

# Just Ask the Expert

This general information is not intended to provide individual advice. Schedule an appointment with an expert to discuss your particular situation and needs. Questions sent to our experts may be answered in future "JUST ASK THE EXPERT" pages.

## Zero-Carbon Footprint

**Q:**

What is a zero-carbon footprint and why should anyone care?

**A:** Zero-carbon footprint communities save owners, developers and businesses money. That's because many of the materials and activities that reduce our carbon footprint actually keep money in our pockets. A carbon footprint is the measure given to the amount of greenhouse gases produced by burning fossil fuels, measured in units of carbon dioxide.

Using energy-saving technology in our homes and offices reduces or neutralizes our carbon footprint and significantly decreases energy bills and operating costs. This includes advanced heating/cooling systems and energy-efficient appliances, equipment and lighting. Other energy-reducing measures include zero waste recycling, using mass transit and incorporating more green space and native trees into our communities.

Building with a goal to reduce our carbon footprint is not much more expensive than traditional building – it adds between 1 to 2 percent in total project costs. Home and business owners are willing to pay, knowing long-term operational costs will be reduced. Rising energy costs combined with the threat of global warming make zero-carbon communities and buildings good for developers, residents, businesses and the environment.



**Call Grady for a more detailed explanation, or for specific information on commercial real estate development.**



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## Leadership Assessment

**Q:**

How can I determine my leadership strengths as well as identify areas that require improvement?

**A:** Here are two ways that are both easy and effective. The first is simply to ask your manager, peers and direct reports. We recommend that every person within an organization participate in an annual anonymous 360-degree feedback survey. The development suggestions from the respondents can be tough to hear but they will help guide each person's efforts for improvement.

The second is to complete a Leadership Behavior Assessment. The Internet is loaded with survey tools that you can try for little or no cost. The results, depending on the quality of the assessment, should provide you with a picture of your current leadership style.

Taking an honest look at your leadership style and skills, from multiple vantage points can help you grow. We have included a fun Leadership Assessment Tool for you free of cost online at [www.SixDisciplines.com/Tampa](http://www.SixDisciplines.com/Tampa) and it takes less than 2 minutes to complete!



**Call Sean for a more detailed explanation, or for specific info on management & leadership.**



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## Employee Health Benefits

**Q:**

Is a corporate wellness program worth the investment? Will the programs help my company save money?

**A:** A corporate wellness program can shave up to 25 percent off health care costs according to a 2005 Mercer Human Resource Consulting study. Wellness programs can be particularly impactful for self-funded employers. When an employer self-funds its health benefits it pays only for actual claims so when a wellness program runs well, the employer pockets the savings, not the insurance carrier. A comprehensive wellness program should include five key elements that work together to help employees achieve health improvements and the company improve productivity:

1. A behavior change program, which includes a health and well-being assessment and emails promoting behavioral change;
2. Personal health coaches for high-risk members;
3. An incentive program to help motivate employees;
4. A 24/7 nurse line offering confidential counseling and immediate health care assistance; and
5. Detailed reports for the employer, showing how its wellness program is running.

There are more than just health care savings benefits though. These programs can help improve disability, presenteeism and absenteeism. Employers should lean on the wellness provider for organization and resources to help implement the program. Great-West Healthcare provides our employer customers an interactive CD to help set up and administer the wellness program.



**For more information about corporate wellness and employee benefits, please contact Tracy Carter at [tracy.carter@gwl.com](mailto:tracy.carter@gwl.com).**



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## Video, DVD & Multi Media

**Q:**

Why hire an outside firm to produce your video or webcast?

**A:** The emergence of desktop edit software and easy to use video cameras has produced a whole new generation of "do it yourselves". It has also created a penny wise pound foolish scenario that could end up embarrassing you or your company!

Ask yourself the following questions:

- Who is my audience?
- Is it Employees? Customers? or Prospects?

Granted, if it's an internal audience, the video might not have to be as professionally done. But if you are targeting customers, prospects, donors, etc. you need to be at the top of your game. A well produced, written, intelligently conceived video will have the impact you want and enhance your company's image and further its goals. Amateur videos, often lack the lighting and composition that makes the difference between "WOW" and "AWFUL".

Since 1982, JGS Media has produced hundreds of successful corporate and broadcast productions. Let our staff of true professionals take your visual communication to the next level, including HDTV.



**Call Executive Producer Jay Gross for a free consultation or advice on any upcoming DVD or video projects.**



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