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The Journey: Three Things Every Day



As schools reopen, fall is also a good time to get back on track with professional development. If it's difficult to think beyond your growing to-do list, Certified Organizational Business Coach, Shannon Cassidy, offers some ideas on how to stay focused on what is important in "Three Things Every Day."

We work in a wonderfully chaotic business. The Cable and Telecommunications field is known for its fast pace and constant change, where high expectations make decisive action essential.

How do you decide what to do first?

Read more about Shannon's ideas on staying focused on what's important at the [August WICT Wire page](#) on wict.org.



Shannon Cassidy is founder and Executive Director of [bridge between, inc.](#). Specializing in behavioral change and communication Shannon helps clients achieve their greatest leadership and career potential. Shannon is a graduate of [WICT's Betsy Magness Leadership Institute](#) (Class 18), launched the [WICT Philadelphia](#) Executive Women's Leadership series and has presented at CTAM Philadelphia and NAMIC national conferences.

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WICT Clicks: Set Goals to Get Back on Track

Whether it is time to get back to the office following a rotation into another role or after some much-needed personal time, making and keeping goals is essential for any seamless transition. The first step is to brainstorm specific yet manageable goals that allow you to mark progress while gently getting back into the swing of things. Work-family advocates and even some large financial institutions are creating new programs to help women re-enter the workforce after a more extended absence. A number of business universities also have created specialized "on-ramping" programs for women, with Pepperdine even establishing an MBA track exclusively for mothers with young families.

Read more about setting goals to get back on track at Info Inc.'s [The Small](#)

WICT 30: 30 Ways to Get Back on Track



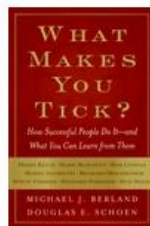
If you have lost sight of your goals and your energy is dispersed in too many directions, here are 30 ways to gain clarity and to get back on track.

1. **SWOT yourself.** Review your strengths, weaknesses, opportunities (within your company, your market, your operational focus and your industry) and threats.
2. **Identify your goals.** Determine short term and long term SMART (Specific, Measurable, Attainable, Realistic and Timely) goals
3. **Recognize your gifts.** Leveraging your competencies will differentiate your professional brand and infuse your work with your own unique approach.

To see the rest of WICT's 30 Ways to Get Back on Track, visit the [August WICT Wire](#) page at wict.org.

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WICT Picks: What Makes You Tick? How Successful People Do It--And What You Can Learn From Them



There are four major categories of successful persons--Natural-Born Leaders, Independence Seekers, Visionaries, and Do-Gooders, say Michael J. Berland and Douglas E. Schoen, authors of a new book entitled, "[What Makes You Tick?: How Successful People Do It--and What You Can Learn From Them.](#)"

Find out more at the [August WICT Wire page](#) on www.wict.org.

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Tech Tip: Web 2.0

Keely Buchanan from Time Warner Cable brings us this month's tech tip, the definition of **Web 2.0**.

"**Web 2.0**" is a second generation of World Wide Web as an enabling platform for Web-based communities of interest, collaboration, and hosted services. Applications include social-networking sites, video-sharing sites, wikis, calendaring, and VoIP. Really Simple Syndication (RSS) is one of the most popular tools associated with Web 2.0.



Keely Rose Buchanan, Communications Manager for [Time Warner Cable](#) is an experienced Distance Learning and Communications professional with extensive knowledge of corporate communication strategies, eLearning development software, online collaboration tools and webinar technologies.

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WICT Mentoring Corner

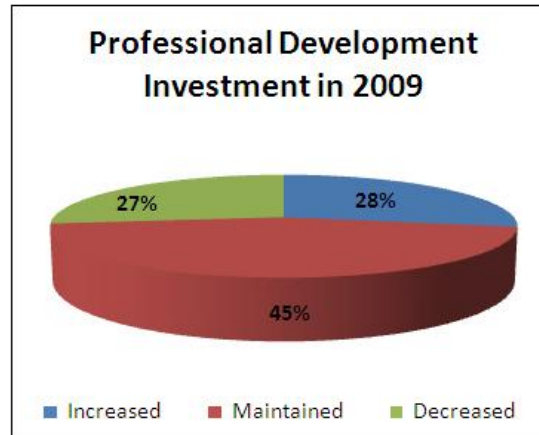
Tip for the Mentor: Mentors may want to consider introducing the idea of mentoring by email, because doing so offers more time flexibility for participants. - [Acom-Online.com](#), Brad Durrell

Tip for the Mentee: When choosing a mentor, be prepared to explain the role you want her to play. If she is unable to fulfill that role, keep looking until you find the right fit. -*Minneapolis Star Tribune*

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WICT Buzz: Most Companies Maintaining or Increasing Professional Development

Accountemps found that most of the nation's 1,000 largest companies are not all scaling back on professional development. 28% indicated that their firms have increased training initiatives, and 45% 27% have scaled back and 45% reported no change.



Source: Accountemps 2009

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WICT PAR at Work: An Interview with Parthavi Das



As the summer comes to a close, many WICT members are focusing on fall priorities. WICT is looking forward to change in the form of emerging trends and new opportunities for advancement resulting from the analyzing this year's [PAR Initiative](#).

WICT Interim President, Parthavi Das, sat down with us to talk about how WICT shapes the PAR analysis; and more importantly, how WICT uses the PAR analysis to shape future programs and refine current efforts to benefits our members.

Read more about PAR's influential impression on WICT programming and initiatives in the [PAR At Work Newsletter](#) section on www.wict.org!


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WICT Calendar

JOIN US! free webinar
Sept. 16, 2009, 12:00pm (et)

Save the date, Wednesday, Sept. 16, for this free WICT webinar with the authors of What Happy Working Mothers Know.

[Cable Boot Camp and Beyond](#) - September 22-23, The Cable Center - Denver, CO

Brought to you in partnership with  **CABLECENTER**

Sharpen your cable business knowledge through this comprehensive two-day program, which will take you from how cable came about to what the current marketplace looks like, including who the players are and what key issues the cable industry faces today.

WICT Cable Boot Camp and Beyond provides the perfect training ground for professionals who are new to the industry and need a comprehensive and valuable introduction to the business - and for those who may need a refresher! You'll hear from experts including Dick Clark, an industry veteran, Bill Dorman of The Cable Center and Dr. Ron Rizzuto of the University of Denver on all aspects of the cable industry.

[Register today.](#)

WICT recognizes Scripps Networks as our 2009 presenting partner of Cable Boot Camp & Beyond



WICT Tech It Out Breakfast October 28, 7:30-9:30 a.m. Cable Connection Fall - Denver, CO

 Plan to attend WICT's Breakfast Reception and Tech It Out Panel during Cable Connection Fall, October 28, 2009 7:30 a.m. - 9:30 a.m. at Colorado Convention Center, Denver.

Don't miss this exceptional opportunity to hear from an outstanding panel of technology leaders about innovation, competition, and cutting edge technologies. WICT's Tech It Out initiative has earned the prestigious Beacon Award by Association of Cable Communicators.

WICT recognizes Bright House Networks as our presenting partner of WICT Tech It Out.



SAVE THE DATE WICT's BMLI Business Management Symposium, November 17-18, 2009

WICT recognizes Comcast and WE tv as our 2009 presenting partners of WICT's BMLI Business Management Symposium.



In honor of WICT's 30 year anniversary, [WICT's Empowerment Partner, Paper to Pearls](#), has created a special red, three string necklace that can be pre-ordered at the conference. The three strands of beaded pearls in the WICT red represents the three decades of achievement, growth and progress that has been realized through the many programs, activities, chapters and overall leadership of WICT. [Order your WICT 30-Year Anniversary necklace](#) and support Paper to Pearls!



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WICT Chapter Highlights

[WICT Greater Florida - TECH IT OUT!](#) August 20, 8:30 a.m. - 2:00 p.m. Ever wondered what cable terms really mean? Would you like to hear more about cable innovation, competition and cutting edge technology? Then this is the event for you!!

[WICT Atlanta - Business Case Study](#), August 25, 2009 8:00 a.m.- 6:00 p.m. Work as a team with industry peers and leaders to hone strategic thinking skills, address timely, cable industry issues, produce real world solutions and present findings to senior executives. WINNING SOLUTION will be AWARDED!

[WICT Midwest - Take Me Out To The Ballgame](#), August 26, 2009 at 7:00 p.m. MN Twins vs. Baltimore at the Metrodome. A great opportunity to relax and network with fellow WICT members!

[WICT Greater Chicago - Dress For Success Seminar](#), August 27, 2009 5:00-7:00 p.m. Do you dread it when you hear Business Casual? Come hear about the yes and no list, and how to look great yet still be casual.

[WICT Midwest - Take Me Out To The Ballgame](#), September 2, 2009 7:15 p.m. St. Louis Cardinals vs. Milwaukee Brewers at Busch Stadium. A great opportunity to relax and network with fellow WICT members!

[WICT Washington/Baltimore - Touchstones of Leadership Awards](#), September 15, 2009 7:00 a.m. Honoring local industry leaders & Washington policy makers.

Visit WICT's [chapter event calendar](#) for a WICT Chapter event near you.

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Join In. Stand Out. Renew your WICT Membership.

Some leaders are born, others are made.

No matter which camp you fall into, WICT will help you unearth your potential, grow your talents and achieve your professional goals. WICT is your leadership resource. Now is the time to renew your commitment to your professional development, and move your career forward. Now is the time to renew your membership with WICT.

[View a complete list of WICT membership resources!](#)

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Welcome New Members

WICT welcomes our new members, especially those from:



Check out the complete listing of new members at www.wict.org/mcs/Pages/NewMembersMonthly.aspx and welcome your colleagues!

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