



PRODUCT REVIEW

How to Get Organized for Your Business Success (audio tape)

Kathryn R. Bechen
Organized With Ease
1337 S. 101st St., Suite 107
Omaha, NE 68124
(402)391-8951
List price: \$14.95

Kathryn Bechen has created an audiotape that is definitely worth listening to. Her tape, entitled "How to Get Organized for Your Business Success," is approximately 60 minutes long and is filled with organizing tips and examples. The tape is separated into sections and each one covers a different aspect of organizing. There are several things I like about this tape; not the least of which is that each section can stand alone - you don't have to hear the entire tape to benefit from the advice given in any one section. I think this would be especially useful to anyone who only has a limited amount of time at one time to listen - you can go directly to the section that has the most meaning for you and begin implementing her suggestions immediately.

The topics include "Organized Delegating," "Business Organizing Tips to Prepare for Your Vacation," and "It's in the Organizing Details." There are a total of 12 topics, with a humorous look at "How to Get Organized for the Tax Season." In that particular section, her tips begin with what to do on April 13!

Each section is set up the same way - it begins with her philosophy of organizing and how it relates to the particular topic. She then gives out a substantial number of practical, logical steps to follow to help you get and stay organized - she thinks of the things that you might not. For example, in the section entitled "Your Automobile Can Be an Extension of Your Office," she recommends carrying a phone book in case you need to double check an address or phone number. In that same section, she recommends carrying an extra trash bag in the car to cover your briefcase or important files in case of rain. In the section entitled "Organized Delegating," she suggests that you match the personalities and interests of the people you are delegating to with the tasks you are delegating in order to keep them interested and motivated. Each section ends with a positive message and affirmation state-

ments that will encourage you to continue organizing.

Kathryn not only addresses specific situations (an overflowing "To Read" file or a "Business Card Bulge") but also relationships. She talks about the Boss/Secretary relationship and how important communication is between those partners. She also talks about the relationships between you and your clients and co-workers when you go on vacation and how best to plan for your return.

In addition to the useful tips that fill the tape, she shares specific information on products that she has found to be useful not only to herself, but her clients as well. She also shares of herself, and peppers the tape with both client and personal anecdotes.

All in all, the tape carries a very positive message of organization and hope while providing practical, sensible information.

*Holly Uverity, Office Organizers,
Houston, TX*

*If you are interested in reviewing a product or having one reviewed, please contact
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