

Welcome to the December 16th issue of Packaging Horizons Online.

Sent to over 25,000 packaging subscribers every Tuesday. Please pass on to professionals in your network.

- Do you want to reach 25,000 packaging professionals next week? Contact LindaL@womeninpackaging.org to find out how.
 - Do you have an article you would like to share with the industry? Email shellyn@womeninpackaging.org to find out about being a guest columnist for Packaging Horizons Online.
-

In this issue:

- **The 10 Ps of Packaging.** By JoAnn R. Hines, Chief People Packager
 - **What Persistence Has Meant to Me.** By Linda Lindsey
 - **The Power of the Professional.** By Shelly Nordlinger
-

The 10 Ps of Personal Packaging

By JoAnn R. Hines, Chief People Packager

The 10 Ps of Personal Packaging



- Perceptive
- Performer
- Persistent
- Poised
- Precise
- Prepared
- Proactive
- Productive
- Proficient
- Professional
- Punctual

For a complete description and details on how you can best utilize the 10 Ps of Personal Packaging, reply to jrhines@womeninpackaging.org with the words "10 Ps."

What Persistence Has Meant to Me

By Linda Lindsey, Marketing Director

As many of you know from my debut article, "Confessions of a Coaching Client" in the November 18th issue of Packaging Horizons Online, I have lost over 140 pounds. My eating and exercising habits weren't always perfect, but they were persistent. My ability to be persistent has taken me far in my life and in my career and it has given me the courage to walk with purpose.

Paul Harvey once said, *"Someday I hope to enjoy enough of what the world calls success so that someone will ask me, "What's the secret of it?" I shall say simply this: "I get up when I fall down."*

These are powerful words. I hear so many people tell me they don't know where to start or they are worried that they aren't in the right place in their lives or that it isn't the right time to start moving toward their goals. I always respond in the same fashion: It doesn't matter where you start your journey, only that you do. Set your sights on a specific goal and continue toward that end. Here are some easy steps to incorporate persistence into your work-life vocabulary.



Don't Sweat the Small Stuff

Rejection and other roadblocks fall into our path. When you face obstacles remember two famous people: Walt Disney was turned down 302 times before he sold the concept of Disney! At 65 years old, Colonel Sanders submitted over 1,000 requests to various investors before he receive the money to start Kentucky Fried Chicken. Their dreams, determination and persistence allowed them to reach their goals. No one can lace up a pair of running shoes and run a 25 mile marathon without endurance training; however, if you are persistent and you increase your time a little each day, you'll move closer and closer to that goal.

Optimist or Pessimist?

Is the glass half full or half empty? If your career goals require additional education, don't balk at the length of time to reach your goal or the expense involved. Two or four years will pass whether you get an advanced degree or not...get started today. Attitude will get you places: a positive one will get you far; a negative one will get you a front row seat to nowhere.

Formulate, Plan and Make Some Decisions

You can stand at the crossroads of life forever. If you can't decide on the direction of your career, you may think you are indecisive, but in reality by doing nothing, you **are** making choices. Can't decide whether or not to start your own business? The longer you wait to make the decision, the longer you have, by default, decided not to. Inaction is still action.

Get Noticed

Want a raise or more responsibility? Try these simple, yet effective techniques:

- ◆ The early bird gets the worm. It takes more than physical presence at a job to get noticed; however if you glide in right on time and can't be found a moment after 5pm that is noticed too.
- ◆ Ask for assignments. Don't wait for things to be delegated to you, be proactive and make some suggestions. Make your boss look good and he or she might help you up the corporate ladder.
- ◆ Brand yourself. Make sure that key people in your company and your industry know who you are and what you have to offer.

Hopefully the thought of losing 140 pounds or starting a multi-billion dollar corporation makes the idea of enhancing your career seem effortless! Maybe you need to go back to school; perhaps you need to ask for a raise or maybe its time to start your own company. Wherever your ambitions lie, it is essential to make a plan and move forward. For assistance with branding yourself consider one of these great services:

- ◆ Resume Critique Service
- ◆ "Packaging Yourself" workbook
- ◆ Laser Coaching
- ◆ Professional Coaching



For more information, contact me at LindaL@womeninpackaging.org.

The Power of the Professional

By Shelly Nordlinger

Does the word professional conjure images of blue suits and red power ties huddled around the table in the boardroom? Think again. Radically different from that picture, today's professional works from a home office in sweats, negotiates deals on a cell phone while watching a little league game, and finalizes a contract via email on the flight home from the meeting. Telecommuting, job sharing, email, cell phones, off-site assignments,

contract employment, all demonstrate that the role of the professional is shifting. The rules of the game may be shifting a bit, but that does not mean that the guiding principles of professionalism should change. Business casual should apply only to the dress code, not the manner in which the business is carried out.

Women in Packaging, Inc. forged the path for the continuation of professional development for packaging professionals. Since 1993, the association has played an important role in helping the packaging industry's constituency expand its professional development.

- Leadership Summits work to augment personal and professional growth.
- The Speakers Bureau provides a platform for professionals to enhance their speaking skills and increase their visibility. Packaging Career Hotline alerts the industry to the jobs available for career advancement.
- Sponsorship of WMPKG programs gives companies the opportunity to demonstrate their credibility and commitment to the industry's professionals.
- WMPKG provides a forum for packaging education, networking and mentoring.



Keeping the professional in mind, the organization tailors its benefit plan to meet the individual needs of each professional. The suite of resources available at www.womeninpackaging.org, www.packagingcareerhotline.com, www.packaginghorizons.mag.com, www.packaginguniversity.com, all work together to provide the optimum training ground for all levels of professional development.

Whether a tenured veteran packaging, a recent graduate entering the industry, an entrepreneur, a seasoned executive or a small business owner, WMPKG is the perfect supplement to the professional development package.

Get a jumpstart on your professional development in 2004. Is it time to renew your membership? If you are not a member yet, join now and begin to benefit from an alliance with Women in Packaging. Get the details on membership benefits at www.womeninpackaging.org.

For information on Women in Packaging, email me at shellyn@womeninpackaging.org.

Thank you for subscribing to Packaging Horizons Online brought to you by Women in Packaging. We'd like to hear from you, write us at wpstaff@womeninpackaging.org.