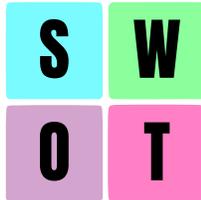


## Enhance Your Career With A SWOT Analysis

If you're committed to professional growth, a SWOT analysis can be a useful tool. SWOT stands for strengths, weaknesses, opportunities, and threats. Here's how to assess each area:

- ✓ **Strengths.** What motivated you to pursue this particular career path? Do you still feel the same interest and commitment? What do you contribute to your organization? What knowledge or skills have you gained in the past year that add to your contributions? What do you consider to be your most useful skills and talents?
- ✓ **Weaknesses.** Think about some of your most unpleasant professional experiences. What behaviors or weaknesses of your own may have contributed to them? Can you think of any pertinent job skills you lack? Are you aware of any personal weaknesses you have that might be diminishing your work or your career? The goal isn't to dwell on the negative, but to use your self-knowledge to add to your strengths.
- ✓ **Opportunities.** What's going on at the cutting edge of your profession or industry? What kinds of training would enhance your skills, credibility, and reputation in your organization? What new ideas or strategies are going on in your organization that you could be part of? Is your immediate supervisor likely to remain in place, or move on? If the latter, how might that affect your work and career path?
- ✓ **Threats.** What's going on in your industry or organization that might damage you? What changes are looming? Do you have freedom to move about the organization, or do you feel trapped with little hope of change? What about the political situation in your organization—are you in danger of being sucked into battles you don't need to fight?



## December Events

- |                      |                  |
|----------------------|------------------|
| <b>December 6th</b>  | St. Nicholas Day |
| <b>December 7th</b>  | Pearl Harbor Day |
| <b>December 10th</b> | Nobel Prize Day  |
| <b>December 21st</b> | Winter Solstice  |
| <b>December 24th</b> | Christmas Eve    |
| <b>December 25th</b> | Christmas Day    |
| <b>December 31st</b> | New Year's Eve   |



## Online Sources Of News Dominate

The days of getting your news from Walter Cronkite or the morning newspaper are long gone. The Pew Research Center reports that 86% of Americans get their dose of news from a smartphone, computer, or tablet “often” or “sometimes.” Sixty-eight percent rely on television, 50% listen to the radio, and 32% read print publications.

Digital devices are the dominant medium, with 52% of survey respondents saying they prefer to get their news from an online platform—a news website (26%), social media (11%) or podcasts (three percent). Just 35% said they prefer TV, seven percent like the radio, and five percent say their preference is print.



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**David Jacobs, Gregory Gutkowski, Kevin Kazmiroski, Laure Frank, Miranda Miller, Kathryn Moyer, Cory Fox, Braden Ham, Doug Dougherty, Travis Coleman, Norbert Yaglinski, Scott Gruninger, Sarah Carpenter, Brad Landis, & Kris Marko.**

## ***Eliminate Your Excuses For Skipping The Gym***

Regular exercise is an important part of maintaining your health. Going to the gym once a month won't do it, no matter how hard you work out that day. When you're busy, or tired, or bored, skipping your workout can sound attractive. Here's how to fight the temptation to avoid exercise when you're not in the mood:

- ➔ **Redefine "exercise."** You don't have to spend hours at the health club to stay in shape. Keep track of your daily activity and try to incorporate healthy behaviors like walking for at least 20 minutes, taking the stairs instead of the elevator, or getting off the bus or train a block early. Exercise will become part of your day, not an added chore.
- ➔ **Clear your mind.** Make a regular date with yourself for exercise and train yourself not to think about all the other tasks you could be doing. Focus on the here and now and don't get distracted by the future or the past.
- ➔ **Find exercise you enjoy.** Most gyms offer a variety of exercise equipment, so choose an activity that makes you feel good while you're doing it, not something you detest no matter how beneficial it may be. Riding a bike through your neighborhood is just as helpful as sitting on a stationary bicycle in the gym.
- ➔ **Set your own goals.** Even if you work with a buddy or trainer, decide for yourself what you want to achieve. Set realistic targets that challenge you, not impossible goals that make you reluctant to try.



## ***Feeling Stuck? Write A Letter To Yourself***

Do you sometimes feel like you're not really making any progress on your goals? Try writing a letter to yourself.

In the letter, envision what you would like to accomplish in one year's time. Let your mind create the situation as if it has already happened. Make sure you write about where you are in relation to the dreams you have for yourself.

Seal the letter, and give it to someone you trust completely. Ask that person to mail the letter back to you in 12 months. As you read the letter, measure how much progress you've really made to realize your dream.

Many people who try this exercise find that they have moved significantly forward and are making steady progress toward their goals.



## ***Statistical Tool Sheds New Light On Ancient Stone Tool Culture***

Different kinds of early modern humans co-existed for much longer than was previously thought, according to the SciTech Daily website. One of the earliest known stone tool cultures, the Acheulan, was thought to have died out some 200,000 years ago, but new discoveries by researchers at the University of Kent's School of Anthropology and Conservation suggest the culture may have persisted for much longer. That means the Acheulans may have overlapped with Neanderthals for more than 100,000 years.

Acheulean stone tools like hand axes and cleavers originated in East Africa some 1.75 million years ago and spread across Africa, Europe, and Asia, with different species of early human each using the technologies. The team's analysis showed that the practice ended at different times in different parts of the world.

Using a statistical technique known as optimal linear estimation, which is often used to estimate species extinctions, the team was able to estimate how much longer the stone tool tradition continued after being found in the most recently discovered sites. In effect, the scientists were able to predict part of the archaeological record that hasn't been discovered yet.



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Ryan, Peter, and Justin



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Thank you - Kelly

## Up All Night? Fight Insomnia With This Information

Approximately 6 percent of people in the U.S. suffer from insomnia and the negative effects it can have on health. If you can't fall asleep at night, these facts may help:

- ➔ **Keep a consistent schedule.** If you can't get to sleep after a weekend, the reason may be that you've stayed up later for a couple of days. Stick to a consistent routine so you're rested on Monday morning.
- ➔ **Sleeping pills aren't the answer.** Specialists caution that medications don't cure insomnia and may increase other health problems.
- ➔ **Hormones may play a role.** Women are twice as likely to struggle with insomnia than men, studies show. Sleepless nights may be associated with women's menstrual cycles, as well as pregnancy, menopause, and other hormonal changes.



## Maybe We Can Help With A Christmas Idea!

We all have people in our lives that are hard to buy for. It's not fancy, but it's practical, thoughtful and hopefully appreciated. **A Joe Davis AutoSport Gift Certificate!** Help keep your loved one, your neighbor, your friend's, vehicle safe and serviced. Stop in! We are happy to help!



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## What's Inside?

- December Events -
- Money Saving Offers -
- & Much More!



## *What's The Answer?*

*Can A SWOT Analysis Enhance Your Career?*

*What Are Three Facts About Insomnia?*

*Can You Fight The Temptation To Avoid Exercise?*

*Are Online Sources Of News Taking Over?*



*The Answers To These And  
Many More Questions Are Inside*

