

Building Value For 60 Years

# THE Raymond Report

Winter 2015



## Featured Project

# Nation's Best Sports

4350 Fossil Creek Boulevard  
Fort Worth, Texas

"We are very happy with our decision to have Raymond Construction Inc. build our new corporate headquarters and distribution center in Fort Worth, Texas. They are an extremely professional organization and were able to accommodate several adjustments to our design during construction without missing our substantial completion date. More importantly, they were able to accomplish this while staying within our budget."

Bryan Davis  
Executive Vice President  
Nation's Best Sports

# Neutralize Information Overload To Stay Up To Date

You can't accomplish ambitious goals without the right kind of information—and the right amount of it. Be careful not to get buried in data that's irrelevant. To become a conscientious consumer of news and information, follow this advice:

- **Don't read everything.** You simply can't absorb everything that's out there. Concentrate on prioritizing data, handing it off to someone who can decide whether you need to digest it, and discarding what's not useful.
- **Assess your information sources.** Identify sources of information that are essential and trustworthy. Weed out any publication, website or professional association whose information isn't of the highest quality.
- **Scan for information.** When you open a publication or look at a website, skim before diving in. Focus only on articles or reports that you need to read, not what's just mildly interesting to you. Stick to what's important.
- **Highlight the important stuff.** As you read a book or magazine, highlight or underline key messages. Save online articles in a special folder, and check it every once in a while. If you haven't gone back to any saved material, discard it.
- **Be an example.** If you don't want to get bogged down by long emails or voice messages, keep your own short. Let others know that they should keep their information as concise as possible—and remind them when they don't.



## Tips On Tipping: How Much To Reward Service Staff?

Waiters and other service staff members depend on tips, so how are they doing? A Harris Poll survey of 2,000 adults conducted for Michelin found that the average American claims to tip 18% for good service. Getting more specific, 70% of Americans say they usually leave a tip of 15%-20% when service is good, and about one in 10 tip 20% or more. Only about 1% confess to leaving nothing.

Age is a factor in how much people tip, though: 30% of survey participants age 18-24 admit they frequently tip less than 15% even when the service is good, but only 16% of adults 35 and older say the same.

## A Quick Look At Twitter Users

Who are all those people using Twitter to broadcast their every thought and retweet everyone else's musings? A study of 36 million Twitter profiles by Beevolve came up with this look at users:

- **Gender.** Most are female—53% vs. 47% male.
- **Age.** They appear to be young, although only 0.45% actually share their age in their profiles. Still, among those who do, 73.7% are 15-25.
- **Followers.** Movie stars aside, most regular Twitter users don't have massive followings: 81.1% have 50 followers or fewer; 6.3% have 50-100, and 9.2% are followed by 100-500 people. Likewise, most follow fewer than 50 people.
- **Activity.** The average female has tweeted 610 times; the average male, 567.

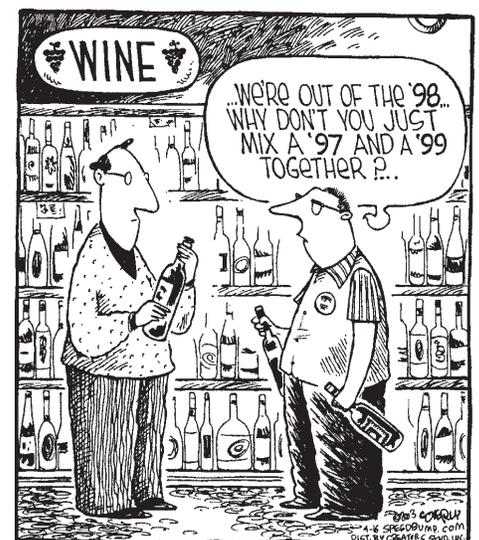
# Take A Rational Approach To Risk

Leaders are responsible for strategy and plans—and managing the risks involved in carrying them out. Here are some techniques for minimizing your exposure:

- **Examine the assumptions in your plan.** Ask basic questions to pinpoint the foundations of your strategies, and decide which of your assumptions are built on information that's incorrect or could change. For instance, the cost of goods that you have calculated in your plan could go up, which could change the amount of profit you project.
- **Look for warning signs.** Identify potential obstacles to a successful outcome. Have other organizations failed at similar projects? Are you assuming that conditions won't change, or that a competitor won't strike back? Question your assumptions again to be sure you haven't overlooked anything.
- **Take preventative action.** Look for ways to reduce your vulnerability. You can't plan for every possible contingency, but you can prepare for the most likely problems.
- **Set up a hedge strategy.** Split your bet to minimize the risk and maximize your chances of success. For instance, can you develop two new products to test instead of one? Don't stretch yourself (and your team) too thin, but look for ways to improve your odds by sharing resources as well as risk.

SPEED BUMP

Dave Coverly



# The Pursuit Of Perfection: Is It Counterproductive?

Creativity can be a messy, sloppy business, full of mistakes, false start, and changes in direction. You can't let perfectionism interfere with the process, or you may never finish. Learn to loosen up and let go with this advice:

- **Seek progress, not completion.** Instead of obsessing about getting your work just right, focus on making it a little better. You'll always be disappointed if you strive for perfection, but you can find satisfaction in knowing you've improved.
- **Focus on what you can do, not what you can't.** Do the best job possible within the limits of your resources. You'll waste time and energy obsessing about how good it could be if only you had more money or the perfect ingredients. Sometimes settling for "good enough" is the key to success.
- **Work at what you do best.** If you know your strengths, you'll make better decisions about what to concentrate on. Shape your projects to match your abilities instead of trying to force yourself to perform tasks at which you're less than stellar.
- **Celebrate your accomplishments.** Take pride in what you achieve, even if it's not absolute perfection. A positive attitude about your work will spur you on to greater things.

## Students Study Less These Days

College costs may be exploding, but today's college students seem to study less than their predecessors did. A study by the National Center for Education Services found that freshman and seniors at four-year colleges and universities spend about 15 hours per week reading, writing and getting ready for class, although in 1962 the average student devoted about 24 hours a week to studying.

One reason for the drop: Students are forced to spend more time working during the week because of rising tuition costs. Approximately two-thirds of college students these days work full- or part-time to help fund their own education, according to one poll from the Associated Press/Viacom.

## What You Learned In College Can Help You In Life

A terrific grade-point average in college doesn't guarantee success in life. But the skills you learned in class can help you excel on the job:

- **Don't turn in work late.** Some professors lowered your grade when you submitted a late paper. Deadlines are even more important in the workplace.
- **Show up.** Professors recognized who was a constant presence in class, and whose attendance was spotty. Your boss will see you as reliable if you're there every day.
- **Explore extracurricular activities.** When you're involved in something outside work, you'll be more productive and organized with your time—and learn skills to use in your career.

*"Just because something doesn't do what you planned it to do doesn't mean it's useless."*

—Thomas A. Edison



*The oldest surviving audio recording of a U.S. president is of whom?*

## What Do You Know?

- 1) What did bootleggers commonly put on their shoes to hide their tracks?
  - a) Plates
  - b) Wood planks
  - c) Cow hooves
  - d) Reverse shoe soles
- 2) Which critters can smell blood from 3 miles away?
  - a) Great white sharks
  - b) Mosquitoes
  - c) Honey badgers
  - d) Pigeon hawks
- 3) Which of these was not a nickname for Chester A. Arthur?
  - a) Gentleman Boss
  - b) The Dude President
  - c) Walrus
  - d) The Human Iceberg
- 4) Which events has not been covered by ESPN?
  - a) The World Series of Backgammon
  - b) Lumberjack World Championship
  - c) Combat juggling
  - d) World champion rat racing
- 5) The oldest surviving audio recording of a U.S. president is of whom?
  - a) Benjamin Harrison
  - b) Abraham Lincoln
  - c) Ulysses S. Grant
  - d) William McKinley

—from *mental\_floss*

**Answers:** 1) c 2) a 3) d ("The Human Iceberg" was Benjamin Harrison's nickname.) 4) d 5) a (Rutherford B. Hayes was the first, but the recording was lost.)



# Nation's Best Sports

## The Team

Project Delivery  
Sr. Project Manager: Brandon Fuller  
Superintendent: Jim Hudak

**N**ation's Best Sports is the largest volume sporting goods buying group in North America, with over 300 members operating more than 800 retail sporting goods stores in the United States and Canada, with a combined retail volume in excess of \$3 billion.

## Questions?

Visit [www.raymondconstruction.com](http://www.raymondconstruction.com) or contact:

**Dallas: 972-980-4404**

Charles Raymond, President  
[craymond@raymondconstruction.com](mailto:craymond@raymondconstruction.com) or  
David Schlimme, Senior Vice President  
[dschlimme@raymondconstruction.com](mailto:dschlimme@raymondconstruction.com)

**Austin: 512-335-1130**



4407 North Beltwood Pkwy., Suite 106  
Dallas, TX 75244  
[www.raymondconstruction.com](http://www.raymondconstruction.com)



Thank you for letting us share  
**The Raymond Report** with you.

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

