



Cottle's Professional Consulting NEWSLETTER

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Interview Tips:

- * Regardless of the position always look professional
- * Always arrive on time
- * Don't arrive at the interview encumbered with additional baggage or luggage
- * Always make eye contact
- * Be prepared and think of questions that potential employers may ask
- * Leave reliable contact information and confirm when you can follow-up

Happy New Year!

Dear Readers,

A new year is again upon us, and I will like to take this opportunity to wish you a happy and prosperous New Year 2007! The beginning of the year is a time when many of us make promises to ourselves. These "New Year Resolutions" can often be very difficult to follow through on. Our resolutions are generally about things that we will like to change about ourselves or about our life. They are generally very personal things. At the end of the year, some of us upon reflection say, "well I was suppose to have done . . ." or "I really forgot . . ." or "I wasn't able to do . . ." Regardless of how difficult the task may be, let us make all efforts to carry through on our resolutions. As we know some things may be hard to achieve, but with a little bit of self-control, persistence and commitment, we can fulfill them.

Let 2007 be different!

Some resolutions to consider:

- Exercise at least twice a week
- Quit smoking
- Eat more healthy foods
- Be a better neighbour
- Learn a new skill
- Return to school
- Start a new career
- Gain financial independence
- Start my own business
- Learn how to use the computer
- Visit somewhere new
- Get involved in my community

Sincerely,

Dr. Cheryl Cottle

Dr. Cheryl Cottle, Ed. D

Who is Cottle's Professional Consulting?

Cottle's Professional Consulting (CPC) is a Canadian company, established in Toronto, Ontario in 2004. In 2006 an office was established in Trinidad and Tobago, which we hope will service the Caribbean.

We provide a comprehensive range of services in the area

of web site development, education, professional development, business development, organizational development, computer training and research.

Our services are geared to meet the needs of individuals, businesses and organizations. These services are

supported by Dr. Cheryl Cottle, who is the founder and chief consultant for CPC.

Dr. Cottle's expertise encompass the field of education, computer technology, research and business development.

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Computer Buying Tips!

Buying a computer system and the various software can be a daunting task due to the wide range of options available and the technical jargon. It is often difficult to understand what you are buying and what will best meet your needs.

Some manufacturers provide customers with online details and services, which can be helpful in learning more about their products and their features. However, the task of knowing what will meet your needs still remains a challenge.



Perhaps some of these useful tips can assist you in getting the best for your investment.

- Have a clear understanding of your intended use
- Identify the software that best meet your needs
- Is the system upgradeable ?
- Is memory capacity sufficient ?
- Do you have the skills and knowledge to use the system ?
- Determine your available support
- Determine maintenance cost
- Evaluate your warranty

Computer Technology Resistance

Dr. Cheryl Cottle

Age nor gender should not prevent computer technology usage. With the rate at which computer technology is developing globally, it is important that each society become a part of its growth. The “first world” nations have a claim on computer technology development and use, but how much of that is transferred to the nations referred to as “third world.”

Trinidad and Tobago is one such nation which is advancing and is a part of the technological revolution. However, everywhere you look in Trinidad and Tobago, cell phones seem to be the dominant form of technology used and seem to be a significant part of daily life.

Conversations with users of cell phones reveal its importance to their lives. It makes their lives “much easier.” One person said that “it is especially useful when I go shopping with my family,” and “if I go one way and they go another, we can communicate through our cell phones and arrange to meet up.”

The rate of cell phone use is an indica-

tion that the people of Trinidad and Tobago are end-users of some technology. But what of computer technology, in the homes, at school and at work.

In the same manner that cell phone use transcends all ages, it is my hope as an educator, computer expert and advocate; that more people will become computer technology users, regardless of age or gender.

... computers were intended for male use rather than female. . .

I recently spoke with an older gentleman who said that he will not learn to use the computer, even if he was offered “free” training. I have also spoken with other older individuals, who attributed their non interest in computers, to not being born in the age of computers. It was further suggested that “children born into today’s time learn the computer quite easily.”

This apprehension towards using computers was also reflected in my doctoral research, which examined how organizations introduced computers into their

workplace, and the issues that affected its successful implementation. The findings of my research, showed that age and gender were two common factors that hindered the successful implementation of computers in the workplace and in turn society.

My research has showed that both older male and female employees resisted technology when it was introduced into the workplace. The general sentiments shared by many employees were, “I have just five years before retiring, why do I have to learn something new,” and “we have been accustomed to using this method . . . why do we have to use technology now,” and the rationales go on.

Further, it was the perception of females that computers were intended for male use, and as such they resisted the use of computers. For the women who used the technology in the workplace, it was used primarily for work function, but never in an explorative manner.

It is time that we do not see age nor gender for why we will not use computer technology. It is important that we give up the apprehension, and get on the bandwagon.

Who is Cottle's Professional Consulting? *Continued from page 1*

Dr. Cheryl Cottle, was a teacher in Trinidad and Tobago for many years and have also taught in the United States and Canada. She has also worked as a curriculum developer with the Toronto Board of Education.

In addition, Dr. Cottle has consulted with various private schools and organization to develop their educational programs and services.

Dr. Cottle holds a Bachelor of Arts degree from the University of the West Indies, a Masters of Science degree from the New York Institute of

Technology and a Doctorate in Education from the University of Toronto.

The services provided by **Cottle's Professional Consulting** are also supported by the skills and experience of Dr. Cottle's team of professionals, who provide a wealth of information and expertise to each project. With this team of highly qualified professionals, the company is uniquely qualified to meet the needs of its clients.

For more information visit:
www.drcottle.com



Business Development

There has been a movement towards self-employment and entrepreneurship, and with this, it is important for individuals to approach their ventures in a professional manner.

In earlier times, the management of a small business was primarily family run, but today many small businesses have a staff, more competitors, and greater consumer demands.

It is imperative in today's competitive business forum, that business owners pay closer attention to office management, customer service and the development of a professional image both personally and in their business environment.

Customers are demanding more and the need to meet these demands are crucial for business success and longevity. Business owners therefore

need to focus upon strong customer service skills, computer literacy, a progressive workplace, and a clean, customer friendly business environment.

Combining these factors along with having a service or a product that customers want or need, may provide those embarking on a business venture with viable tools for success.

Advantages of Online Marketing

With the growth of the internet and many business owners realizing the importance of having a web site and utilizing online marketing opportunities, there are still entrepreneurs who do not see the importance of utilizing the internet to promote their products and services.

Online marketing can take many forms. It can include a listing on an internet directory, a web page, a web-site or an e-commerce site. The level

of commitment and the cost can be controlled by the individual and its benefits are endless.

The following are just a few of the advantages that online marketing can provide to a small business:

- International presence which allows an international audience to access information about you, your services or products
- It is a unique opportunity to

showcase through images your products

- It is a twenty-four hours, seven days a week advertising
- An effective tool for reaching your target audience
- Allows your customers to access your information at their convenience
- Can provide a competitive edge against your competitors

At CPC

CPC offers a range of services that can benefit individuals, businesses and organizations. Our new web site provides an overview of our services and also provides clients with ongoing information and other resources. Visit us at www.drcottle.com

Some of our services include:

Web Site Development and Hosting

Our web site design, development, hosting and management services are available to individuals, businesses and organizations. Big or small, your online presence can be enhanced by our range of services designed to produce unique web sites, web site optimization and e-commerce solutions. Visit us online for details about our \$99.00 (Canadian) web site promotion: www.drcottle.com/services/webservices.html

Business Forum

Our "Business Forum," is a great online marketing opportunity that is available to our clients. To learn more about how this forum can be of value to you visit: www.drcottle.com/business_forum.html

Computer Training

Individualized or group computer training programs are available. You can gain basic to advance skills in MS Word, Excel, Power Point and much more!

Computer Technology

Our experts in the field of IT will also work with your business or organization to facilitate the effective implementation of computer technology. We can develop a strategic plan, design, develop and facilitate the implementation and management of your project.

Education

Our in-depth services in the field of education encompass, curriculum development, multi-media presentations, computer mediated learning environments, the integration of computers in the curriculum and teacher training.

Business Development

Cottle's Professional Consulting can assist you in turning your idea into a viable business venture. Our range of services in business development is geared towards the growth of small to medium size businesses.

Workshops and Seminars

CPC conducts a series of workshops and seminars in Toronto, New York and Trinidad and Tobago. Visit us online for ongoing information about upcoming events!

Other services include:

- Editing
- Research
- Organizational Development
- Professional Development
- Newsletters
- Marketing Materials

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Promotions

Web Pages Available!
some restrictions apply

\$99. Special Offer from
January 29th to
April 30th, 2007
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