

Comment

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A Newsletter for CompuServe Associates

November 1987

Associate Profile

Kip juggles clubs: He creates his own tricks based on juggling three items using many variations.



Greg Miller

Kip Ryan: A Man with All the Right Moves

When people talk about juggling, we naturally assume they refer to juggling careers and family or income and expenses. However, for Kip Ryan, juggling is a literal act, and a happy one at that.

A smile lights Kip's face when he talks about the fun he has juggling clubs, balls, bottles, potted plants and other items. "I was at a party when a boy brought me his bat, ball and glove to juggle," says Kip, database assistant. "That was fun. I can also do an apple trick where I take bites out of the fruit as it is tossed into the air. That one can be a little hard on the teeth."

Kip traces his interest in juggling to his childhood when he would drive his mother nuts by lying on the floor while aimlessly tossing two balls into the air.

The problem with his hobby is a minor one that disturbs only the landlord. Due to the heights Kip goes to with juggling, his apartment ceiling boasts a scattering of scuff marks. But his floors are spotless.

Later, he studied the style of a juggler on the beach near his Florida home. "He'd go through his tricks nearly every day and always drew a crowd," Kip recalls. "Later, I'd practice what I'd seen on my own. I was on the tennis team in high school and was always fooling around with juggling tennis balls while I waited for a court."

His interest in juggling, which has waxed and waned but never died, was re-sparked three years ago through a class at Ohio State University. Since then, Kip has practiced juggling nearly every day and perfected a number of tricks. "I've created tricks that other jugglers can't do," Kip says. He has also taught juggling classes for associates at the Fitness Center.

All tricks, Kip says, are based on variations of three standard routines: the behind-the-back toss, the under-the-leg toss and "three high," when balls are tossed in

front of the body in a cascade formation. Once these basic routines are mastered, it's not hard to develop tricks. Kip's tricks are based on juggling three items.

"People either try to juggle as many things as possible or they specialize, as I have done, by juggling three objects with many variations," he says.

A lefty, Kip also performs tricks with his right hand, which is an advantage in juggling. Still, he insists, you needn't be ambidextrous to be successful.

"All you need is two hands, two eyes and a willingness to learn," he says. "I always get a great feeling in class when people who've sworn they'll never be able to juggle suddenly 'get it.'"

"Getting it," Kip cautions, is definitely not a mental task.

Thinking about keeping all those things in the air can foul you up. Instead, it's strictly a hand-to-eye activity fostered by a sense of ease with the objects whirling past. Like the dancer who finally loosens up and stops silently counting "a one and a two, slide, slide, step, step," the juggler who internalizes the beat is the one who allows his natural rhythm to emerge.

Once you learn the rhythm, juggling can be quite relaxing, according to Kip, who spends up to an hour a day unwinding with whatever objects — usually balls or clubs — are at hand.

Another plus is a social one: juggling never fails to draw a crowd. Kip has made many new friends as a result of his juggling skill. A leisurely stroll around a



Greg Miller

Juggling gets me noticed: Kip

swimming pool with a snappy cascade of balls going in front of him usually results in many friendly conversations. "Juggling certainly gets me noticed real fast. My ultimate desire is to be a combination comedian/juggler and perform in front of crowds," Kip says.

The problem with his hobby is a minor one that disturbs only the landlord. Due to the heights Kip goes to with juggling, his apartment ceiling boasts a scattering of scuff marks. But his floors are spotless.

— Carole Houze Gerber

Excellence and Integrity Get Top Marks

Associates participated in a Work Values Survey that indicated that they believe excellence and integrity are the most important corporate values. The survey, which was conducted in July, received a 46 percent response rate.

Work values, the basic beliefs of an organization, reflect a company's view of success. Terrence Deal and Allen Kennedy's book, *Corporate Cultures*, emphasizes the importance of values. "Values define success in concrete terms for employees — if you do this, you, too, will be a success — and establish standards of achievement within the organization," say Deal and Kennedy. "Values provide a sense of common direction for all employees and guidelines for their day-to-day behavior."

Tom Peters and Robert Waterman, authors of *In Search of Excellence*, put "shared values" at the core of their framework for successful organizations, which is known as the McKinsey 7-S Framework. In explaining why shared values are so important, Peters and Waterman link "compelling, simple values" and motivation. When companies stand for something, people are much more likely to conduct business and make decisions that support those values and standards.

CompuServe's services depend on individual and team contributions. Therefore, an understanding of CompuServe's corporate work values is important. A significant finding of the Work Values Survey is that CompuServe has a strong set of shared values.

CompuServe's Shared Values:

- | | |
|-------------------------|-----------------------|
| 1. Excellence | 9. Entrepreneurship |
| 2. Integrity | 10. Leadership |
| 3. Achievement | 11. Contribution |
| 4. Cooperation | 12. Productivity |
| 5. Personal Development | 13. Loyalty |
| 6. Creativity | 14. Risk-taking |
| 7. Responsibility | 15. Community Service |
| 8. Customer Service | |

The Management Development Program group, consisting of Dave Bezaire, manager of electronic communication services; Regina Brady, director of customer promotion; Tom Carr, controller; Bob Cornett, manager of network software; Chriss Scott Douds, manager of training and development; Terry Graves, manager of field service; Bruce MacNaughten, director of operations and monitor software; Randy Smith, manager of telecommunications support; Chuck White, manager of management information systems; and Donna Zimmerman, manager of human relations, undertook this study as part of a larger project that will examine CompuServe's reward and recognition programs.

The Management Development Program group identified seven subgroups within the organization as possibly having a different perspective based on their responsibility levels and physical locations. However, this was not the case. Overall, there were few differences.

All groups ranked excellence and integrity as the highest values. These two values could well be considered CompuServe's driving forces, since they are critical in establishing trust and goodwill with customers and associates alike.

Charlie McCall, president and chief executive officer, has noted that satisfied customers and satisfied associates are the keys to CompuServe's past and future success. The results of the survey indicate that CompuServe has a value system in place that supports and fosters these relationships.

The survey asked associates to indicate what they thought senior management valued and vice versa. There were some perceptual differences between the two groups. Associates thought that senior management values would be more reflective of company interest. Senior management viewed associate values as being somewhat more reflective of self-interest. These perceptual differences can be addressed through continued communications and actions that are congruent with CompuServe's stated values.

Since values play a significant role in contributing to CompuServe's corporate success and individual and group performance, continued attention needs to be given to protecting and promoting what CompuServe stands for — excellence and integrity.

— Chriss Scott Douds



CompuServe's trade show booth provides visitors with an incisive look at the company: Color and graphics give the exhibit a rich, corporate look.



and Pilots Association, and GEN CON (a game convention), and government expositions.

But no matter where the CompuServe booth is headed, some things remain the same. The rich, corporate image is achieved through color and graphics. There are no flashing lights, dancing girls or fast-talking salespeople. Instead, the booth aims to give

For medical conventions, demonstrations would highlight health databases. For game conventions, demonstrations would highlight multiplayer interactive games.

Setting up the booth is no simple task and requires expert management. In addition to the complicated logistics of getting the booth from one city to another, technicians must unpack the pieces, set up the walls and tables, and install one or two nodes on the convention floor. Electricity, cleaning, extra furniture and telephone connections are additional concerns.

Despite these endless details, John is careful not to lose sight of the function of the booth. "My main concern is the marketing plan the salespeople will use within the corporate structure of the booth," John says. "This is what gives CompuServe credibility. The graphics are only important up to a point. The key factor is the salesperson in the booth."

Sales associates are actively involved in the design of new booths. John asks them detailed questions about their specific needs and sales goals. "I want these questions answered before I even put pencil to paper to design a booth," he says.

Sales associates are the life and blood of a trade show to which they bring their expertise. Ideally, two people work in the booth while a third walks the floor

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and surveys the competition.

The most common question salespeople hear is also the most difficult to answer: "What is CompuServe?" The answer usually begins with "It's a computer information service" and continues with a specific answer tailored to that trade show audience.

A number of props are provided to help answer questions, including CompuServe brochures and publications, computer terminals and some sort of "give-away." Selecting a giveaway, which in the past has included pocket calculators and pads of paper, is harder than it seems. The trick is coming up with a product that will end up on the executive's desk and not as a gift for the kids. "We want the giveaway on that desk staring the person in the face," John says. "If the giveaway doesn't do that, it's a failure." John vetoes such items as yardsticks, flashlights, cheap pens, lapel clips and key chains. Items under consideration include coasters and a telescopic pointer pen.

The purpose of any show is to generate business for CompuServe. Trade shows cost from \$2,000 to \$20,000 with the average about \$7,000 to \$8,000. "The purpose of any show is to have a great marketing plan, not just a wonderful booth design and neat giveaways," John says. "If we do this, the sales will follow."

— Cathryn Conroy

Eye-Catching Exhibits Produce Sales Results

When you go to a convention, there are just some things you simply must do: attend the seminars, mingle in the hospitality suites and wander through the exhibit hall, meanwhile stuffing plastic goodie bags with brochures, pens and balloons.

"We want the giveaway on that desk staring the person in the face," John says. "If the giveaway doesn't do that, it's a failure."

Creating an eye-catching, informative exhibit that in turn will produce sales for CompuServe is the job of John Losco, electronic graphics designer. With five years experience, he is adept at presenting the CompuServe image to a number of audiences, including financial, medical, computer and gaming enthusiasts.

CompuServe is represented at more than 80 trade shows annually. Shows have included PC Expo, conventions with the Financial Analyst Federation, American Hospital Association, Airline Owners



Greg Miller

Creating eye-catching exhibits: John with model booth.

people an incisive look at CompuServe.

There are two types of exhibits: heavyweight, where the booth weighs 3,000 pounds and measures 20 by 20 feet, and lightweight, where the booth weighs 60 pounds and is 10 by 10 feet. CompuServe's booths feature working computer terminals manned by associates who give demonstrations.

Continuing Education

Managing Your Boss: A Link to Success



Patti Hathaway,
Professional Development
Consultant

Research indicates that 85 percent of employees who quit their jobs do so because of conflicts with their bosses. In addition, a Robert Half International survey, published in the Dec. 10, 1986, issue of *The Columbus Dispatch*, reported that executives spend the equivalent of one month per year dealing with personality conflicts.

This may explain why employers place more value on the candidate's personality than any other factor during the hiring process. Since the boss-employee

relationship is such a tenuous one, how can you best manage that relationship?

Samuel Culbert and John McDonough, authors of *Radical Management: Power Politics and The Pursuit of Trust*, found that trust is the key to managing politics in an organization. Trust is developed by building respect for individual differences. In a trust relationship, a person relates to another person's interests even when he or she disagrees. The relationship is based on mutual understanding instead of mutual dependency.

The boss-employee relationship is not like the parent-child relationship because the burden of managing the relationship does not fall entirely on the boss. There are three basic choices: to change your boss, change your environment or change yourself. People have the most control over themselves, yet they search for ways to change or blame their boss or the environment. You can rarely change your boss, and if you are not willing to change your environment, the most likely option is to change yourself.

One key to managing the relationship with your boss is to try to understand what makes your boss "tick." What are the boss' pet peeves? How do you know he or she is angry or satisfied? When you present ideas to your boss, is he or she interested in the details or just the bottom line? Does he or she prefer competition or cooperation with co-workers?

Often, we present ourselves and our ideas as we would like them to be presented to us. However, the key to managing someone is to try to meet his or her needs. Observe someone who gets along with your boss. What does that person do that makes him or her so successful? By observing someone else, you will gain ideas you can use in the relationship. Role-playing is helpful in getting another opinion on how to present suggestions or criticisms to your boss.

You are not betraying your standards by catering to your boss' needs. Instead, you are managing the rela-

tionship to get what you and the boss want — more satisfaction and productivity out of your jobs. It's a matter of redefining the concept of winning and losing. Win-win collaboration is an option, but it takes a lot of energy to analyze and adjust your style to better meet your boss' needs.

Shirley Sloan Fader, author of "Twenty-five Things Your Boss Wants You to Know," published in the December 1984 issue of *Working Woman*, offers suggestions for managing the relationship with your boss:

- Learn to translate boss language. "If it's not too much trouble" means "Do it and the sooner the better."
- Learn timing. Practice patience. Wait for the appropriate time to present your ideas.
- Never assume other people are operating from your premises, standards, goals or rules. When you catch yourself saying "I would have never expected that kind of response," you know you have projected your outlook onto someone else's behavior. That is a narrow attitude that causes problems in many relationships.
- Assume responsibility for solving your problems. Take the initiative to follow through when you are assigned a task. Deal with the decision-making person who can help get the job done rather than involve your boss.
- Forget about excuses. Bosses do not care why an assignment was not completed. Get your job done on time. If that is impossible, a warning prior to the deadline date is expected by most bosses.

You may want to add other "do's and don'ts" to this list depending on your manager. The more you try to understand your boss, the closer you will come to understanding how to manage him or her. It's the single most important relationship in the workplace and a link to success.

Branch Profile

Service Is the Key

Indianapolis Gains Ground, Ups Revenue

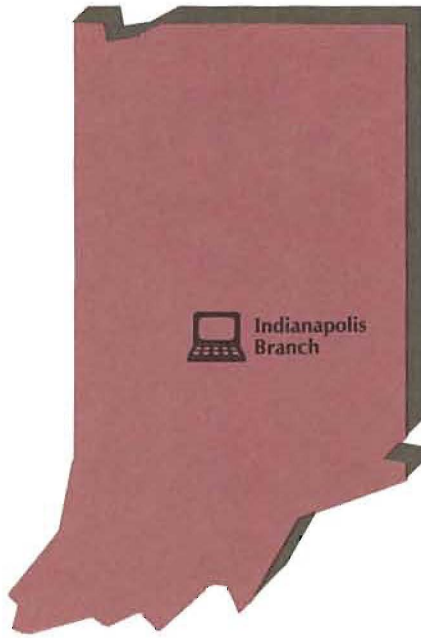
The Indianapolis branch is growing rapidly and service is the cornerstone of its success.

"Once you provide a company with the right solutions, it stays with you as a customer as long as you commit time, effort and concern to its needs," says Brett Ingram, account representative. "Once the relationship is solidified, it can lead to new applications and new customers."

Like most branches, Indianapolis has had past success with timesharing packages, but the conversion from timesharing to communication applications for many companies has been slow. "We've spent a lot of time educating those companies on CompuServe's capabilities and laying the groundwork for future applications," Brett says.

During the past 18 months Indianapolis has contracted a significant amount of new network accounts, including Coachmen Industries (recreational vehicles), Warner Electric (industrial equipment and electronic controls) and Dana (auto parts/heavy equipment).

Coachmen Industries, based in Middlebury, Ind., uses CompuServe's network to handle order entry/inquiry, track warranty information and send electronic mail to representatives. Beloit, Ill.-based Warner



Electric, uses CompuServe's network to handle order entry/inquiry for its distributors. As a CompuServe client, Warner Electric receives cost savings over TYMNET and future price options.

Indianapolis' other major network accounts include Unified Management (financial services) and Great Lakes Chemical. A major Interchange account is the Diagnostics Division of Miles Inc., a leading manufacturer of medical diagnostic equipment.

"In addition to the new accounts, we've converted two companies to the CompuServe network," says Chester Scott, district sales manager. One of those

companies, Mayflower Group, a moving company, switched from TYMNET and committed to a two-year agreement. "The bottom line in getting that account was the cost savings we could provide," says Chester. "However, there's a lot more than pricing involved in getting Mayflower or any other company to switch networks. It's important to spend time with the organization, understand its needs, and resolve problems when they arise."

Chester says a major portion of convincing a company to convert to CompuServe is demonstrating the branch's willingness to work with it to ensure a smooth conversion. For example, it was critical to Executive Telecom Systems Inc., a provider of online information services to human resources departments, to convert its customers without disrupting their daily procedures. "The online service is the lifeblood of ETSI so we went out of our way to plan ahead and handle any problems," Brett says.

Indianapolis' long-term strategy is to become the preferred network vendor in Indiana. Ninety percent of CompuServe's growth comes from accounts that are at least one year old. "Now that we've established a broad base of large accounts, the future looks positive," Chester says.

Indianapolis branch operations are coordinated by Bonnie Waak, branch assistant. "Bonnie has been with us for only six months but has done an outstanding job of streamlining the office. Her professionalism and systems experience are strong for such a new team member," Brett says.

John Olmstead, account executive, will soon join the Indianapolis team. "We are looking forward to John's arrival. He has a wealth of sales experience and should be a great addition," Chester says. "With this group, and the amount of business that's out there, I think we're going to see some real production out of this territory."

It has been an outstanding year for the Indianapolis branch, which should see many long-term customers fill its future.

Says Brett, "We are going to have to stick by our commitment of 'service, service, service' to help new clients blossom into satisfied long-term customers."

— Denise Erwin

ETSI Finds Success Via CompuServe's Network

The human resources manager can obtain census data within seconds by simply accessing Executive Telecom System Inc.'s Human Resource Information Network.

Based in Indianapolis, ETSI uses the CompuServe network to provide its online information retrieval service to human resources managers. Virtually all of the ETSI information is personnel-related, including census data, affirmative action plans, training seminars and labor court cases. A subsidiary of the Bureau of National Affairs, headquartered in Washington, D.C., ETSI employs about 50 people to update daily its database accessed by Fortune 500 clients.

"The Human Resource Information Network is our only product," says Pete Blainey, ETSI marketing product manager. "Also, it is the only product geared toward the human resources market. We have no competition." Any medium-to-large company with 1,000 or more employees is included in ETSI's target market.

"We use CompuServe for many reasons, including CompuServe's breadth of coverage and locations and the cost competitiveness of its telecommunications charges," Blainey says. "Also, as we expand our product line, we see more synergy with CompuServe's information systems."

ETSI, which uses CompuServe as a communications carrier throughout the United States, also uses the network for overseas communication. "We do not sell overseas directly. However, in the case where a U.S. corporation has overseas offices, we want to provide those offices with the ability to use the network," Blainey says.

ETSI originally used two carriers, TYMNET and Telenet. Then, last summer, ETSI converted from TYMNET to CompuServe. "We intend to make CompuServe our primary network and Telenet our backup network," Blainey says. ETSI suggests to Telenet users that they also switch to the CompuServe network.

"One of the selling benefits we can offer in persuading users to convert is that CompuServe's protocol for logging on is easier," Blainey says. The conversion entails informing users of the availability of CompuServe and helping them to reprogram their automatic log-on procedures. "This is the only difficult step because many human resources personnel are not technically oriented and someone often has programmed the log-on procedures for them," Blainey says.

Simpler log-on procedures will help ETSI users. "The easier it is, the less up-front codes or protocol, the better," Blainey says.

Ease of use is an attractive persuader for the first-time CompuServe user. For ETSI, ease of use is a primary advantage for its product.

— Denise Erwin



Greg Miller

Sid Tinsley, systems engineer, left, and David Bodner, systems technician, check batteries for proper fluid content: The safety committee will assess safety standards and recommend changes in policies.

New Committee Puts Safety Awareness First

Safety awareness is the top agenda item for CompuServe's fledgling Safety Committee. "The committee will help CompuServe maintain a safe working environment for associates," says Mariah Liggett, Fitness Center manager and committee chairperson. "Besides teaching associates safe working practices and techniques, the committee will coordinate safety awareness programs such as CPR and first aid classes."

Chris Meeks, distribution center manager, welcomes the committee. "Training has been by word-of-mouth," says Chris. "We have had no formal training or written guidelines on correct manual lifting techniques. The safety committee will provide instruction via films and lectures, which will be beneficial."

In its first task, the Safety Committee corrected minor safety problems noted in a safety analysis report issued by the Industrial Commission of Ohio. One problem noted is a need to provide additional protective eyewear and garments in areas of chemical or gaseous danger. "The commission was impressed with the preventive steps we have taken at CompuServe," Mariah says. "Any problems that were pointed out have been or are in the process of being corrected."

Safety Committee members include Mike Leskoyak, director of systems engineering; Dave Carter, manager of building maintenance and customer services; Terry Graves, manager of field services; Russ

Niklos, director of manufacturing engineering; Denny Thompson, treasury specialist; and Lisa Remlinger, benefits coordinator.

Committee members were selected from areas of the company that have inherent operational hazards. For example, Russ' Dublin facility has flammable cleaning solvents and chemicals, and Terry's associates work with high voltage electrical equipment.

"Besides teaching associates safe working practices and techniques, the committee will coordinate safety awareness programs such as CPR and first aid classes."

"We want to be proactive instead of reactive in terms of safety," says Mike. "We expect associates to contact us if they know of something that needs to be corrected."

Adds Mariah, "The most appropriate committee member will respond to associates' requests and see that the problem is corrected."

The Safety Committee provides CompuServe an additional resource for safety-related information. If you have safety-related questions or suggestions, contact the Safety Committee at InfoPlex address SAFETY.



Electronic Communication Services, from left, Steve, Eric, Kristen, Dave, Paul and Pilar: Meeting the needs of customers.

Department Profile

Electronic Communication Services: Keeping Business Customers Satisfied

When it comes to electronic communication systems, one size does not fit all, and the Electronic Communication Services department knows it.

The nine-member product marketing group combines support and products to meet the intra- and intercompany communication needs of CompuServe's Business Services Division customers. The result: customized service that enables clients to reap the benefits of electronic communication systems.

"We don't produce products and then look for places to use them," says Dave Bezaire, manager of electronic communication services. "Our intent is to understand the customers' needs and then do what it takes to meet those needs."

Electronic Communication Services focuses on support and consulting, product development, sales assistance and promotion.

Paul Wagner, product manager, heads the department's support and consulting group. Paul, Pilar Pueyo and Kristen Friend, product support representatives; and Eric Garber, product support associate, provide daily support for Interchange and InfoPlex users.

"The first line of support for the customer is the branch office," Dave says. "Paul's group gets involved when the branches need assistance, which may mean answering questions or modifying a product."

In addition, Paul's group tests new and enhanced products, keeps customers informed of advancements and shares in the responsibilities of product development. "We rely on Paul's group to help us define the priority of requested enhancements," Dave says.

Two products have taken center stage in product development: PC Message Management System and Electronic Data Interchange.

The PC Message Management System consists of features that take advantage of a personal computer's capabilities. "To better tap the growing personal computer market, we developed message management applications that can be used offline," Dave says. "By polling participants in CompuServe's product and sales schools, we constructed a list of applications that needed development. Branch associates then ranked them in order of importance."

Using this list, Steve Tretter, product specialist, drafted specifications for the new message management system. This system offers a full-screen text editor that enables users to compose and edit messages offline. Once composed, the messages are automati-

cally uploaded. Similarly, online messages are automatically downloaded.

Steve is also working on packaging another product: PC Forms. In-house associates use this product each time they enter a /FORM command in InfoPlex. "The PC Forms product simplifies and formats the input of routine information," Steve says.

In less than a year, CompuServe's EDI product, under the direction of Vicki Fleet, product manager, grew from a concept into a new service.

"EDI is the electronic exchange of order-related business documents, such as purchase orders and invoices, between organizations," says Vicki. "It combines the features of electronic mail with network services and will keep CompuServe at the forefront of leading technologies."

Whether the document exchange is between distributors, suppliers, wholesalers or customers, EDI can save a company time and money. In contrast to its competition, CompuServe's EDI service integrates several existing products and services to provide a complete intercompany communications system. "Other vendors offer bare-bones EDI packages," Vicki says. "CompuServe offers a product that can grow as the customer grows."

The sales assistance and promotion group complements support and product development. Beth Sibring, marketing manager, leads the marketing and promotional efforts of the department. Assisting Beth is Sheraton Kalouria, product support associate.

Beth and Sheraton assist on sales calls, participate in branch seminars, develop brochures, write scripts and offer slides and other sales aids to branch associates. They also coordinate campaigns that raise media and marketplace awareness of CompuServe's electronic communications services.

"Our latest program involves frequent mailings to a select list of media contacts," Beth says. "We've targeted media contacts who are influential in the placement of articles covering electronic communications. We encourage the media to view CompuServe as a leader in electronic communications."

Beth plans to hold a media symposium at corporate headquarters to demonstrate the power and flexibility of CompuServe's electronic communications services. "We hope to bring in a cross section of media people, including writers and editors from some of the larger computer magazines," Beth says.

Whether it's in support of the old, development of the new or promotion of both, the product marketing team in Electronic Communications Services will continue to offer its number-one service — meeting the needs of the customer.

— Matthew Burns

New Books

CompuServe associates have access to thousands of pages of authoritative information covering professional development and personal interest topics. The following are summaries of additions to the Resource Centre.

The Body Victorious, by Lennart Nilsson

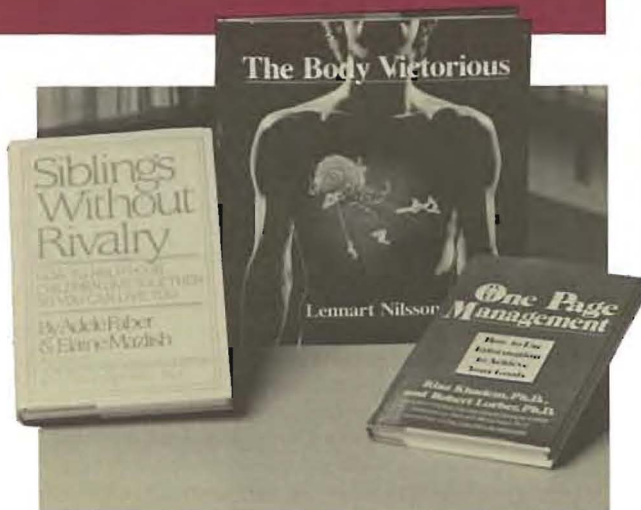
Humans encounter constant threats of the most varied nature. However, a miraculous system of defensive barriers defeats most attacks.

The Body Victorious is an illustrated story of the immune system and other defenses of the human body. Nilsson was made an Honorary Doctor of Medicine by the Karolinska Institute for his contributions to medical research. Working with scientists, institutions and the most advanced photographic equipment, he created an unparalleled record of the human body.

Other works to Nilsson's credit include *A Child is Born* and the Emmy award winning film *The Miracle of Life*.

Siblings Without Rivalry: How to Help Your Children Live Together So You Can Live, Too, by Adele Faber and Elaine Mazlish

A great source of family stress is the continual bickering between children. To restore peace, parents plead, yell, ignore, forbid, take sides and punish; yet, nothing seems to help. Most parents resignedly throw up their hands and accept sibling strife as the price they must pay for having more than one child.



Faber and Mazlish refuse to accept the idea that nothing can be done. Drawing on their years of experience in teaching communication skills to parents, the authors developed effective ways to reduce antagonism between siblings. Experiences of real parents illustrate each skill. Vivid dialogue and cartoons illuminate many types of sibling rivalry and show parents how to promote cooperation rather than competition, how to help children express their negative feelings toward each other without doing damage, how to reduce rage between battling siblings and how to motivate them to negotiate.

One Page Management, by Riaz Khadem and Robert Lorber

In an era of information overload, the busy manager is apt to drown in a daily sea of useless data. How does a manager pinpoint important facts?

One Page Management is a solution, a unique way of organizing critical data. It involves a screening system that results in three one-page reports: "Focus," "Feedback" and "Management." Each report identifies and condenses crucial information. Achievers become readily visible, problems are spotted before they cause real trouble and the managers gain greater control.

Now in use in major corporations nationwide, where it has increased production up to 50 percent, *One Page Management* is a key to high production and realized goals for overburdened executives.

Khadem, an expert on productivity improvement and cultural change, is president of Infotrac Inc. Lorber, an internationally-known expert on performance improvement, high-performance teams and corporate culture, is president of Lorber Kamai Associates Inc.

Branch Highlights

Houston Inks Network Client

The Houston branch closed a network agreement with Payment Services. The company's remote sales offices use CompuServe's network to access host applications. Salespeople interactively receive credit card and check authorizations.

A major benefit of the application is the ability for salespeople in lower density cities to have access to mainframe applications. In addition, network communications improves field sales support and productivity by reducing response time for problems, reports Phillip Casey, account executive.

Santa Clara Signs Network Contract

The Santa Clara branch signed a network agreement with Anistics Inc., based in Palo Alto, Calif.

Anistics is a service bureau that processes claims records into management information for its clients, reports Peter Van Camp, district manager. It has a significant internal network but uses a public data network to reach its customers, who are scattered nationwide. It also handles networking for Alexis, an affiliated company in Michigan.

The major benefit that CompuServe provides is a significant cost savings to Anistics' telecommunications budget. When we get all of Anistics' users converted from Telenet, we will save Anistics approximately \$5,000 to \$7,000 a month, Peter says.

Comment

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Comment is published monthly.

Please send suggestions, questions or comments via InfoPlex to /form COMENT.

In Next Month's Issue

- Associates' Pets: More than companions.
- A talk with Kent Stuckey, CompuServe's first in-house legal counsel.
- Branch Profile: Washington Commercial.