

Welcome to the May 4 issue of Packaging Horizons Online.

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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.

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- What's Your Me Factor? By JoAnn R. Hines, Chief People Packager
- What's in Your Toolbox? By Shelly Nordlinger

What's Your Me Factor?

By JoAnn R. Hines, Chief People Packager

One of the most common business initiatives today is being a team player. In fact, I was recently questioned about this at women's leadership conference at Emory University. How you stand out from the crowd when the company wants you to be a team player?

It's an important process used by today's companies, and it is considered a negative if you are not a team player. The thing that most people don't understand is that you can't lose sight of the "ME" factor either.

Teams are great. They build consensus, share the workload, and come together for a unified purpose. But where is individuality, initiative, or just plain ego in the team concept?



When I say ego, I don't mean the typical appellation the big heads that are full of themselves. I mean the M for ME. Looking out for numero uno. We all want to be successful and today it's becoming increasingly difficult to find the right path toward that success.

Job uncertainty, information overlord, and balancing work and family issues -- it goes on and on. Whether you work for yourself or work for someone else, don't lose sight of the fact that you need to look out for you. If you were self employed or worked as an independent contractor you would spend 50% of your time marketing for the next job. Aside, from good eating, exercise and other regimens to take care of your body, are you doing anything to enrich your mind? This needs to be as firmly entrenched as an exercise program.

Every day you need to set aside some time for "Me". Whether it's reconnecting with old friends or making new ones, you need to satisfy and nurture that inner person. That's the person who says, "I'm important, I count, I can make a difference."

The largest number of calls I get are for help. But usually they come when it's too late. The caller just lost their job. Their company was sold. It is the day of their performance evaluation. These people aren't practicing "Me!" They go along with the flow and don't think beyond the day-to-day survival issues. I have been accused many times of having a big head (read big head bio) or being full of myself. So what? I know where I'm going and I do something about it every day.

I accept most challenges and always looking for new ones. I'm tireless in my efforts to promote myself. I share my knowledge and expertise to enable both men and women to reach their full

potential. This should be your motto too. I can't emphasize it enough. Don't wait until it's too late to make that call.

**Later this month I will be conducting a series of teleclasses.
I hour sessions during which you can have your questions answered.**

Let me know what topic is on your hot list. If nothing pushes your button the write in a topic, please. Rank them from 1 – 5 (5 most desirable)

- ___ ME- Marketing- It's all about me
- ___ SHE- Marketing- It's all about her
- ___ 50 is Nifty but will I have a job at 51- Over 50 and worried
- ___ Marketing the Women- the good the bad and the ugly

Respond via email to rhines@womeninpackaging.org and you will receive a copy of *10 Action Items to Keep A Grip On Your Career*.

What's in your toolbox?

By Shelly Nordlinger



Today's skill sets needed for success require a much more comprehensive toolbox than the hammer, saw, screwdriver type. Look around at the jobs available on Packaging Career Hotline (www.packagingcareerhotline.com). The job qualifications are not as great as the skill sets. They want you to have a degree, but you also need to have good organization skills. You need good communication skills. Solid leadership. Demonstrated managerial skills. The list goes on.

One out of every people you know will change jobs in the next 12 months. That is not always a bad thing. People move up the ladder. People make lifestyle changes. People retire. Unfortunately, people will also be laid off or lose their job as a result of something completely out of their control.

The best way to keep yourself on the cutting edge is to sharpen your skill sets. Don't wait to have to prove you are a good communicator. Take a speaking engagement. If you wait until you are offered the opportunity to manage the prize project, your competition may have already moved to the next level. Stay sharp and on track. Visit www.womeninpackaging.org regularly to find out about the opportunities available to help expand your toolbox.

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