

THE
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A WOMAN-OWNED SMALL BUSINESS

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A Letter from Kim

With each new year comes our desire to make resolutions and goals for the coming year. Let's face it. Most of the time, we all fail. We will stick with our plan for a while, but, eventually, we quit because of lack of time, motivation, energy, or desire. In business, we also set goals for ourselves and our organization. So how can we ensure that we won't fail in these?

First, we have to understand what goals are. Goals play a vital role in all work environments. They are objectives, results, or achievements one desires to reach. Goals must be measurable and created with action steps for progress to bring about a desired result. The goals you make should be challenging. If you are not challenged, you will not be motivated to get the job done. Just maintaining the status quo is not a goal.

Over the last several years, research regarding goal setting and how it is affected by ability and task complexity has been quite extensive. Edwin Locke and his associates have developed the Locke and Latham model of goalsetting framework, which is summarized as follows.



Setting Goals That Will Last the New Year

Difficult goals are more likely to lead to higher performance than are less difficult ones

Having ambitious goals will keep employees on task and motivated. However, there is a fine line between difficult goals and unattainable goals. If a goal is seen as impossible to achieve, performance may well be lower than what it would be with a more realistic goal.

Specific goals are more likely to lead to higher performance than are no goals, vague, or very general ones

All too often employees work with very general goals such as the encouragement to "do your



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Setting Goals That Will Last the New Year continued

best." Research indicates that more specific goals are much more motivational. Give as much detail as possible to give the employee direction and something in which to strive.

Task feedback, or knowledge of results, is likely to motivate people toward higher performance by encouraging the setting of higher performance goals

Feedback lets employees know where they stand and whether they are on or off course with their efforts. It allows for adjustments to be made well before the task should be completed. This will save valuable time and resources.

Goals are most likely to lead to higher performance when people have the abilities and the feelings of self-confidence required to accomplish them

An employee must be able to accomplish the goal and feel confident in his or her ability. If an employee does not feel confident in his or her abilities, they probably will not work hard enough to accomplish the task.

Goals are most likely to motivate people toward higher performance when they are accepted and there is commitment to them.

Allowing employees to participate in the goal-setting process helps build acceptance and commitment toward the goal. They will feel a sense of ownership. If it is not possible for employees to help set the goals, be sure that you explain everything to them in as much detail as possible. The more they understand and agree with the goals that are set, the more likely they will be successful in achieving the desired results.

(Taken from Organizational Behavior, John R. Schermerhorn, Jr., James G. Hunt, and Richard N. Osborn)

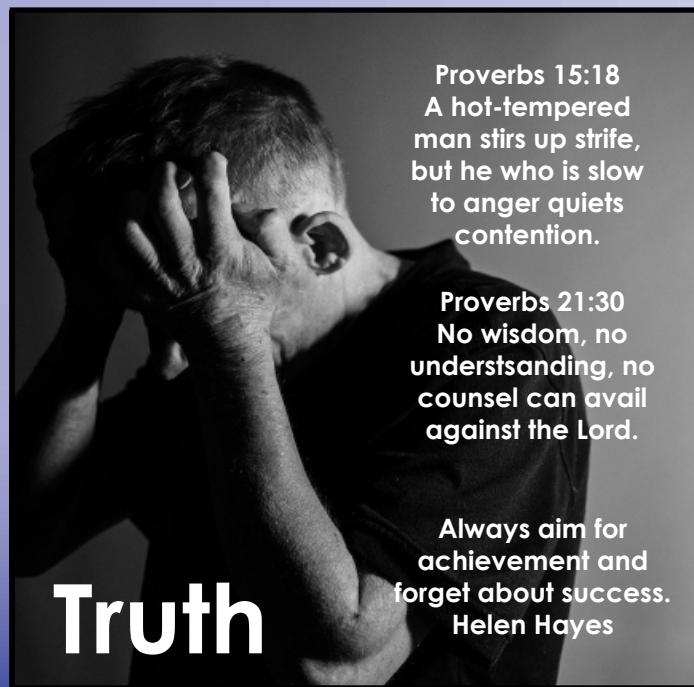
Realizing your goals all boils down to being motivated enough to do them. There have been several models of motivation developed throughout the years. Finding the motivational style that works best with your employees may take a little time. Fortunately, it will be time well spent, for the goals of your organization will be met.

2022 BOOT CAMP DATES

February 22-25	Live, Virtual PMP®
April 25-28	Live, Virtual PMP®
June 21-24	Live, Virtual PMP®
Aug 29-Sept 1	Live, Virtual PMP®
October 24-27	Live, Virtual PMP®
December 5-8	Live, Virtual PMP®

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STUDENT Spotlight

We want to recognize students who have successfully passed the PMP® Exam.

What is your favorite food?
Chicago deep dish pizza

What is your favorite movie?
The Ultimate Gift

What is a hidden talent that you have?
I make custom heirloom quality furniture

Congratulations, Kent Owens!

How could we make our class better?

Everything about the class structure is fine. I would consider starting to focus more on application rather than just knowledge, definitions, etc. The exams that seem to be coming out recently are about 50-75% application. There is no way to know the answer unless the student can visualize how the project flows. Reading and focusing on the Heldman book helped me a lot with getting past just memorizing things and understanding the order of things. Thanks.

What was the best thing about the PMP® Exam Prep Boot Camp?

Dr. Mathis. Great teacher and I love his passion and attitude.

Please write a recommendation about our class.

If you need to pass the PMP® there is no better way to prepare for the knowledge that will be required.

The Mathis Group has many different ways to prepare the student and assist in learning all that is required.

How do you think the PMP® Certification will help your career?

The criteria for taking my new position was to have the PMP® certification within a year, so I am glad to have it out of the way.

Just For Fun

<https://www.goodhousekeeping.com/holidays/valentines-day-ideas/a26863/valentines-day-facts/>

St. Valentine wasn't just one person. One possible St. Valentine was a priest in third century Rome. This Valentine defied Emperor Claudius II's ban on marriage, illegally marrying couples in the spirit of love until he was caught and sentenced to death.

At the end of the 5th century, Roman Pope Gelasius officially declared February 14 "St. Valentine's Day." It wasn't until the Middle Ages, though, that the holiday became associated with love and romance.

Cupid wasn't always a sweet, innocent baby. Instead, the real Cupid was an "unconquerable" mythological God named Eros. He was initially depicted as a handsome, immortal man with the intimidating power to make people fall in love.

The oldest record of a valentine being sent was a poem written by a French medieval duke named Charles to his wife in 1415 while he was imprisoned in the Tower of London.

People started exchanging cards and handwritten letters during the 17th century, but it was in the 1840s that Esther Howland mass-produced the first Valentine's Day cards with elaborate lace and ribbons.

Today, Americans spend a lot on love. According to the National Retail Foundation, Americans spent over \$21 billion on Valentine's Day gifts in 2021 alone!

And Necco has to start making them just days after February 14 to have enough in time for the next Valentine's Day. That's almost 100,000 pounds per day! But don't worry if you still have last year's box — they have a shelf life of five years.



FREE VIRTUAL PMP® MASTERMIND GROUP: THE ROAD TO PMP® PREPARATION

MAY 23-27
SEPTEMBER 12-16

The Project Management Professional (PMP®) certification is the most sought-after credential in project management, and individuals attempt daily to pass the exam without success. This PMP® Exam Prep Mastermind Group attempts to help those desiring a PMP® gain a better understanding of the process.

This course is not a boot camp to prepare for the exam but is a means to guide those in the early stages of seeking the PMP® certification. We will help individuals focus on pre-learning content, select proper documentation, complete as much of the application as possible, and select an Authorized Training Partner from Project Management Institute (PMI®).

This Mastermind Group goes through the PMP® exam content objectives and allows participants to take mockup PMP® exam questions, vocabulary tests, and receive an Exam Memory Chart to assist them in passing the new 2021 test.

This five-day course requires a commitment of one hour each day from participants. Each participant receives coaching, counseling, and guidance that helps make better decisions when preparing for the PMP® test. All discussions and suggestions will align with the current test and objectives.

For more information and to register, go to
www.themathisgroup.com