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TESTIMONIAL

*"Using McGhee's tools and processes have given me back the only nonrenewable resource I have - time."*

- Kent Joshi, Manager,  
TSG Hosting Solutions

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Fifty companies in the current Fortune 500 were started during periods of severe economic decline. There are advantages to experiencing a shift of this magnitude, relative to how business is engineered for success. We are forced to creatively rethink the best path to expansion when we have fewer resources and a critical need to prioritize and execute wisely. As Microsoft CEO, Steve Ballmer, voiced in a keynote last week, "Businesses can no longer borrow their way to growth - productivity and innovation are the themes today."

In this issue of the *Insider's Link to Productivity*, we explore how to remain productive in a sluggish economy, provide helpful tips for using the TBYL 4Outlook Add-In, and share our latest team news.

- Laurie Oswald, Director of Sales & Marketing

To learn more about our products and services please [click here](#).

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## *Boost Productivity in Challenging Economic Times*



The drive to increase productivity during an economic downturn is about more than reducing costs. It is strategic decision making that can differentiate a company and improve its profitability. Challenging economic times present opportunities for those who are willing to put aside the fear of what 'may' happen and seize the opportunities.

Because of this, many successful organizations across a variety of industries are increasing their focus and investment in customer service, marketing, and training as economic pressures increase. According to the [American Society for Training and Development](#), "In this knowledge-based economy, the differentiator for organizations is no longer systems and processes. Senior executives agree that people are THE differential advantage for organizations."

Receive a Free  
Autographed Book  
from Sally McGhee

In an effort to better serve our clients, we've created a two minute questionnaire seeking your advice for how we can continue to support you in a meaningful and impactful way.

To thank you for participating, we will randomly choose 15 respondents to receive an autographed *Take Back Your Life! Using Microsoft Outlook 2007 to Get Organized and Stay Organized* book, [click here to get started.](#)

### Tips & Tricks

Inserting e-mail and files into appointments and tasks can help you stay organized and reduce the amount of time you spend looking for information.

It will enable you to complete tasks and prepare for meetings without the distraction of looking for supporting information, correspondence, or your notes.

[Learn how to do this...](#)



When employees are productive, it increases the company's bottom line. An investment in productivity is no longer a cost, but an investment in your people, your organization, and your future success.

The companies that really focus on the well being of their people during a downturn will be the quickest to prosper and retain valued employees when the tide turns, which it eventually will.

The time has come to run a leaner ship, not by reducing headcount, but by reducing and eliminating unnecessary work. Small changes made consistently yield big results. What can you eliminate or let go of today to free up space or time for more important things?

Based on actual client surveys, McGhee's consulting efforts yield an average savings of 11 hours per week per person:

- 19% reduction in time spent in meetings
- 32% reduction in time spent doing e-mail
- 33% less time spent looking for information
- 60% reduction in interruptions
- 78% reduction in the number of electronic messages being stored in the inbox
- 6 more hours per week for actions that connect directly to objectives

In today's most productive companies, strategic objectives and goals are clearly defined at all levels and employee actions are closely aligned with strategy. With alignment, employees focus on the aspects of their jobs that matter the most to the organization. [Learn more...](#)

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## McGhee Productivity Solutions Announces Partners

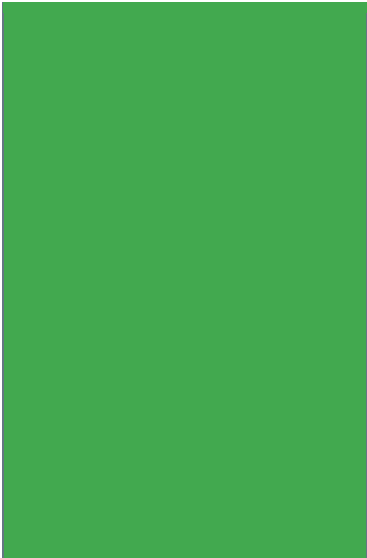


We are pleased to announce that John Wittry and Cindy Whiston have been made company partners. "John and Cindy have contributed tremendously to the success of McGhee over the past six years," explains Sally McGhee. "Their unparalleled level of commitment to McGhee's work is mirrored only by their passion to be of service to the community; each embodies

what McGhee has long stood for - integrity and dedication in service to our clients."

John and Cindy lead strategic McGhee programs with executive level clients across a multitude of industries, while also developing and managing new corporate alliances.





"As a partner, my main effort will be to continue to support our clients in their pursuit of alignment, focus, integrity, and accountability in both their personal and professional lives," said John.

"McGhee's priority is our clients' success; we help them stay focused on their strategic imperatives while also managing the tidal wave of tasks, emergencies, meetings, and e-mail overload -- all with an eye towards work/life balance. McGhee's growth as a company reflects the power of our Client results," adds Cindy.

Learn more about [Cindy Whiston](#) or [John Wittry](#).

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McGhee Productivity Solutions, Inc. (McGhee) provides consulting services, tools and education to increase productivity and work/life balance. Based in Denver, CO, McGhee integrates its proven methods and protocols with Microsoft technology to deliver innovative action-management strategies to individuals and organizations worldwide. From the boardroom to the knowledge worker, the McGhee approach maximizes technology investments, improves job satisfaction and drives sustainable productivity throughout an organization. Sally McGhee, CEO, is the author of the popular book series Take Back Your Life! Using Microsoft Outlook to Get Organized and Stay Organized.