

## Pastors on the Payroll

More U.S. companies are hiring clergy as a way to let employees know that their bosses do care about them.

Workers have usually had hot lines, Employee Assistance Programs, and the like to go to with work or family issues, but in-house chaplains offer the added dimension of being able to place problems in a spiritual context. In fact, this trend seems to be parallel with people's overall interest in finding more personal and even spiritual fulfillment in their jobs and work lives.

"Businesses are finding that chaplains can improve their bottom dollar when they see that a happier workforce can be a more productive workforce," says George Schurman, with the American Association for Ministry in the Workplace. "Chaplains can not only address emotional concerns, but are also trained and specialize in talking about spiritual concerns."

The rising incidence of workplace violence has also spurred employers to put pastors on the payroll. Marketplace Ministries is a Dallas company that has provided more than 800 Christian chaplains to organizations in 26 states. Family problems remain the focus, but there has been an increasing interest in helping workers cope with emotional problems before "reaching the boiling-over point."

Corporate chaplains deal with everything from job-related stress to marital problems to illness to thoughts of suicide.

To accommodate employees of different faiths, many of the Christian corporate chaplains know how to find a

rabbi, an iman, a Buddhist monk, or representative of other denominations. And it appears that employee fears of Bible-thumping are unfounded. The corporate clergy also pledge strict confidentiality so managers don't know who seeks help for what reason.

This is actually not that new. Company chaplains go as far back as the building of the Hoover Dam in the 1920s, when they helped support those workers doing dangerous labor. Current estimates by the Houston-based National Institute of Business and Industrial Chaplains put the number of workplace chaplains in U.S. companies at 4,000.

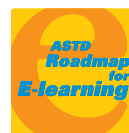
Source the *Washington Post*

Info burst See T101 in this issue, "Can You Train People to Be Spiritual?"

## E-News

The online trading and auctioning site EBay and SeniorNet, a San Francisco-based nonprofit organization that promotes teaching older adults to use computers and the Internet, have announced that they are committed to bridging the Digital Divide by helping train 1 million older U.S. citizens in the next five years to get online.

The September 26th announcement of the joint effort was supported by U.S. Secretary of Commerce Norm Mineta as part of his Digital Inclusion Tour. Funded by \$1 million from eBay, there will be 10 new computer-



## Factoid

Quick! How many professional coaches are there worldwide?

About 10,000, estimates the International Coach Federation.

## How To

Here are five strategies from consulting expert and bestselling author of *The Business of Consulting: The Basics and Beyond* (Jossey-Bass) Elaine Biech for maintaining relationships and getting repeat business:

1. Find reasons to communicate. You can learn a lot about a client's interests during a project. Even after the project, continue to send clips and other items.
2. Encourage clients to call at any time. You can help them find resources and materials or track down information or a job lead.
3. Keep your travel schedule in mind. If you will be near a previous client's location, call and plan to go out for a meal or make a visit to the office.
4. Sell your clients to other people regularly. Find new customers for clients, recommend clients to serve on boards, compliment their products and services to other people.
5. Call. Call clients if you need help. Call if you know of available jobs or for them to serve as a resource or to ask whether you can use their names as references. Always ask permission.

More info Elaine Biech is president and managing principal of ebb associates, with offices in Norfolk, Virginia, and Portage, Wisconsin.



### Global Tip

It's a global work world. Sooner or later, you're going to have to work across cultural boundaries.

Here's a tip from David Allen's *Productivity Principles*: Create folders for cities and countries you might visit or revisit, to house items for future reference, such as

- ❑ articles
- ❑ unused currency
- ❑ maps
- ❑ business cards collected at the last international conference you attended.

Go to [www.davidallen.com](http://www.davidallen.com)

training centers at SeniorNet locations across the United States, at which basic and advanced courses in online commerce will be offered. EBay has also created a "seniors area" at its Website, [www.ebay.com](http://www.ebay.com), to build awareness and give progress reports on the initiative. To date, SeniorNet—sponsored by corporations, foundations, and public and private donations—has trained more than 100,000 people at its 195 locally run learning centers, staffed by more than 4,000 volunteers.

Organizations can also use the site to host online charities to raise money for senior programs. For example, Sun Microsystems has listed a server valued at more than \$100,000, with all proceeds to go towards eBay's Digital Opportunity for Seniors program.

### Trend Watch: Tech Scene

The U.S. Midwest is where it's happening, technology-wise. Apparently, high-tech businesses are planting their headquarters in Dayton,

Ohio, in particular. John Nauseef with I-Zone, which helps startups get going, sees Midwest towns as having "community formats" that are conducive to building businesses.

Why Dayton? For one, 60 percent of the United States is within a 90-minute flight.

Many tech workers are also migrating to Dayton—tired of Silicon Valley smog, stress, and high cost of living. One such immigrant points out that with technology, he can work in Dayton, where houses are reasonably priced,

were effective, compared with 74 percent of the HR professionals.

Both the HR professionals (94 percent) and job seekers (80 percent) said that a candidate's qualifications should be the most important selection criteria. When asked whether diversity often overshadowed candidate qualifications, 51 percent of job seekers said yes, compared with just 23 percent of HR professionals.

For the full report, go to [www.shrm.org/surveys](http://www.shrm.org/surveys) or [www.careerjournal.com](http://www.careerjournal.com)

## Survey Says

Diversity makes an organization more successful, according to a recent joint poll conducted by the Society for Human Resource Management and CareerJournal.com, the executive career site of the *Wall Street Journal*.

Most—61 percent—of the HR professionals and job seekers—53 percent—responding said diversity initiatives have made companies more successful. However, just 42 percent of job seekers felt their current employers' diversity programs

### Reality Check

Companies that have so-called "soft and fuzzy behaviors"—making all employees feel like owners and feel connected to the company's vision and values—are growing at 141 percent. The companies without those behaviors are growing at only 10 percent.

Source *Fast Company*

### Reality Check: Part II

Why do many people quit their jobs? Because they're dissatisfied with company training. So said 41 percent of respondents in a poll by *Business Week*.

Source Right Brain Workouts, [www.gocreate.com/workouts](http://www.gocreate.com/workouts)

and still be a player in the Internet industry.

Some virtually or actually Dayton-based tech firms:

- ❑ I-Zone
- ❑ Businesshere.com
- ❑ Gaspricewatch.com—a Website created by Brad Proctor, which keeps track of gas prices at stations across the United States (voted the 4th most trafficked new site by Media Metrix in July)
- ❑ Reynolds and Reynolds
- ❑ The Entrepreneurs Center, a tech incubator.

Source Edelman PR Worldwide

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