



# Go With the Flow Newsletter

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**Editor-in-Chief  
Linda Kronberg**

## A Message from the Editor-in-Chief, Linda Kronberg

Welcome to the 10th Issue of the Go With the Flow Newsletter. The Salesforce and Solution Pioneers Teams would like to thank everyone for all of the effort that everyone has put into learning and working with Salesforce. We greatly appreciate all of your hard work and participation in making Salesforce a key sales tool for Burt Process Equipment. As Salesforce continues to evolve, we welcome your feedback, suggestions, etc., which will help us to mold Salesforce to meet our future organizational needs.

This Issue of our newsletter has two "tasty" treats for you, both of which provide some fun, but useful personal management tools. Solution Pioneer, Jennifer Harriss, has provided a wonderful article about motivation in which she also references a well-known, widely-used management book called "Who Moved My Cheese." On a similar note, I recently came across the "Pomodoro Technique", which provides a new way to approach time management, all based on the popular Italian tomato-shaped cooking timer. And, who knew how "tasty" learning new skills could be!

### Our Motto...

Your Motto...


Everyone's Motto...



**"If it's not in *Salesforce*, it doesn't exist."**



Stacey sent out a Salesforce Basics document last week to some departments, which provides a "cheat sheet" for frequently-used Salesforce tools (i.e. Cases, Leads, Opportunities, etc.). Stacey identified specific instructions for different departments within the document. So, please be sure to utilize this handy reference tool as you use Salesforce on a daily basis.

 **Salesforce Opportunities Guidelines**

Every Opportunity out there should ALWAYS have an Open Activity associated with it.

There should *always* be something to do (make a call, send an email, set up a meeting, etc.) when you have an Opportunity. And, once you complete that Activity, you should be plotting what your next Activity should be and so forth.

*All Salesforce Users should be following these guidelines.*

**PLEASE NOTE**

**REMINDER**

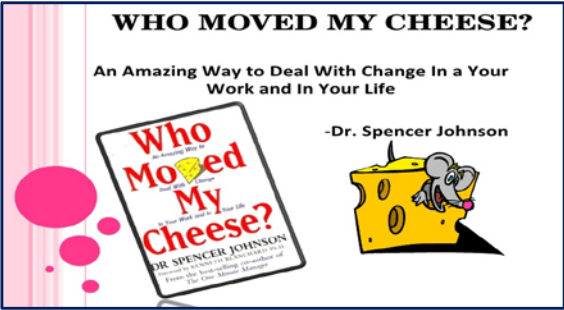
Unless an Opportunity Stage is set to "Initial Contact/Commitment Objective" or "Needs Analysis", **ALL OPPORTUNITIES MUST HAVE A NEXT STEP**, aka an open opportunity.

A quick one for these is to make sure every time you send out a quote you create a follow-up! Also make sure you are closing out your opportunities that are no longer a possibility!



**If it's not in *Salesforce*, it doesn't exist!**





**At your service...**

**The Solution Pioneers & Salesforce Teams**

- Jonathan Dearborne
- Jennifer Harriss
- Kyle Kalinowski
- Kathy Kelsey
- Matt Liuzzo
- Chris Lopes
- Hannah Schlett
- \*\*\*\*\*
- Stacey Smart
- Linda Kronberg
- Miles Johnson

**Motivation and...  
Who Moved My Cheese?**

Contributed by...Jennifer Harriss

We all know that adaption to change is difficult although we are all here to support each other. With the soft launch of Salesforce being in full swing, motivation shall be a key component to implementing this fantastic tool into our daily routine. In order to reach our goal successfully, we all need to be motivated and work together. Motivation will be our catalyst to push us forward and jump clear over the hurdles that may come in the way.

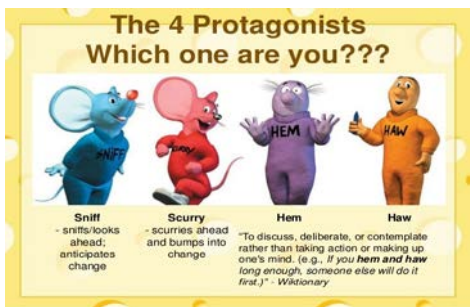
There is a fantastic motivational book that was recommended to me called "Who Moved My Cheese" by Dr. Spencer Johnson. The short fable is an easy read but with a powerful message that will motivate individuals while adapting to change in their life. It offers insight into a problem the characters are facing and how they react to the situation. It is fascinating to see how the two mice "Sniff" and "Scurry" and the little people "Hem" and "Haw" react differently to the problem and how their outcomes are so different. The real question is which outcome do you prefer?

After reading the book the correlation between motivation and success becomes abundantly clear. If anyone is interested in reading the book I do have a copy I am happy to lend out.

PDF copy of the book...  
<G:\general\Salesforce 2017\Newsletter\PDF Who Moved My Cheese for newsletter.pdf>

Wikipedia article...  
[https://en.wikipedia.org/wiki/Who\\_Moved\\_My\\_Cheese%3F](https://en.wikipedia.org/wiki/Who_Moved_My_Cheese%3F)

Check out the author here...  
<http://spencerjohnson.com/>



**Lessons from 'Who Moved My Cheese?'**

- Change Happens.** They keep moving the cheese.
- Anticipate Change.** Get ready for the cheese to move.
- Monitor Change.** Smell the cheese often so you know when it is getting old.
- Adapt To Change Quickly.** The quicker you let go of old cheese, the sooner you can enjoy new cheese.
- Change.** Move with the cheese.

- Enjoy Change.** Savor the adventure and enjoy the taste of new cheese.
- Be Ready To Change Quickly.** And enjoy it again and again.
- Move With The Cheese And Enjoy It.**



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# WHAT IS THE POMODORO TECHNIQUE?

A great time management & personal productivity tool recommended by **Linda Kronberg**



I'm not sure if you're like me, but I am always looking for ways to improve my time management skills and my productivity both at work and at home. I recently came upon the "Pomodoro Technique", which I have found to be quite helpful in these areas. This page includes an infographic that provides the steps involved in the Pomodoro Technique, which basically breaks down tasks into short, timed 25 minute intervals with built-in breaks. The technique used a simple kitchen timer (in the shape of a tomato in Italy where the creator of the technique, Francesco Cirillo, lives)

Some of the benefits of using this technique are....

- Manage distractions and control your time. The **Pomodoro Technique** empowers you to take control of your own time
- Increase accountability
- Improve weekly and quarterly planning
- Decrease back pain and mental fatigue
- Maintain motivation

## Manage your Time

Time is the ultimate commodity for mankind and, ultimately, there is no right or wrong way to manage your time. As with all things it is about what works best for for. By introducing the Pomodoro Technique, I hope to have introduced you to a process you may find useful, either in its traditional method or by employing longer pomodoros, fewer breaks or longer breaks when they come along.

## Stay Focused throughout the Day

Do you find that your productivity fluctuates from one day to the next? Some days, you fly through your tasks in no time. But other days just drag and, no matter how many hours you put in, you just can't seem to get things done.

It's a common misconception that long hours and busy days add up to high productivity. Research has shown that regular, short breaks will help you to keep focused and energized and to remain on task or return to a task more readily.

HOW TO BE PRODUCTIVE USING THE **POMODORO TECHNIQUE**

NAMED AFTER THE ITALIAN WORD FOR TOMATO SINCE THE TIMER USED BY THE TECHNIQUE'S CREATOR WAS SHAPED AS A TOMATO

**1. PICK A TASK**  
A list should be planned ahead of time.

**2. SET THE TIMER TO 25 MINUTES**  
Although a mechanical timer is suggested (like this tomato-shaped kitchen timer), any type will do.

**3. GET TO WORK**  
**NO DISTRACTIONS ALLOWED**

**4. STOP WHEN TIME IS UP**  
This block of work time is called a POMODORO.

**5. RECORD PROGRESS**  
Make note of anything that could aid future improvement.

**6. TAKE A FIVE MINUTE BREAK**  
Breaks keep you fresh.

**7. GET BACK TO WORK**  
AND REPEAT PREVIOUS STEPS

**8. AFTER THE FOURTH POMODORO TAKE A LONGER BREAK (15 - 30 MINUTES)**  
Squeeze in mindless chores for increased productivity.

**9. CONTINUE LIKEWISE UNTIL CALLING IT A DAY**  
With such focus and flow, time is used more efficiently while reducing mental fatigue.

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THE POMODORO TECHNIQUE® IS A REGISTERED TRADEMARK OF THE TECHNIQUE'S CREATOR FRANCESCO CIRILLO. FOR MORE INFORMATION, VISIT WWW.POMODOROTECHNIQUE.COM.

Motto

If it's not in **Salesforce**, it doesn't exist!

