

# Notebook

## FAST FACTS FOR TODAY'S PAINTER

### LEADERSHIP TIPS FOR TROUBLED TIMES

Job One for every manager is to get the best from his or her people, says author and executive coach Marshall Goldsmith. He offers leaders four pieces of advice for troubled times:

- **Embody empathy.** Strive to judge less and be more empathetic and tolerant than usual. Understand that out-of-character behavior from others may have deeper causes.

- **Lend a hand.** Some employees are dealing with unusual amounts of stress. Go out of your way to help them now and you'll be rewarded later by their loyalty.

- **Focus forward.** Avoid dwelling on "what could have been."

Instead, look to the future and what you can change. Help your team do the same.

- **Acknowledge your emotions.**

Dealing with stress, anger and insecurity are just a few of the challenges you face. Be as professional as you can. Don't take frustrations out on your team.

### PEOPLE STILL WANT PROS

The down economy has not dramatically impacted American's desire to take on common home improvement projects. According to a First Research Industry Profile of the painting industry from February 2009, 81 percent of respondents planned to undertake a home improvement project. Of those, 56

percent said they planned to hire a professional to do the work.

### A GOOD TIME FOR STARTUPS?

Jania Bailey, president and COO of FranNet, says a slow economy is a good time to think about starting a business.

"During a slow economy, you can negotiate better terms on real estate," she says. "Many suppliers are more flexible and willing to work with newer companies. Additionally, it is the perfect time to get started and be positioned for growth when the economy turns around."

Her comments appeared in "Small Business Trends and Advice," an e-newsletter published by SCORE. Subscribe at [score.org](http://score.org).

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