



Interview U Seen, Heard, Hired

Interview U is a new and exciting company bundling professional recruitment tools into a comprehensive personal marketing video portfolio.

The initial buzz on the street say's the two partners have a winner.

The clients benefit from professional one on one coaching consultations.

The experts at Interview U listen to the clients job search objectives. Including work history, education, and specific accomplishments, and create a powerful studio quality video portfolio.

The process is discreet, confidential, and effective. Clients report the Interview U team makes you feel relaxed and like you have a career planning partner.

"I was amazed at how easy the process is, and I was delighted with the staff and the product." Kevin P. McKeon (satisfied client)

"I needed to separate myself from the competition" said, Karyn Bishop. "The staff at Interview U made me feel comfortable and designed a presentation that highlighted who I am and what I can contribute." I recommend Interview U to all of my friends and family.

Charlie Fulford, Vice President of Technology for Interview U said, "We have been able to blend technology and personal service producing a complete portfolio that increases client exposure, and reduces hiring and recruitment expense." "This is truly a synergistic endeavor where everyone wins."

Asset One Communication focuses on effective communication. Interview U is an organization that walks the talk, and their satisfied clients are talking up [Interview U](#).

Asset One Consulting Unveils New and Improved Website

Asset One Consulting is pleased to announce we have completed our new and improved website.

We have added Services, Products, Partners, and the Communication Chronicle Newsletter pages.

We believe the new design and information will enable our customers and clients to easily get to the information they need.

Diversity requires tolerance

Lady Liberty shines as a beacon of hope to the entire world. People from every country and religion in the world hunger to become part of the American dream.

Many of our ancestors came to American shores seeking opportunity, freedom, and security. What they found was discrimination, heartache, and intolerance. Thankfully, most persevered and assimilated into American society.

They worked as laborers, public servants, and craftsmen. Slowly and surely their economic strength grew. Eventually the immigrants of the 20th century became the fuel for growth and national prosperity.

Our country has recently been attacked by forces that hate America and all it stands for. The people who have done us harm do not separate victims by race, or creed, or sex. We are all generalized as Americans and for that crime we are all targets.

We have an American way of life, traditions, symbols, pastimes. Baseball, mother, and apple pie. We must keep in mind that many traditions of the Italians, Polish, Irish, Spanish, etc. survive and have become a part of the American fabric.

That is what has and will continue to make America strong, and healthy. Different points of view, a common goal to succeed, and the willingness and tolerance to listen and accept our differences.

In the words of another great American, "United we stand, divided we fall."

New Revenue Opportunities

Human beings are creatures of habit. We get into our comfort zones and have a very hard time breaking out of them.

This habit can be very damaging to your business. You may not see opportunity. You may not recognize synergies. You may not adapt and change to dynamic markets.

If you are in the distribution, transportation, or logistics business new and profitable opportunities abound.

You need to rationalize your established business network and understand the overall environment you operate in. Do you see prospects for increasing your business? Can you haul, store, or deliver merchandise for others without negatively impacting your business? Can you supply routing or distribution expertise to non-competitors?

In today's competitive market you must be diligent about seeking out non-traditional revenue. You've got the equipment, the space, and the expertise, get paid for it!

Effective communication comes in many forms. We hope our new format is pleasing to the eye and intuitive in function. As always we welcome your comments. Feel free to notify us at: info@asset1consulting.com. With your help, we will continue to improve.

Excellence of Character

In the season of elections words like Trust, Honesty, Ethics, Leadership, and Character are bandied about freely. These attributes are but a few of the characteristics Americans hold dear. We like to look up to people that exhibit these traits and we generally feel comfortable following their lead.

Our free economy is based on trust. The stock markets depend on consumer confidence and that confidence is dependant upon corporate performance. Unfortunately, recent corporate scandals have shaken Americans confidence in industry. Similar to the backlash politicians felt after the Watergate scandal, Industry CEO's are viewed with increasing skepticism. The financial reports businesses generate are now legislated as never before.

Why are we in this situation? What can be done to ensure honesty and integrity? As you have undoubtedly seen in prior editions of the Communication Chronicle, it is all about the people. Developing a corporate culture requires more than words in a mission statement. Each and every member of the organization must understand and share the company values.

The leadership of the enterprise is responsible to "walk the talk" setting examples of expectations in all their business dealings and interpersonal relationships. This is not an easy task, but it is vital to long term success.

When your ready to set the tone for your organization, call Asset One Consulting. Together we can devise the framework and strategy that will propel your organization forward.

Succession Planning? How about Success Planning!

Many American businesses fail to recognize the need for succession planning. Succession planning is often viewed with the same enthusiasm as making out a will. Combine that fact with the one constant in life "change" and you have a recipe for business disaster.

Typically, business thinks of succession planning in terms of who is next in line to fill a specific position. What about emerging markets, competition, technological improvements, government regulations, and the overwhelmingly rapid changes in any industry.

Have you and your team developed a blueprint that addresses these potential challenges? Has your competition?

Anyone in a leadership position must be thinking ahead anticipating potential twists and turns that will stretch the organization. Start plotting your succession planning course today.

Know Your People, It's Worth the Effort

All Work and No Play Makes Jack a Dull Boy

The fall provides a great visual example of the old axiom you reap what you sow.

As the seasons change, students return to school, businesses prepare for the upcoming holiday seasons, farmers bring their wares to market, and Keene, N.H. gets ready for their annual pumpkin festival.

I spent five years in Keene and speak from first hand experience when I say go to the pumpkin festival.

Keene shuts down their picturesque Main street and lines the sidewalks with scaffolding to accommodate the 13,000 lighted jack-o-lanterns people will bring. It is a tremendous sight to see and experience with family and friends. A crisp autumn day, the aromas of food vendors and local restaurants mingling in the fall air, the costumed children trick or treating at the Main St establishments. Take the road trip to Keene this fall. Make sure to bring your Jack-O-Lantern and contribute to the world record for lighted pumpkins.

Successful First Year for Asset One Consulting

Well, we made it through our first year and what a year it was.

We started out by defining our core competencies and marketing programs. We secured engagements that leveraged our expertise. We were very pleased to gain Fleet Bank as a primary customer and benefited from that relationship

Our professional coaching efforts took hold with some local area businesses and we were very happy to help contribute to some very successful enterprises. For me personally it is always exciting to work closely with intelligent, committed, and hard working people. When your combined efforts meet or exceed your expectations it is truly an uplifting experience.

The relationships we have been able to develop with our clients over the past twelve months have been very satisfying. We have learned an awful lot, and we have been able to help people and businesses achieve their objectives.

Our business partners have been fantastic. Having this group to use as resources for Asset One Consulting and our clients has been nothing short of fantastic. We speak freely about integrity, honesty, ethics, and leadership. Our business partners lead by example in these areas and it has been our distinct privilege to be associated with this fine group of professionals.

Our website has evolved over the last twelve months and the most recent iteration offers more products and services. We look forward to customizing presentations and training materials for your business.

The Communication Chronicle has also been a great communication tool. Our articles have been well received and the feedback we have read has been supportive and helpful. We look forward to another four newsletters for the upcoming year. If you have suggestions for future articles

Here is a story of a young man who worked in a multimillion dollar company. He had a rather unremarkable personnel file until recently. Suddenly this person had been disciplined for insubordination, and failure to complete assigned duties.

We looked into the circumstances of these incidents, and discussed the personality of this individual with other organizational members. What we found out was unfortunately very common. Joe (not his real name) scored very high on the Wonderlic cognitive test, his personality profile suggested he was a strong analytical person, and he was more introverted than extroverted.

Where did the company have this person positioned? He was in charge of a small off site department. He was required to deal with customers, employees, and outside companies.

We spoke to Joe's manager and pointed out the facts of his skill sets and recommended a change in responsibility.

Joe has now been with the company five years and has served as an operational analyst. His contributions have saved the company over 1 million dollars in the last two years. Joe's happy and so is the company.

drop us a line at info@asset1consulting.com. Your input is always welcome.

In closing, I want to say thank you to everyone that has helped make our first year in existence a successful one. We here at Asset One Consulting are driven to provide our clients and customers unmatched professional service, attention, and most importantly sustainable solutions to their business challenges.

Our team is focused and eager to jump into your next project. We are only a phone call or a couple of mouse clicks away. Don't hesitate to contact us. We are always willing to provide a free consultation to understand the scope of your project.

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