



Cottle's Professional Consulting NEWSLETTER

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Inside this Issue

Letter To Readers	1
Our Business Development Services	1
The Role of Senior Managers in IT Development	2
A Winning Resume!	3
CPC Profile - Patricia Cox Designs	3
At CPC	4
Promotions	4

Thank You!

Dear Readers,

I will like to take this opportunity to thank all those who have shown an interest and provided support for our seminar series entitled; "*Women Entrepreneurship and Computer Technology.*"

Our Trinidad and Tobago seminar was held on June 16th, and was hosted at the Rudranath Capildeo Learning Resource Centre, Couva. I will like to extend a special thank you to the media for their part in showcasing our event. To the Guardian Newspaper (Trinidad and Tobago) we thank you for your feature in your "Woman Wise Magazine" on Sunday, April 15th, 2007. To the television media, we will like to extend a warm thank you to "Trinidad Style" and the "John Victor Show."

We will also like to extend our warmest thanks to all the organizations and individuals who responded to our call for participation. To those who participated, we thank you immensely for your attendance and feedback.

We look forward to your continued support and participation in our future seminars and workshops. For further information about upcoming events, please continue to visit our web site at www.drcottle.com.

Sincerely,

Dr. Cheryl Cottle

Dr. Cheryl Cottle, Ed. D
Chief Consultant

Interview Tips: What not to wear!

- * Wild nail polish or extremely long uncut nails
- * Excessive amounts of jewelry
- * Do not wear open toe or backless shoes
- * Avoid extremely short skirts. Hemline should not be more than three inches above the knee
- * Do not wear Capri pants or leggings
- * Avoid wearing leather jackets
- * Accessories should be conservative

Our Business Development Services

Cottle's Professional Consulting offers a number of "Business Development Services" that are designed with each client in mind. With the continued growth in small and home based businesses, more small business owners are seeking assistance to develop their business from a number of perspectives.

Our services therefore take into account the changing world of business and the needs of all businesses regardless of size, nature of ser-

vices and financial constraints. All businesses require continued development in order to grow and develop professionally and financially.

Our customized services translate into quality services that meet the needs of each business. We work with our clients to guarantee that they meet their business and professional objectives.

Our services include assisting business owners and managers in the develop-

ment of their computer requirements, portfolio, web site, e-commerce, marketing, project management and office management.

Our services can assist you in developing a professional image for your business and can help you gain a competitive edge in an ever growing market, extend your client base, and strengthen existing relationships with clients.

For more information on our services contact: info@drcottle.com

The Role of Senior Managers in IT Development

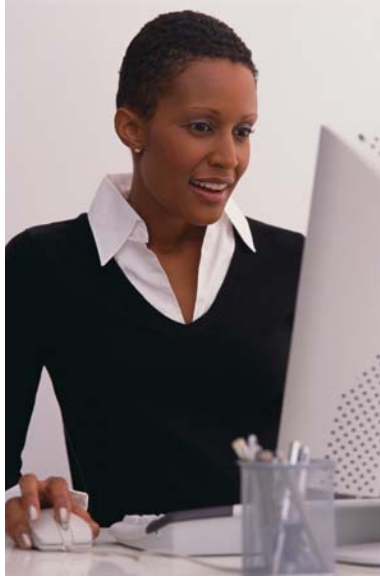
Dr. Cheryl Cottle

Small and large companies owe it to themselves to have senior managers that are open and respectful of their IT staff.

Valuing the skills, knowledge and expertise of their IT Unit or manager is critical to the successful implementation of computer technology within the workplace. This is significant to ensure that the benefits outweigh the money spent on the computer technology, to facilitate the computerization and the restructuring of any business.

Senior management support of the IT staff is important from two perspectives; one, to establish a good communication and working relationship between the IT staff and senior management, and two, to get the support of the employees in the computerization process. Senior management support of the recommendations made by the IT Unit, plus employee support of the implementation plan will ensure that the implementation process works smoothly and successfully. A supportive, accepting relationship, guarantees that the IT Unit can work freely, expertly and efficiently to successfully computerize operations.

In some smaller companies, the overall management of the company rests with the owner-manager, and in most instances if computer technology is introduced, it is managed by the owner-manager. He or she wears two hats and is responsible for the company's operation and the computerization of the company. In instances as this, the owner-manager is generally skilled and knowledgeable in com-



puters. He or she may not necessarily understand the implication of the human-side of computer technology; but possesses a working knowledge of the technical aspect. They generally utilized an approach to the implementation of computer technology based upon trial-and-error. This approach is often very time consuming and costly.

In other instances, some smaller companies hire an IT manager to oversee the design and implementation of computers within their organization. In this situation it is also important that the owner-manager or senior manager advances his or her knowledge of the computerization process. Training and development can be gained through, formal and informal learning situations or by working closely with the IT personnel.

Research shows that senior managers, who respect and trust their IT personnel, provide an opportunity for him or her to effectively and successfully implement and maintain the computer technology that is implemented. It also shows that a team approach to the implementation of computer tech-

nology, allows everyone that is a part of the team to learn about the new technology. Mutual respect and valuing the ideas and expertise of the other, helps in the process from the design phase to the implementation phase.

Below are some tips that will help you to effectively and successfully implement computer technology within your business operation. This applies to small business owner-managers, and senior managers of large corporations and community-based organizations.

Managers should be:

- Open to new ideas and knowledge
- Visionary
- Technologically minded
- Prepared to advance their knowledge of technology
- Able to influence employees
- Willing to give IT personnel autonomy to make decisions around technology
- Able to work cooperatively with IT staff
- Able to engage in collaborative knowledge-building
- Equipped with the right attitude to set the proper tone within the workplace to facilitate the successful implementation of computer technology
- Supportive of education and training for employees
- Able to exercise a democratic, open, user-participatory approach to decision-making

**For more information on this topic contact: ccottle@drcottle.com
www.drcottle.com**

A Winning Resume!

You have just graduated from college, university or a training program and you are eager to leverage your new skills and qualifications. Perhaps you are a seasoned professional seeking to find new opportunities in your chosen field or looking to change your profession. Whatever your circumstance, having a well written, professional and dynamic resume will make all the difference.

These helpful tips will assist you in

developing your resume and professional image, and in-turn assist you in reaching your goals.

- Each resume should be tailored for the given job
- Have a clear outline of your objectives
- Highlight your accomplishments
- Be specific about what you have done
- Do not leave out important infor-

mation in an attempt to keep your resume short

- Do not make it visually busy by using too many fonts or graphics
- Always include a current contact information
- No typographical or grammatical errors
- Always proofread your resume
- Seek professional assistance when needed

CPC Profile - Patricia Cox Designs

Dr. Cheryl Cottle has been interviewing various business women in Canada, the United States of America and the Caribbean; to gain a deeper insight into the experiences of women in business. In this issue, we profile Patricia Cox Designs and its owner Ms. Patricia Cox. Patricia Cox Designs is a soft furnishing company based in Trinidad and Tobago, and was established in 2006.

Q: How long have you been using the internet as a marketing tool for your business?

A: It has only been a few months, however it is something that I have been hearing about and wanting to do for a long time.

Q: Why did you choose the internet as a marketing tool for your business?

A: Earlier in my business, and with other businesses I have had, I relied on word-of-mouth. But recently, I decided to use the internet to reach both local and international customers.

Q: How viable have you found having an on-line business?

A: The on-line presence has added a professional image to my business. This has been very helpful in getting others to pay closer attention to what I can do.

Q: What would you say is an advantage to an on-line business?

A: A web site has allowed me to show customers samples

of my work. It also means that people from outside Trinidad and Tobago can call for my services.

Q: What has been one of the main challenges you have faced since using the internet in your business?

A: I still don't know how to use the internet. My son helps me with my e-mail account and one of my daughters also helps me a lot. I therefore still have to learn how to use the computer and the internet. But I'm not going to let that hold me back.

Q: What do you recommend to others that are interested in integrating the internet into their business?

A: I had no prior knowledge of how a web site will work. . . my daughter who lives in England talked about how good it was, and she suggested I look into it, and I'm glad I did. I think that it is a great addition to any business. I am very happy with my web site. A person can start small and take it from there. If you are an older business person, like I am, do not feel intimidated by the technology.



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. 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 and your business 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. Visit us online for ongoing information about upcoming events!

Other services include:

- Editing
- Research
- Organizational Development
- Professional Development
- Proposal Writing
- Newsletters
- Marketing Materials
- Tutoring

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Promotions

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Seminar Series!
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and Computer Technology
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For more information visit
www.drcottle.com