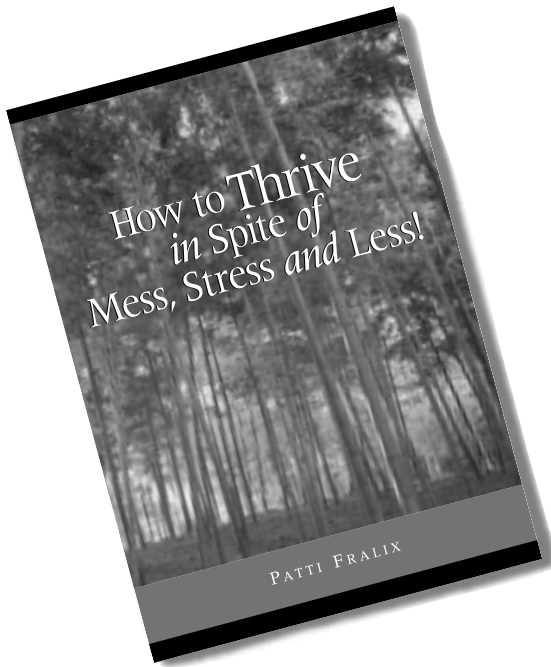


For Individual, Team & Organizational Excellence



PRODUCTS

1. **HOW TO THRIVE IN SPITE OF MESS, STRESS AND LESS!**
book by Patti Fralix
\$20 each (plus \$5 shipping and handling)
2. **PASSION, PRODUCTIVITY AND PROFIT AUDIOTAPES**
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NOTE: Mail above or order online at www.fralixgroup.com

**SPEECHES & PROGRAMS
CONSULTATION & COACHING**

Leadership is the umbrella of everything provided by The Fralix Group, Inc. The three main specialty areas:

**“HOW TO THRIVE IN SPITE OF
MESS, STRESS AND LESS!”**

We live in a tug-of-war world where there are more than two ends of the rope. We are simultaneously being pushed and pulled in the directions of work, family and our own personal needs. The opportunities and challenges of our professional lives require us to be confident, competent and committed. We must build trust and respect based upon collaboration with customers. This session will position you to thrive with passion, productivity and profit despite the challenges of daily personal and professional needs and expectations.

**“BE A MAGNET—
ATTRACT AND RETAIN TALENT!”**

Initially intended for health care audiences, this program has been broadened and addresses the necessary variables in attracting and retaining talent. Certainly, you know “talent” is not referring to the entertainment industry, but attracting and retaining the type of employees (“talent”) needed for the present and future workforce. There is good research on the success factors resulting in an inspired and productive workforce. This is a timely topic customized to many organizations.

**“CHANGING BEHAVIORS
FOR CHANGING TIMESSM”**

The changing nature of the world and business require different behaviors to be successful. For productivity and effective performance to occur individuals must accept personal responsibility and collaborate with others to accomplish results. Confident, competent and committed people are the only ones able to change behaviors for changing times.

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For further information on our speakers, programs or services

Please call Gina Moore at The Fralix Group, Inc. 919-847-3440 or 1-800-892-3284.

You can fax us at 919-847-3494, write us at The Fralix Group, Inc., 8410-203 Six Forks Rd., Raleigh, NC 27615 or E-mail us at info@fralixgroup.com

www.fralixgroup.com



LEADERSHIP LESSONS

• FROM THE FRALIX GROUP •

WINTER 2002

FROM THE PLATFORM OF PATTI FRALIX

Leadership Through Volunteerism



Patti and Duke Basketball Coach, Mike Krzyzewski at the 2002 Eastern NC Multiple Sclerosis Society Dinner of Champions.

Many organizations and agencies need our help, now more than ever. The reasons are obvious. If you are currently not volunteering, please consider giving of your time (and of course, money) to those causes which you philosophically support. Many of you already support charitable organizations. Thank you for your giving spirit.

Patti Fralix is chair of the National Multiple Sclerosis Society, Eastern North Carolina Chapter and recently shared a podium with Coach K. Mike Krzyzewski was chair of the 2002 Eastern NC Multiple Sclerosis Society Dinner of Champions honoring GlaxoSmithKline's Chief Operating Officer and President, Pharmaceutical Operations, Robert Ingram.

Leadership Through Teamwork



Growth is good, and can also be challenging! **Gina Moore** (right) and **Jamie Baldwin** (left) are excited and energized by our business growth. You would never know from their smiling faces that they are also (occasionally, at least) tired! They are a great team.



"Be Your Best Self!"

Patti Fralix

BEST BOOK BETS

Book Reviews & Suggested Readings

How to Thrive in Spite of Mess, Stress and Less!

Author Patti Fralix

Since my book was released in October, the quote "You must be the change you wish to see in the world" has inspired me. We all know it is important to "walk our talk." *How to Thrive in Spite of Mess, Stress and Less!* addresses the issues of passion, productivity and profit. When passion is converted to productivity, prosperity occurs, and in more ways than financial. There are no secrets or magic to why some people live happy and healthy lives, and many others live, as Thoreau so aptly stated, "lives of quiet desperation." To be happy and effective requires we rise above the circumstances of mess, stress and less, being able and willing to THRIVE in spite of situations that we can all encounter as a normal part of life. Join with me on the journey to be the change you wish to see in the world.

KUDOS FOR

How to Thrive in Spite of Mess, Stress and Less!

"If everyone read your book, there would be a lot more optimism in our country!"

Alan Brooks, President
New Generation Computing, Miami, FL.

"I found your book practical and inspirational. Your message surrounding passion, productivity and profit is so appropriate for our time."

Gus Whalen, CEO
Alexis Play Safe, Gainesville, GA

PATTI FRALIX PRESENTING AT BOOKS-A-MILLION

Patti will be featured at Books-a-Million in Raleigh in early 2003! She will present a mini-seminar on "How to Thrive in Spite of Mess, Stress and Less!" (This is also the title of Patti's newly released book.) Patti will share how to live a passionate life that is profitable not only financially, but in all ways. This session (and the book!) will help you uncover how to be your best self. The book is currently available at Books of Stonehenge and Quail Ridge Books and will be in bookstores nationwide no later than February 1, 2003. Of course, you may contact The Fralix Group, Inc. for your signed copy!

Leadership Through Relationships

What a difference a year makes! 2002 has been a year of much contrast for The Fralix Group and the Fralix family. As is true with many Americans, 2002 brought us pain as well as joy, problems as well as opportunities, and loss as well as growth. In the spirit of focusing on the positive while learning from the negative, we are grateful for the present and eagerly anticipate the future. Most of all, 2002 was a very busy year. A few highlights to note.

Our family grew in 2002 when daughter Tara married Stephen Kinney on June 29th in Raleigh. The wedding was a glorious event shared by family and friends from several states, many of whom we see too rarely. Those of you who have married daughters know what it takes to orchestrate (and Mike adds, to finance!) a daughter's wedding. A heartfelt "thank-you" to all who assisted in any way, including those of you who sent us your good wishes throughout. Since this newsletter focuses on relationships, I want to publicly thank four people; Cecilia Grimes, Suzanne Davis, Laurie Turner and Kathy Sawyer. Fellow speaker, etiquette specialist and wedding consultant "par excellent," Cecilia Grimes made sure the event was all that we wanted it to be, including keeping mom Patti calm. Suzanne Davis, marketing expert and colleague, was invaluable in planning and executing special touches. Our wonderful neighbors Laurie Turner and Kathy Sawyer took charge and solved our outdoor rehearsal dinner dilemma before I even knew we had a problem. Please note the family picture that captures our joy below.

Our business grew in 2002, in people and product. We added two key people to the services of the Fralix Group, Len Rothman and Jamie Baldwin. Len Rothman is a speaker and consultant based in Atlanta with whom we partner to serve our clients. Len's specialty areas include sales management and training and organizational and social culture change. Jamie Baldwin began part-time with us mid year in the area of growing sales. Jamie is providing such value to our internal and external work, that she becomes full-time in January. We are thrilled to have her.

Patti's book, *How to Thrive in Spite of Mess, Stress and Less!*, was released in October and is getting great reviews. Note the reviews in "Best Book Bets" and read an excerpt on our website.

We are excited about life and work, and commit our energy and resources to helping others individually and collectively live passionately, productively and profitably. May 2003 be all that you want it to be!

**Dr. Mike, Patti,
Tara, Stephen
(bride and groom)
and sister Chatham
(maid of honor).**





DNA

Leadership Lessons' Leadership Profile has always featured an individual, and the same focus was planned for this issue. My plan was to feature Eric Vaughn, DNA (Defond North America) co-founder and president, as an example of a great company leader. When I mentioned featuring him, Eric Vaughn directed that the company, and my work with them be the focus, not him as CEO. He also stated that any individual mentioned should be Liz Piacenza, Director of Operations and Finance, who also manages the company human resources function. My work with DNA is directed and facilitated by Liz Piacenza, and I have the utmost respect for her. She truly has foremost in her thinking and actions what is best for DNA and each individual, and she is a true "team player." She also would prefer that I mention others, not her. It is appropriate for a company's leaders to share credit; appropriate, but unfortunately, not common. At a time of too much arrogance in company leaders, the leadership at DNA is impressive. Now, let's focus on the company.

DNA, a company based in Raleigh, NC, is the best example I know of a company that is thriving! From its beginning in 1987, DNA has been a distribution company for switch products for specific markets, including appliances, power tools and consumer products. The company builds long-term relationships with manufacturers of electromechanical components and serves the NAFTA OEM marketplace of appliances, power tools and electronics. Since its beginning DNA had broadened its range of product offerings and brand names. In 2001, DNA Direct Resource was established as a value-added service for sourced components, and the company also established a new business unit for the telecommunications industry. Today, DNA offers custom

electronic controls, humidity controls and portable protection devices, in addition to its expanding range of switching devices. With the recent purchase of a new product line, DNA is now also in the marine market.

In the midst of challenging economic times for many companies, DNA is quite impressive. In addition to the growth in product offerings and services noted above, which can be referred to as "quantitative" growth, DNA has also been growing "qualitatively." It is qualitative growth that best positions DNA to continue to grow quantitatively. A few examples will better define "qualitative" growth.

My work with DNA for (almost) three years has focused on two key areas: improving communication and building teamwork. Activities that support these efforts include assisting the entire company to develop and implement core values. DNA's core values are Integrity, Excellence, Enthusiasm and Teamwork. The core values are a screen saver on all company computers, and all employees hired are made aware of the importance of the core values. I do a "retention" interview with all new employees at their three-month "anniversary," as well as "exit" interviews with all departing employees. Since turnover is low and growth is high, there are significantly more retention interviews than exit interviews! The data from these is given to management and appropriate changes are expected.

Another area of my work with DNA is in the area of management and individual development. Every employee, including the most recently hired co-worker, has an individual personal development plan. Co-workers can determine the focus of their individual personal development plan, but management re-

quires departmental development and teambuilding. A significant amount of my work with DNA is spent on stimulating appropriate cultural change. A key area in this regard is assisting individuals to better manage conflict. Growth and change always involves conflict. It is easy to avoid conflict; it is much more difficult to manage conflict appropriately.

On the company's website (www.dnagroup.com) President Eric Vaughn states, "As a company we are focused on improving our business practices and processes through a Continuous Improvement Program. The objective is to strengthen our infrastructure, communications, systems and teamwork to insure that we can handle the many new projects in a responsive and profitable fashion." This consultant maintains that DNA's results are so impressive, in part at least, because the company leadership places as much priority on the growth of the "internal customer," the co-worker, as it does the company. Be not mistaken, however. DNA expects co-workers to perform, and the "external" customer is the ultimate focus. In fact, one of my often-repeated quotes comes from a comment made by Eric Vaughn when he stated, "Any company that is more internally focused than externally will die!"

I have had the privilege of assisting DNA with these areas for almost three years through consulting, coaching and speaking. I take no credit for the results. Consultants know that it is one thing to recommend, quite another to implement. I do, however, share some accountability with DNA management and staff for the processes that support the results.

At a recent international conference a speaker stated, "Vision without implementation may be hallucination!" I commend DNA management and staff, each and every person, for their commitment to implementation. Eric Vaughn is right to assign credit to others; it is exactly that type of humility of which great leaders are made. The type of growth and change happening at DNA could not occur without the commitment and energy of many people. Leadership is not about one person, even the CEO, and certainly not the consultant. More and more, especially in a global world, leadership is about teamwork.