitfall. So what do you do?

Remember Why

The reason you do what you do may be precisely what you need to show you the way forward. Answering your "why" can bring tremendous motivation and can lead to a fresh look at how you can achieve your business goals.

Delegate or Outsource

Both individually and as a company, none of us can be great at everything. Keep what you're great at and outsource the rest, or delegate to other team members who are better at it than you.

Collaborate for Marketing

Find another company that has the same audience and a non-competing product or service to co-market with. Host an event together or find another way to join marketing forces. 



5 Business Truths to Live By

1. You don't have all the answers. Seek guidance.
2. Stand out. Don't follow the crowd.
3. Be transparent and be inclusive.
4. Hold yourself accountable.
5. Be financially savvy.

Print Advantage

ENGAGE YOUR AUDIENCE

Did you know that the average time a user spends reading a magazine is 45 minutes, but the average time spent on a website is two minutes and 17 seconds?



Take advantage of the attention span that only print provides. A person who picks up a printed item does so with the intent to read it. That is a golden opportunity to draw a picture for them, the kind of picture that makes the customer see themselves using your product and taking advantage of your services. You can't get this kind of focus from a Web ad. A page view from a tiny Web banner does nothing to win over a new customer. Here's why print wins out.

Print Is Exciting

Imagine their reaction to a beautifully crafted marketing piece, multiple folds, revealing a surprise with every open. Every page turn is the ultimate click-through. Print is irresistible and exhilarating.

You have the opportunity to capture their imagination with an intriguing design, as well as an enthralling story. Engage their emotions and make a connection between your business and their hearts and minds.

Print Is Captivating

When a user picks up your postcard or opens your folder, they are captive to your message. They are purposeful in their action because they picked it up. They chose your printed item. There's nothing else they're doing at that moment but looking at your message.

So, fascinate your audience and engage their imagination with print!

That's the Print Advantage! 



"No matter what anybody tells you, words and ideas can change the world."

— *Dead Poets Society*

"Find a truly original idea. It is the only way I will ever distinguish myself. It is the only way I will ever matter."

— *A Beautiful Mind*

"Sometimes it is the people who no one imagines anything of who do the things that no one can imagine."

— *The Imitation Game*

"Most of life's burdens, with a little help, can become a gift."

— *Seventh Son*

"My mind rebels at stagnation. Give me problems, give me work. The sooner the better."

— *Sherlock Holmes*

"Do, or do not. There is no 'try.'"

— *Star Wars*

"Great men are not born great, they grow great."

— *The Godfather*

"It's the magic of risking everything for a dream that nobody sees but you."

— *Million Dollar Baby*

"Well, it's no trick to make a lot of money... if all you want to do is make a lot of money."

— *Citizen Kane*

Featured **Solution**

DESK DIVIDER SNEEZE SHIELDS

Sun now offers desk divider sneeze shields – includes printed custom logo or we can produce these with no logo. Lightweight, foldable and easy to clean! Size for a standard sneeze shield: 30" x 36". These shields are ideal for open work spaces and schools. For schools, each shield can be personalized with the student's name!



Call or email our team at Sun for availability and pricing at: **803-791-1786 / info@SunSolutionsUSA.com**

Featured Product

A CASE FOR VIBRANT DESIGN

Maximize the value of your content with presentation folders that speak volumes, seizing your customers' emotions in vivid color.

Let's get real: putting together a case study is time consuming. It takes effort and cooperation from your best customers and many hours from you or your team to write the perfect story. The finest way to honor their testimonial is with spectacular design and quality print. Demonstrate your gratitude for their help and capture your audience's emotion with a striking presentation.

Any display of your content needs to look great, be crafted with the finest quality paper, and printed in brilliant color. Give your presentation folders the excellence they deserve. Entice your customers to open them and reveal your showstopping case studies and testimonials. Print it with pride and passion! 🎯



Business Funnies®



Customer Care

Unwarranted Customer Anger

If a customer is angry because their product broke or wasn't delivered on time, that's easy to solve. Replace it, refund it, or make it right. But what about anger that seems to come out of left field? This kind of anger is typically not about you.

What Now?

A hurting person will display anger over small roadblocks, often unable to see a solution. Give customers a clear solution and walk them through how it solves their problem.

Pressure

Anger can also appear if the person feels pressure from other forces. They can be pressured by a boss or from a financial situation that makes them feel powerless.

Approaching unexpected anger with empathy and taking the time to find a solution will make even the angriest customer a loyal, future buyer. 🎯



Six Dimensions of Wellness in the Workplace

Social Wellness

Social wellness is the ability to connect with other people and to create positive relationships. Find small moments to interact, such as eating lunch together or meeting for a snack break.

Emotional Wellness

Create an environment that offers space to cope with stress and mental wellness. This can be as simple as allowing mental-health days, or providing events on mindfulness training.

Spiritual Wellness

Spiritual wellness is about establishing guiding values that give direction to the work you're doing and can be put into practice through giving-back programs and setting policies that foster diversity.

Environmental Wellness

It's more than adding a recycling program at the office. Consider

providing filtered water options, reducing noise levels, or adding plants to clean the air and improve ambiance.

Occupational Wellness

Stand-up desks and properly fitted safety gear are just the beginning. Feeling fulfilled is a huge part of occupational wellness, as are opportunities for career advancement.

Intellectual Wellness

Lifelong learning should be part of every work environment. You can address this through professional memberships, development classes, or encouraging personal hobbies.

Physical Wellness

Walking meetings and short stretching breaks show physical wellness is more than the insurance discount on a gym membership—it's a part of the entirety of your employees' well-being. 🕒

Apps Scene



AirDroid
Android

If you've ever owned an iPhone, you already know how handy AirDrop can be. Now Android users have the same opportunity to drop files from their phone to their pc or from their pc to their phone with no cables. Send emails, respond to text messages, no matter what device you are on. Transfer files without tethering. It even works with WhatsApp and WeChat. No more switching between devices as you're working.



IFTTT
Android & iOS

For the geek in all of us, IFTTT (If This Then That) allows you to connect the seemingly unconnectable. It's a one-stop place for all your connected devices at home and at work that can be programmed with one hub. You don't have to go into Alexa for one thing, Nest for another, etc. IFTTT allows you to make "rules" or scenarios right on one device.



Shopventory
Android & iOS

Looking for a way to manage inventory? Shopventory is a friendly place to start. While not a point-of-sale system, it does integrate with many POS as well as many shopping carts. The app downloads for free, but the management tool is a paid service starting at less than \$40 per month for one location. For a business that does a lot of online sales but doesn't have an inventory management tool that integrates with their online shopping cart, this one is worth looking at.

WHEN NOT TO GO DIRECTLY TO HR

If you are considering taking an issue to HR, here are a few situations where you might want to rethink it.

Conflict with a Coworker

Unless it's something serious, the everyday conflicts that come up between colleagues should first be addressed between those individuals. If your coworker is rude, engages in gossip, or doesn't pull their weight in a way that affects you, it is best to address the issue directly.

Ask your coworker why they behave this way towards you or the work. Be specific to the instance(s). If you say "you always" then your complaint will go nowhere. Instead, say, "Today, when you said X to me, it was rude. You did the same thing last week at X meeting. Is there a reason you are speaking to me like that?"

Complaints about Your Manager

These can be uncomfortable conversations, but addressing an issue about your manager needs to be done with your manager. Be direct and explicit. Ask them questions about why they did X. If it

is rude behavior, then it is important that they know their behavior has hurt you.

Complaints about Assignments

These should start with your manager. Knowing the reason behind the task may help you feel better about it. If you're not getting enough work, your manager can tell you what skills you need to develop to be given better assignments.

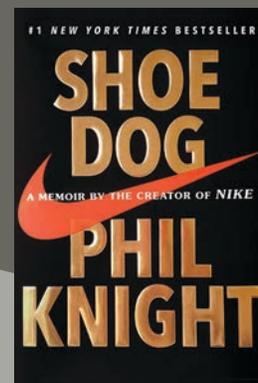
Questions about Your Career Path

It may seem like HR's job to guide your internal path within the company, but your manager would be best. They will have more insight into mobility within your department or division and know your skill set, value, and work ethic.

If following this advice gets you nowhere, you now have specific examples of actions you have taken and the results to back up your position. HR would likely ask you to take these steps and come back to them later anyway. 🎯



Books in Review



Shoe Dog

by Phil Knight

Life is messy. Running a business is messy. Running a multibillion dollar business is messy. Phil Knight, founder and CEO of Nike, reveals the ups and downs of building one of the most recognized brands in the world in his memoir *Shoe Dog*.

The path to success is not easy, not even when it is going well. Mistakes are going to be made, and it is an incredible opportunity to be given access into Knight's mind as he candidly describes his failures and triumphs. Few CEOs with brands this big have ever shared their "secrets" in this much detail—from the ruthless competition to hostile lenders who didn't want to help when Nike needed it.

Knight counts the relationships he has nurtured all these years as his most celebrated successes. *Shoe Dog* will give any entrepreneur hope that success truly is what you make of it, and every decision has consequences. It's what you do with the mistakes that make you great. It's easy to ride high on the great days, but getting through the rough days is what divides the average from the special. 🎯





MAKE IT EASIER TO BE GONE

Being an integral part of a team sometimes makes it hard to take a day off or even a vacation. One consideration is to do as much as you can to regularly communicate your contribution to the team in a way that they understand how to work around your absence.

Visible Online Calendar

Sharing your calendar with members of your team is useful for more than showing meeting conflicts. Blocking out dates and times for your absence well ahead of when you will be gone helps team members to plan for your time off.

Share Digital Files

Establishing a routine of file sharing will help alleviate the need for calls to ask where a coworker can find a needed file. Shared storage can either be established on an internal server or in the cloud.

Software Access

If you use any specialized software that others may need access to

while you are gone, make sure to have an accessible device for them and any necessary passwords or logins. Many applications like social-media accounts, email marketing tools, or other cloud-based software may need to be accessed or used in your absence.

A bonus to implementing these strategies as normal processes is you can stop interruptions, such as "Where's this file?," "When are you free to meet about X?," or "What's the password for X account?" The best teams share knowledge openly, and knowing where to find that shared knowledge even when a team member is out of the office leads to less stress for all. 

August Birthdays

Mike Miller – 08/01
Fred Mack – 08/09
Chris Lee – 08/12
Paul Dilauro – 08/17

Penny Bullock – 08/19
Vickie Smith – 08/22
Albert Cox – 08/28

August Anniversaries

Gage Mizzell – 30 years
Marie Jackson - 5 years (in July)

*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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