



March  
2017

## TWO THINGS I LEARNED IN HIRING

-AUSTIN CORDS

Last month we welcomed a new employee to our team here at Printing Connection, Inc.. Her name is Michelle and she assists customers like you with bringing projects to completion. She is already excelling at her job and I wanted to take this time to reflect on two things I have learned since hiring her on.

### 1. Don't underestimate the services you provide.

Having a new employee opened my eyes to the complexity of some of the regular processes we execute here. What a couple months ago I considered a simple process, was shown to me to not be the case. When attempting to reiterate the way I set up a business card for print, I found myself on step 4 of a process thinking, "Wow, I hope I don't get lost in what I'm saying." Take time to appreciate the skills that have become commonplace to your line of work and remember they have value. Don't sell yourself short. *(continued below)*



*Meet Michelle,  
our newest  
employee.*

*Most of her  
duties involve  
helping you,  
our customers!*

*(continued)*

### 2. Don't underestimate the abilities of any of your employees.

Jack (my dad) talks about the book, *The One Minute Manager*, an angle on how to manage. The basic premise is demonstrating to the employee the general need and then having the employee determine the best solution themselves. While this is no substitute for detailed teaching of the correct process, allowing an employee to problem solve and struggle through an issue after being taught how to do it properly allows for more comprehension. "Experience is a good teacher, not a kind one." Though new employees are bound to make errors, tossing jobs their way that are slightly beyond their limit is a great way to test an employee. This allows you to see where and how they excel, because more often than not they will accomplish the task.

## PROJECT SPOTLIGHTS



CRYSTAL ROSES BUSINESS CARDS BASKIN'S ROBBINS & TOGO'S SIGN

## TWO THINGS I LEARNED AS A NEW HIRE

-MICHELLE BATEMAN

Taking on a position in a printing company has easily been one of the most challenging jobs I've ever experienced. While truthfully I took this job in an effort to expand my knowledge of software and to further my skills in customer service, I quickly learned how rewarding it is to learn new skills, and to play an active role in the printing process as well.

The first thing I have learned is that there are many different techniques for printing. This has served me well in assisting coworkers in the most basic of tasks, and the more complicated (of those jobs it still takes me a couple tries to really understand what I'm doing, but practice makes perfect!) Specifically for basic tasks like making copies and printing, I've learned how to work with software in adjusting settings based on paper type, size, and even weight! I've learned techniques that have saved printing time in duplicating certain jobs on the page to cut down on paper, as well as several methods for completing the same job, each different and tailored to specific project needs. For instance, for one job I learned how to tweak my settings to allow a printer to trifold a brochure. This saved time in the job overall, leaving me able to complete more tasks at hand and quickly.

The second thing I have learned in printing is that a high attention to detail is very important. Customers depend on us to work diligently with them and interpret their requests in a timely fashion. While we can be on the same page with a client, paying close attention to the small details serves us well in ensuring the project makes it from typesetting to proofing and production while keeping the expected features from the original concept. Something that is great about this company is that the team is very close knit and attentive to each job so that as small and large changes are made, everyone slowly becomes familiar with the project, making it easier to stay on task and complete designs well.