

March 15, 2018

Thursday

World Consumer Rights Day



Objectives & reminders

Appointments

Early morning

8 a.m.

9 a.m.

10 a.m.

11 a.m.

Noon

1 p.m.

2 p.m.

3 p.m.

4 p.m.

5 p.m.

6 p.m.

Later evening

The ideas of March

**Always speak up:
Agree or
Disagree?**

“A man with a worthless idea is better than a man with no ideas at all.”
-- H. Gordon Selfridge, founder of the British chain of Selfridge & Company department stores. Selfridge’s first store opened on March 15, 1909.

**Always have
them in stock**

“To stay ahead, you must have your next idea waiting in the wings.” -- Rosabeth Moss Kanter, Professor, management consultant, researcher, and former Editor of the *Harvard Business Review*, born in Cleveland, Ohio on March 15, 1943

“March madness” underway this week

The latter half of March is filled with enough basketball excitement generated from the annual NCAA tournament to attract both television audiences and advertisers. During the single-elimination tournament in 2018, national advertisers will collectively spend an estimated \$1.3 billion to reach tournament audiences. The air time for a single 30-second television ad during the championship game will cost about \$1.7 million.

In addition to advertising expenditures, companies also spend heavily on basketball-related promotions during March madness. Intrust Bank, for example, uses a basketball theme to decorate their branch offices -- complete with school mascots from regional universities represented in the tournament.

**March madness at work:
Agree or disagree?**

Fifty percent of senior-level managers surveyed in 2015 (reported on monster.com) said that March madness activities in the workplace had a positive effect on *employee morale*, while 43% said the tournament had no impact on employee morale. Regarding *employee productivity*, 36% of the respondents reported their belief in a positive effect of March madness activities in the workplace, while 49% claimed no impact on productivity.