

Building Value For 60 Years

# THE Raymond Report

Fall 2014

## Outside The Box



*Now That's A Drive-Thru!*

### Featured Project

## Eye Physicians of Austin

5011 Burnet Road ~ Austin, Texas

### Design Team

Sixthriver Architects  
Prossner & Associates (Civil)  
Haynes Whaley Associates (Structural)  
Bay & Associates (MEP)

**R**aymond constructed this 20,800-square-foot structure for Eye Physicians within 12 feet of the existing building, all while their current office and eye surgery clinic remained in full operation.



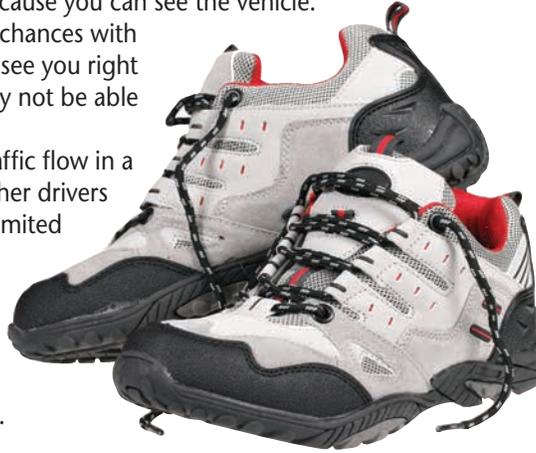
"Our three-phase project needed to be accomplished while we stayed open for business on the same property. Raymond Construction was very attentive and responsive to our needs and any issues were addressed immediately and respectfully."

—Teri Deabler  
Practice Administrator

# Take A Nice, Safe Walk

Stay safe wherever you wander by following these safety practices:

- **Use the walkways.** Stay on the sidewalk and cross at intersections with well-marked crosswalks.
- **Stand out.** Make sure drivers can see you. Don't dash out into traffic suddenly. Wear bright, noticeable colors, and reflective clothing, especially at night.
- **Follow the rules.** Obey traffic signals. Be aware of stop signs at intersections without traffic lights.
- **Watch out for blind spots.** Big trucks with wide loads may not see you when turning or backing up. Smaller cars, too, can have significant blind spots. Don't assume the driver can see you just because you can see the vehicle.
- **Give cars time to stop.** Don't take chances with moving vehicles. If the driver doesn't see you right away, or if you stumble, he or she may not be able to stop in time to avoid hitting you.
- **Be careful in parking lots.** The traffic flow in a parking lot may not be obvious to either drivers or pedestrians, and visibility is more limited by the parked cars around you.
- **Walk facing traffic.** If for some reason you must walk along the side of a road without sidewalks, walk *toward* the traffic so you can see and avoid cars better—and vice versa.



# Seek And Ye Shall Find...If You Know How To Search

Creativity and innovation frequently rely on research—searching for facts, digging for alternatives and exploring different avenues of thought. Since a lot of research today is conducted on the Internet—and particularly on the Google search engine—you might find useful these two Google search tips from *Fast Company* magazine:

- Search within a specific site. If you're looking for information from one specific organization, you can specify that in the search bar on top. Simply type "site:" followed by the organization's domain, a colon, and your search terms (site:bigcompany.com: creative ideas).
- Scale down your results. Tired of searching for information about mustangs and getting 112 million search results for the classic auto and only a handful for the faithful horse? Use a hyphen to eliminate the cars: mustang -car.

# Get Out From Under Your Workplace Clutter

Is clutter on your desk impeding your work, reducing your effectiveness and making you crazy?

Learn to organize your workspace by memorizing the acronym RAFT:

- R—Refer to someone else.
- A—Act on the item immediately.
- F—File it away.
- T—Toss it out.

Maintain an in-box for each type of document. Whenever you receive mail or other paperwork, put it in its appropriate file. Then, as time permits, deal with each file. Remember that the key to staying organized is consistency. Schedule a little bit of time every day for creating order in your office, and you'll be a more effective worker.

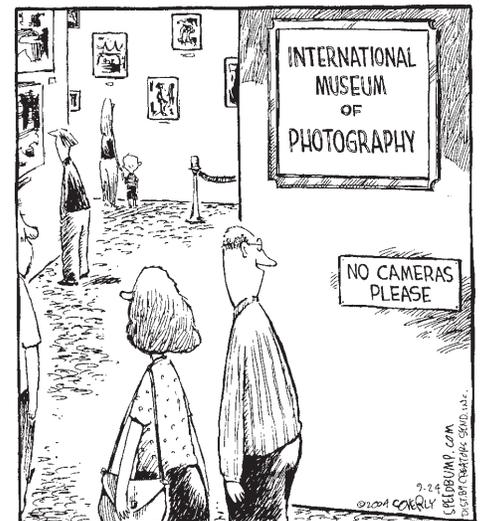
# Empower Your Employees

Delegation shouldn't be an excuse to hand off your grunt work to employees. Ideally, it should empower them to increase their skills and develop their strengths. To delegate effectively:

- **Share your confidence.** Obviously you shouldn't assign a task to any employee who can't handle it. But don't keep your confidence to yourself. Tell the employee why you've chosen him or her for this assignment, emphasizing the skills and experience you've observed in his/her performance.
- **Define your expectations.** If you tell employees exactly what to do, you're not empowering them. But that doesn't mean leaving them in a cloud of confusion about what you expect. Describe the results you're looking for: key metrics, timeline, benefits, etc.
- **Communicate.** Keep the lines open. Don't pester employees for progress reports, but touch base every once in a while to ensure the task is on schedule. Emphasize that you're available to answer questions, but don't require employees to seek your permission for every decision.
- **Clarify the employee's accountability.** Don't make threats, but let the employee know what's at stake. If a good job will lead to further assignments or promotions, say so, but if failure will have negative consequences for the employee or the organization, be up front about what he or she is responsible for.

SPEED BUMP

Dave Coverly



# Motivate Your Workforce The Jack Welch Way

General Electric chairman Jack Welch was one of America's most respected CEOs in his day. One key to his success? His ability to motivate employees. Welch's results were based on these principles:

- **Permit employees to tell the truth.** Build an environment where employees are free to speak their minds, even if they disagree with the boss. When workers lose that freedom, managers lose the benefit of their intelligence and experience.
- **Constantly refill your talent pool.** Be relentless about promoting good people—and also turning poor performers loose. In particular, learn to weed out managers who turn their employees into victims. You can recognize them from their high rates of staff turnover.
- **Evaluate employees honestly.** Don't fall into the trap of giving the same above-average evaluations to everyone. In any group of people, learn to recognize who's the best and who's at the bottom. If you can't help the person at the bottom to move up, it may be time for him or her to move on. But be careful not to punish those in the middle for not being at the top.
- **Challenge employees to give you growth ideas.** Goals can too often become limiting: People work to achieve them, then step back and rest. Challenge your employees to bring you every idea they have for growing your business or doing your organization's work better. You don't have to approve every idea, but your conversations will be much more productive.
- **Reward people.** Employees respond to cash, trophies and recognition. Balance money and praise to get the maximum from each.

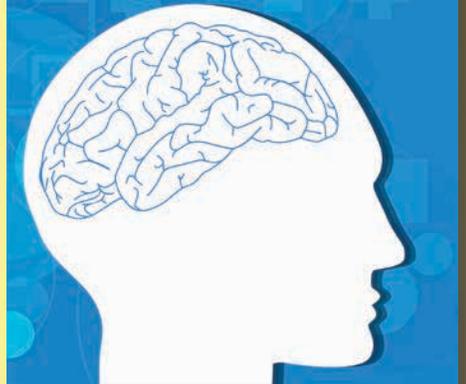
# Get A Good Start On Building Social Media Success

A solid presence on social media can help you reach a broader audience and win more attention for your work. But the options seem infinite: Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, Instagram—the list goes on and on. Without getting bogged down in discussions of individual social media channels, here's a look at a few practical steps you can take to make your mark on the Internet:

- **Start small.** The three main platforms that can drive results and interaction are probably Facebook, LinkedIn and YouTube. Depending on your business model, others may be just as useful. If you are just getting started, this is a great set to begin with.
  - **Go wide, then deep.** You can have a presence on a number of different social media platforms, but you'll drive yourself crazy trying to keep up with all of them at the same level of intensity. Determine which channels draw the people you want to attract, then target your efforts accordingly.
  - **Set tangible goals.** Think of it as a marketing campaign: Decide what you want to accomplish and how you'll measure it, then plan your strategy around that. Be ambitious, but realistic. Getting 150 Twitter followers when you start out is more likely than reaching half a million. You can always adjust your goals as you move forward.
- **Commit to it.** Too many people and businesses set up a Facebook page, work hard at it for a few weeks, then drop it when they get busy with other things or don't see immediate results. Start out at a level you can handle and stick with it. Post something daily, or at least weekly, and stick to it so your audience has a reason to come back. Don't give up just when people are starting to pay attention.
- **Analyze and adjust.** Stay on top of the data you collect. Use it to make whatever changes are necessary to widen your scope. You need to stick to your strategy, but don't be stubborn about it. If something's not working, change course before you waste time and lose credibility with your audience.



# Engage Your Brain



- 1) What did Hannibal's forces use to attack enemy ships?
  - a) Arrows covered in bees
  - b) Pots full of poisonous snakes
  - c) Dogs covered in spikes
  - d) Elephants on rafts
- 2) What was Fordlandia?
  - a) A short-lived Gerald Ford theme park
  - b) Henry Ford's ill-fated rubber plantation in the Amazon
  - c) The Ford Company's unfinished nuclear fallout shelter below Detroit
  - d) An infamous car dealership in Chicago
- 3) What's the Hryvnia?
  - a) Ukrainian currency
  - b) Russian hovercraft brand
  - c) Mythical cat-walrus hybrid
  - d) Polish car brand
- 4) What are you suffering from if you have stepmother's blessing?
  - a) Dandruff
  - b) Shingles
  - c) Baldness
  - d) Hangnail
- 5) Which president's doodle later became a popular fabric pattern?
  - a) Herbert Hoover
  - b) William McKinley
  - c) Ronald Reagan
  - d) John Kennedy

—from *mental\_floss*

**Answers:** 1) b (Shot by catapult.) 2) b 3) a 4) d 5) a (The famous drawing was mostly used on children's clothing.)

# Prosper Office Building

1000 Preston Road  
Prosper, Texas

Owner: Don Lookado, Dallas, Texas  
Architect: Stephen Hundley, AIA, Dallas, Texas



A neat-looking office building on Preston Road on the highest point in Collin County. Please contact Don Lookado at [delookado@aol.com](mailto:delookado@aol.com) if you have interest in this property.

## Owners' Corner



Charles Raymond

As the development and construction industries continue to improve, we are experiencing material and labor price increases and forecasts of rising interest rates.

Now is the time to pull the trigger on the project you've been contemplating. Let us assist you with the process from concept to completion.

Contact Raymond Construction and we will be happy to help you begin the process today.

—Charles Raymond  
President

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We're doing our part. This newsletter is printed on environmentally-friendly paper.



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