

NIEMANN NEWSLETTER



A Publication of
Art Niemann & Company,
Salt Lake City, Utah
800-621-1153
January 2005

NADA Workshop Schedule - "Four Requisites for Motivating Self and Others to Greatness"

Saturday, January 29th @ 11:00 am • Sunday, January 30th @ 3:30 pm • Monday, January 31st @ 8:30 am

2005 - A Terrific Year Ahead!

Positive greetings and best wishes for a happy and prosperous 2005.

This year will truly be an exciting one for our company and me as we celebrate our 25th anniversary.

You also will have a successful year in '05 when you continue to focus on the concepts that lead to true success and happiness in life.

Art Niemann

I am excited about once again being selected to present a workshop at the **NADA Convention in New Orleans**. I hope you will be able to visit us at our booth and attend one of the workshop presentations.

As I reflect on our 25 years of success and good fortune it reminds me that time does indeed fly by when you're having fun. The opportunity we've had to work with many quality clients has provided the momentum needed to sustain our efforts for 25 years. *And this momentum is not slowing as we have exciting plans for 2005.*

This concept of *momentum* is an important one in many fields including sports and business. But what exactly is momentum and how is it developed?

Where did the Boston Red Sox get their momentum to win eight straight playoff games en route to a World Series championship? How does a salesperson make two or three sales in a row and have that "on a roll" feeling? The answer comes down to attitude and self-concept. A win or a sale provides a renewed sense of self-confidence. It refreshes our Positive Mental Attitude giving us that "can do" spirit. Once again proving that ATTITUDE IS EVERYTHING...

When it is a Positive Attitude!

ATTITUDE IS EVERYTHING...
When it is a Positive Attitude!

My workshop at NADA will focus on this concept of momentum for maintaining four important concepts in our life.

Having a Sense of Purpose.

Recent articles show clear evidence that staying active and focused on goals extends life in a robust and fulfilling manner.

Developing and Maintaining a Positive Mental Attitude.

The passing of "Superman" Christopher

Reeve gave renewed focus to the mind-body connection and the impact attitude has on our health and well-being. His positive attitude had a profound effect on the quality of his life after his accident.

Building Positive Relationships with Others.

Build meaningful relationships through showing confidence in others. Compliment rather than criticize. Praise rather than find fault. Build confidence rather than doubt in others.

Doing the Right Thing Because it is The Right Thing to Do.

Following this simple truism is the foundation of your character and leads to lasting happiness and success in life.

Every best wish for even greater success in 2005.

Enthusiastically yours,

Art Niemann



**Visit Us
in New Orleans
at Booth 2640**

Featured Colleague



Jeffrey P. Platt

Jeff began his career in Human Resources in 1999 working for TEKsystems, a company specializing in recruiting and placing IT professionals. For three years Jeff worked closely with client executives helping them interview and select the best candidates. *Jeff's strong interest in helping companies hire the best possible employees led him to begin a new career with Art Niemann & Co. in April of 2002.*

Jeff attended the University of Utah and graduated with a BS degree in Business Marketing in the summer of 2001.

His interest in Human Resources Management along with his education and previous experience has helped Jeff to become a passionate student of the AVA Behavioral Assessment program.

Jeff is an athletic sports enthusiast who lives with his wife Brydie in Sandy Utah where they enjoy riding their horses and spending time with family. (Although Jeff is 6'6" tall and an excellent basketball player, the Art Niemann & Company "Vectors" basketball team still posted a 0-14 record during the '03 - '04 season. The Vectors are taking the current season off.)

Interviewing for Insight

By Art M. Niemann

Humor... A Powerful Interviewing Tool

The main goal of a job interview is to gain as much insight into the applicant as possible during the time spent talking. And the key here is talking...the *applicant* talking.

Unfortunately, even the most confident type of person can be somewhat nervous when applying for a job. This tenseness is even more pronounced with less self-assured personality types. As a result, this anxiousness only acts to stifle openness and the willingness to talk freely about oneself.

A powerful interviewing technique designed to help the applicant overcome this anxiousness is the use of humor. Humor will facilitate a more relaxed and non-threatening exchange

of information. This doesn't mean you need to tell jokes, but rather find something—anything—that the two parties can laugh about.

During the initial part of the interview you should endeavor to establish rapport and get the person smiling, laughing, joking and having some fun! Then, as you move into more serious areas of discussion, the person will be much more relaxed and willing to talk openly.

I recall one interview with an applicant so serious and "stone faced" it became my mission to get him laughing. But nothing worked and the entire interview seemed "closed" as he "played it close to the vest". I left the interview with very limited insight into the important job-related characteristics I was trying to evaluate.



During another interview, my relaxed and laughing applicant eagerly told me all about herself. Including some less-than-positive traits that had caused problems for her in past positions. I'm confident that after the interview she was wondering why she was so open and forthcoming during *this* particular interview. Of course I know why...she was laughing and having too much fun to be apprehensive with her answers.

Suggested Interview Questions:

- ✦ "Tell me what makes you laugh in life?"
- ✦ "Do you consider yourself a lucky person?"
- ✦ "What do you do to maintain a Positive Attitude on the job?"



2319 Foothill Drive, Suite 150
Salt Lake City, Utah 84109
800-621-1153 (US & CAN)