

FALL 2018
ISSUE 1

DIGITAL DOG DIGEST



UNLEASH THE POWER OF LEADERSHIP



About Digital Dog Digest

You probably know by now that our tagline at Digital Dog Direct is “Unleash the Power.” As marketing copy, that has a couple of meanings for us that we hope you pick up on:

1) Take advantage of the power of direct mail. 2) Benefit from the power that DDD can bring to your marketing and mailing efforts.

But you might also read our tagline as a call to anyone and any organization to live up to its innate potential, its own power. To become a leader—on one’s team, in one’s organization, or in one’s field. With that in mind, we’re focusing on leadership in this, our first DDD quarterly newsletter. *Read all about it...*

THE INSIDE SCOOP

-  What Kind of Leader are You?
-  Reading on Leading
-  Digi’s Canine Corner
-  Warning Signs that Leadership is Lacking
-  Digital Dog Direct News

WHAT KIND OF LEADER ARE YOU?

There's probably more than one answer.

Different leaders lead in different ways, but in the end, there are just a few basic approaches. One authority on the subject is Daniel Goleman, author of the widely read book *Emotional Intelligence*. Writing for *The Harvard Business Review* in 2000, Coleman outlined six styles that comprise the practice of leadership according to his research. Each springs from a different component of emotional intelligence:

COERCIVE

Coercive leaders demand immediate compliance. "Do what I tell you," is their message to the teams they lead. While the overall impact on business culture is negative, this style does work well in times of crisis and with problem employees.

AUTHORITATIVE

Authoritative leaders mobilize people toward a vision. "Come with me," is

what they essentially say to the teams they lead. This style generally has a strongly positive impact on culture and works especially well when changes require a new vision or clear direction is needed.

AFFILIATIVE

Affiliative leaders create harmony and build emotional bonds. "People come first" is their mantra. They are especially effective when there's a need to heal a rift or motivate people during stressful circumstances.

DEMOCRATIC

Democratic leaders work to forge consensus. "What do you think?" is a central message to those they lead. This fundamentally positive style works well to build buy-in or get desired input from valuable employees.

PACESETTING

Pacesetter leaders set high standards for those they lead. "Do as I do, now," is their over-arching message. While the impact on culture tends to be negative, this leadership style can prove useful in getting quick results from a competent, highly motivated team.

COACHING

Coaching leaders work to develop people for the future. "Try this," is their message. They tend to be very effective in helping employees improve their performance and develop long-term strengths. As you might imagine, the impact is reliably positive.

Which of these describes your style?
What other styles should you try? 🐾

READING ON LEADING

There's no shortage of books on leadership, but here's our short list of classics well worth your time:

The Seven Habits of Highly Effective People

by Stephen R. Covey

Developing the Leader Within You

by John C. Maxwell

Wooden on Leadership: How to Create a Winning Organization

by John Wooden and Steve Jamison

How to Win Friends and Influence People

by Dale Carnegie

The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You

by John C. Maxwell





DIGI'S CANINE CORNER

Digi, Digital Dog's mascot, is your loyal direct marketing companion. Many of us also have animal companions and a soft spot in our heart for our pets. So, we're dedicating this section in each of our newsletters just for news about our furry friends.

The employee spotlight in this issue features John Bowman, animal rescue fanatic. Two of his favorite rescues' information is listed to the right, in case you'd like to make a donation or get involved.

PARTNERSHIP FOR ANIMAL WELFARE: PAW RESCUE

A non-profit group of volunteers chartered to facilitate the rescue and adoption of homeless domestic animals, mainly dogs and cats, and place them in loving and stable homes.



- Website: paw-rescue.org
- Phone: 301-572-4PAW
- Facebook: @PAWrescue
- Instagram: @partnershipforanimalwelfare

WAGS RESCUE & REFERRAL

Wags Rescue & Referral is a small group of volunteers from Bucks County, Philadelphia and Montgomery County, PA that started because they wanted to help dogs affected by Hurricane Katrina by placing them in loving and safe homes.



- Website: wagsrescue.com
- Facebook: @wagsrescue
- Twitter: @WagsRescuePA
- Instagram: @wagsrescuepa

WARNING SIGNS THAT LEADERSHIP IS LACKING

Members of Forbes' "Coaches Council" of business, career, and professional coaches pooled their insights in 2017 to come up with a list of signs that leadership is lacking in an organization. Here are a few highlights:

There are silos and conflicts between departments—discord starts at the top and spreads from there.

Employee attrition is high—Employees leave when their needs are not met. It's that simple.

Employees are not being developed—If people are not being

developed, a valuable resource is being wasted, and leadership is being negligent.

No one is asking questions—If the team is quiet, there are negative forces at work—and leadership is missing out on the insights that a communicative, inquisitive team provides.

Accidents aren't allowed—A good leader makes good use of mistakes and missteps and values information of all kinds. Create a safe place for honesty and communication of "bad" news. 🐾



DIGITAL DOG DIRECT NEWS



Welcome, Cade!

Congratulations to new mom and Digital Dog Direct's Senior Variable Data Programmer, Courtney! We welcome your new baby boy, Cade Robert Mitchell, into this world. 

Born July 13, 2018. Weighing 7lbs even, and 21 inches long.



Pop-up Cookout

We want to thank our good friends, Chris and George from Virtual Systems (the makers of our Print and Mail Management Software, Midnight) who provided our team with a pop-up cookout lunch in July. 



Employee Spotlight

John Bowman: Production Mechanic

John Bowman has been working at Digital Dog Direct since May 2016. As Production Mechanic, he repairs, maintains, and makes sure everything is running smoothly in the production department. His vast experience (he's been working on machines for 37 years!), started when he was 15 at a school work program. Even still, John finds that every day has its own challenges, keeping him on his toes to always find the best solutions. Thanks to John, we're able to be more efficient in production and ultimately for our clients.

Outside of work, John and his wife are huge animal advocates. They donate to a variety of animal shelters (including Paws Rescue and Wags Rescue) and are currently fostering 16 animals! In addition to their 3-year-old boxer/lab mix named Zuri, they have a Flemish giant bunny (really big!) named BruceWillis. He even has his own Instagram page: @BruceWillisBB 

To read more employee spotlights, visit www.DigitalDogDirect.com/employee-spotlight