

Book links positive outlook, productivity

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By Patricia Villers, Register Staff

SHELTON — Mary Jane Paris is positively powered up about publishing her first book, “A Positive Workplace Means Business! It Just Makes Cent\$!”

The 120-page paperback offers a step-by-step approach for managers and employees to learn how to create a positive work environment, boost morale and increase productivity.

The self-published book evolved out of a series of monthly newsletters Paris started to promote her business, Positive Impact Consulting Services, LLC. She realized the newsletters could form the basis of chapters and the concept for the book was born.

Paris, a longtime city resident, launched her consulting business a month after being laid off in February 2006. She had a 15-year career in the banking field. “I always wanted to do my own thing,” she said.

The first months were filled with introspection, Paris said, as she worked to discover what makes her different from other business consultants. “I reflected on my career, which had always been about managing and motivating employees,” she said.

Paris said a positive environment leads to profits and improves results from employees. The book offers tips on creating such an environment.

Her message has four main themes: customer service, team building, general workplace improvement and focusing on employees.

She said she spends “about 50 percent” of her time networking. She also conducts workshops and teaches two business courses at Housatonic Community College in Bridgeport.

Paris has planned a “Back to Basics” workshop series starting Thursday at the Greater Valley Chamber of Commerce office conference room, 900 Bridgeport Ave., second floor.

The five workshops will run from 9 to 11 a.m. Registration is at 8:30 a.m. Subsequent workshops will be held in April, June, September and November. For information, visit Paris’ Web site, www.posimpact.net, and click on public workshops.

A former co-worker, graphic designer Von Lee, created a logo for Paris to use for her business.

Lee said Paris’ high energy and creativity made working with her a fun experience. “She’s vivacious and full of ideas.”

Faced with the current economic climate, Paris urges people to change the way they look at their professional lives. She tells people to “be proud of who you are. We need to let our own light shine and make a difference.”

She said employees and managers need to “grab hold and shift into high gear” to thrive in today’s marketplace. “They need to create an environment that will help them survive. During times like this, you do not pull back on training.”

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