

portfolio
WRITING & DESIGN

ROSALIND S. WILLIAMS
LOT:21 DESIGN



Progressive Success Corporation

Fearless Counseling Skills

WWW.PROGRESSIVESUCCESS.COM

Progressive Success Corporation
 PO Box 2388, Fairfax, VA 22031
 OFFICE: 703-758-1860
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PROGRESSIVE SUCCESS CORPORATION

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- PSC Pragmatics - Online Training



branding/identity
 manual covers, seminar postcard, business cards



branding/identity

stationery, business card, order pad,
2-panel menu with cover



coconut. cool.

streamliner

YOGURT

CALCIUM ENRICHED FOR
HEALTHY LIVING

4 Rich Tropical Flavors!

COCONUT KIWI-PINEAPPLE MANGO
STRAWBERRY-BANANA



mellow. mango.

streamliner

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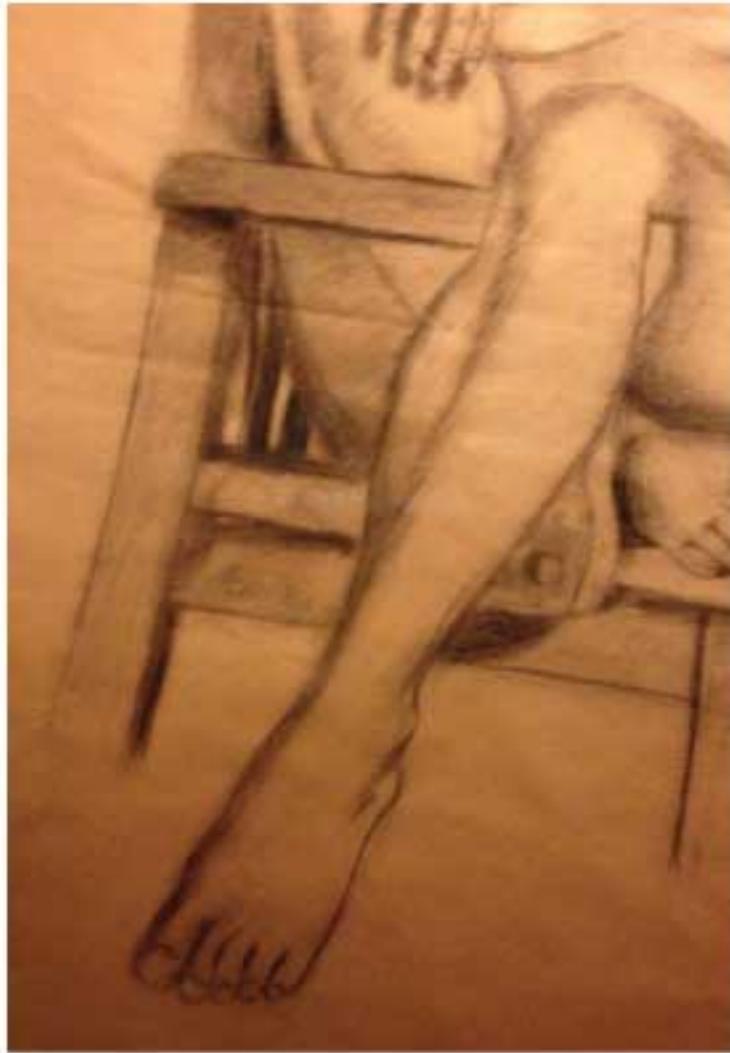


advertisements

ads for winter issue, summer issue



package design
product bottles

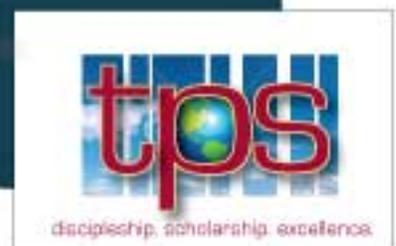
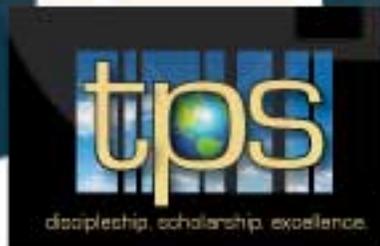
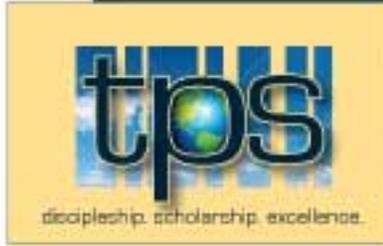


drawing
details of the human form

Front



Back



t-shirt design

school t-shirt design - 4 variations
incorporating logo,
typography, and brand color palette



Reaching. Learning.
Growing.

- Grades K-12
- Outreach Activities
- Bible Study
- Academic Tutoring
- Committed Leaders
- Discipleship
- Fun!

The Youth Ministry
Ipsum Community Church
www.ipsumchurch.org



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www.ipsumchurch.org



wall poster

two photo variations



Copper Neckpiece - Number 6 | 7



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Art Jewelry



color study
branding palette for jewelry studio



Butterfly Weed - Number 7 | 7



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Perennial Garden



Lilies - Number 7 | 7



LotziDesign.net :21

Perennial Garden



color studies

branding palette options from garden photos

THE DESIGN DILEMMA:

GOOD.
FAST.
CHEAP.
PICK ANY TWO.



Lot21Design.net



infographic
typography in infographic layout

WRITING SAMPLE: THE CALL TO ACTION THAT CRUSHES

([BLOG POST](#) AND [LINKEDIN ARTICLE](#) BY ROZ SWARTZ WILLIAMS, ©2015)

Every marketing professional in the world seeks the perfect call to action. The perfect incentive set to build your contact list, sell your product, or convince someone to try your service.

A call to action is the enticing presentation of an opportunity to do something, have something, get something of value that will satisfy a need, fulfill a desire, or quench a thirst. The “call” is the part that gets your attention and attempts to elicit the desired behavior from you – the action, the purchase, the buy-in.

A call to action is all about getting to yes. It has to compel you to move.

And more than just compel, a good call to action has to stick in your mind with a quietly relentless persistence or a boisterous and bothersome sense of anxiety that won't quite let go of you until it has finally convinced you that you must ... have that.

The most effective call to action is a multi-sensory event, engaging all five of your senses.



Photo Credit: © Can Stock Photo Inc. / hypestock #1865966

WRITING SAMPLE: THE CALL TO ACTION THAT CRUSHES

([BLOG POST](#) AND [LINKEDIN ARTICLE](#) BY ROZ SWARTZ WILLIAMS, ©2015)

PAGE 1 OF 6

First of all, you have to HEAR the call to action. It has to sound good to your ear. It has to bring a favorite song to mind. Like a really great commercial theme that makes you want ... a burger! Or a diamond. Or a dirt bike. Or to get on a plane and fly to a place with sun and crystal waters.

What we hear, we immediately begin to interpret. We listen to the story that's being told. We read between the lines. If we're discerning, we hear what's not being said as well. Each of us perceives and interprets things differently. So the marketer's challenge is to create a call to action that as many as possible in the target niche will hear and respond to in the same way.



Photo Credit: © Can Stock Photo Inc. / Jag_cz #18175423

A great call to action has to TOUCH you. Touch your heart. Touch your desire. Touch your imagination. Touch your brain and leave a mark. Touch you so that you always remember that touch and want that touch again. And again.

It's called return visits. It results in repeat buying.

Product designers put a great deal of time and attention into touch – how a product feels in your hands. Its texture and sheen. How do you go about choosing a smartphone or a tablet? One thing for sure is you have to like the way it feels in your hands, the way your fingertip feels on that slick little screen. How about the steering wheel of your car? The way it feels has so much bearing on whether or not you'll buy the vehicle. Settle back in that seat and grip the wheel. You want to feel comfortable. It has to feel right. You don't buy a particular dress or wear a certain suit if it doesn't feel right on your body.



Photo Credit: © Can Stock Photo Inc. / Fisher Photostudio #20832577

A successful call to action SMELLS like the truth. You've heard it and touched it and now you believe it's real. And you're thinking maybe you really do want it. Maybe you really can afford it. Then you keep getting a figurative whiff of it and can't stop thinking about it. Long after the ring dissipates, you can still smell the smoke.

A call to action fails when it's not believable. When it just doesn't ring true. When those warning bells go off and little red flags start waving around. When it smells like false advertising. This is why you don't act when you receive an email from some distant land saying that a king has left you millions in US Dollars and you need only pay a small fee with your credit card to transfer the funds to your bank account ... When the call to action smells fishy, you don't act.

WRITING SAMPLE: THE CALL TO ACTION THAT CRUSHES

([BLOG POST](#) AND [LINKEDIN ARTICLE](#) BY ROZ SWARTZ WILLIAMS, ©2015)



Photo Credit: © Can Stock Photo Inc. / nastia1983 #22616340

A good call to action has to look amazing. It has to sparkle. It has to look like the best thing you've ever SEEn. It has to mesmerize you. It has to be a vision of beauty. Or technology. Or nature. Or anything that has great value to you.

Commercials are great at making things look amazing. Making things look shiny. They kick the volume up a notch so you'll be sure to hear that theme song, they tell a convincing story so it smells good to you, they touch the sentimentality at your core or light a fire of desire in you till you feel the burn, and then they dazzle you with bling and a riot of colors. They even get literal about it and show you lots of eyes. Puppy eyes and laughing eyes and baby eyes or eyes with tears on the brink of falling ...

Still not convinced yet?



Photo Credit: © Can Stock Photo Inc. / yurok #1789630

Well, that's because if that product or service sounds appetizing, feels right, smells wonderful, and looks amazing, it's gotta TASTE fantastic! When you sit down at the marketer's table and pick up your fork, it's gotta wow you or you'll be disappointed. If the flavor is lacking, you might just get up and go home. You may even refuse to pay for the meal.

But when it's all good? Engaging on all levels?

Mmmmmm. Total sensory satisfaction.

That's how you get to YES.

And, in my humble opinion, that's where call-to-action marketing is going next.

WRITING SAMPLE: THE CALL TO ACTION THAT CRUSHES

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10

Things Phenomenal Supervisors Do



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10 Things Phenomenal Supervisors Do

There's an **unsung hero** behind every successful business.

It seems we all look to the leader, a visionary, to be the one who shakes things up and moves mountains around. Everyone expects the face of the business to say eloquent, quotable things and be the Steve Jobs of the industry. To come up with amazing new concepts for the world to embrace, admire and applaud.

But **someone has to be in charge of making those amazing things happen.**

Someone who perhaps doesn't have a corner office picture window view of the city skyline. We're talking about someone at ground level. Someone who's **down in the trenches with rolled up sleeves and a well-worn shovel in the dirt.**

We're talking about the supervisor.

When you hear about leadership development, the focus tends to be from the top down. It's all about the CEOs and the VPs. The Generals and XOs. The Directors and the Branch Chiefs. Organizations pay big money to send their top line managers to high end training where they discuss the latest in management theory and compete their expertise with others and hopefully return from their experience imminently wiser and more awesome.

But supervisors are the first line of management, the hands-on professionals who translate brilliant ideas from the top and bring them to fruition in the reality space.

Supervisors deal directly with the managers above them and see that the tasks assigned get done.

Supervisors deal directly with the employees below them and see that the tasks assigned get done.

Supervisors are the **trusted and capable liaisons who are both managers and employees, a challenging dual role** that, when done well, is certainly worthy of recognition.

Are you striving to be that phenomenal supervisor?

So how do you become one? How do you become the cool first-line boss everyone wants to work for?

Following we'll share
10 Things that Phenomenal Supervisors Do

to be ... phenomenal!

Phenomenal Supervisors:

1

Are Accountable.

A phenomenal supervisor speaks truth and walks truth. Employees should never have to worry about double standards. They should be able to expect you to live up to the expectations you have negotiated – to do what's expected and do it well.

Phenomenal supervisors own their mistakes and never throw an employee or colleague under the bus.

Punish Privately.

**A good supervisor corrects errors
one-on-one and in private.**

No public humiliation for a job poorly done. Even if your employee's behavior is reprehensible, a phenomenal supervisor will not take that opportunity to chastise him in front of peers or embarrass her in front of a customer.



3

Praise Publicly.

Find your employees doing good things, doing things right, and let others hear you praising them for it. **A well-placed word of thanks for a job well done goes a long way towards building morale and self-esteem in the workplace.** Just think, your public compliment might be the only positive thing your employee hears all week. Make someone's day!

4

Share Expectations.

How can you excel as a supervisor if you don't tell your people what you want done? Make your expectations clear. Negotiate them to agreement if you have to. Recognize that sometimes your employees might have a valid argument against something you want done or may have a more efficient or cost-effective way to do it. **Clarify expectations so that everyone knows where the finish line is and you can all cross it together.**

Keep Growing.

You have to move forward. Keep learning. Stay abreast of technology and the latest developments in your industry. **Phenomenal supervisors never allow themselves to become dinosaurs, never get so caught up in the old ways of doing things that they can't see into the future.** Be willing to change and grow or you will be left behind. (And not phenomenal!)



6

Empower Employees.

Recognize that, as phenomenal as you may be, you can't do it all, all by yourself. **Foster a team atmosphere by letting your employees make some decisions and control some areas.** Yes, you are ultimately responsible for seeing that tasks get done, but let your employees know you trust them to handle important assignments. Your trust in them builds their confidence in you. Reciprocity can be powerful.



Motivate Creativity.

Perhaps the most successful supervisor is the one who can draw innovation from employees.

Provide encouragement to your employees and work with them to come up with new ideas and more efficient ways of doing things. Find out what motivates them. Is it money? Public praise? A plaque on the conference room wall? Find out what makes each employee perform best and then offer those individual incentives. Boosting motivation boosts morale which boosts productivity. It's a win-win-win cycle for everyone. And everyone will want to work for you!

8

Make Decisions.

And don't take too long to do it! Good supervisors are good decision-makers.

Phenomenal supervisors know how to analyze a situation, figure out what must be done, and then do it!

Challenge Mediocrity.

You bring out the best in your people. You don't let them settle for good enough. **A phenomenal supervisor keeps employees interested and engaged and keeps them from getting bored by giving them challenging work to do.** Stretch them without straining them. Give them opportunities to shine!



10.

Resolve Issues.

Handle your business and be timely about it. Phenomenal supervisors don't let bad situations fester. Is the issue inappropriate behavior?

Theft? An interpersonal conflict?

Resolve it quickly. Keep your ear to the ground and know what's going on so you don't get surprised. Never let an issue you should have handled get to a boiling point. **Phenomenal supervisors recognize the early warning signs of problems and take immediate steps to resolve them before they spin out of control.**

Bonus!

Communicate!

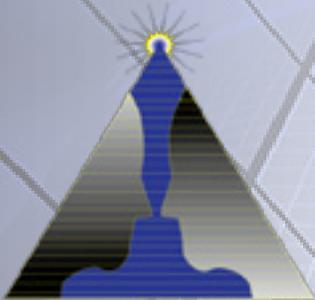
Phenomenal supervisors:

Communicate!

We've saved the best for last! **At Progressive Success, we build all of our training and consultation on the foundation of effective interpersonal communication. That's where great leadership truly begins.** A phenomenal supervisor must be able to convey expectations, express praise, correct mistakes, and, most importantly in the communication process, be able to LISTEN. The ability to stop and listen without projecting, transmitting, being close-minded or distracted is HUGE!

Learning to communicate well is the first and most important step in becoming a phenomenal leader!

You CAN be the phenomenal supervisor everyone wants to work for!



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We've given you ten great ways to start! Master all ten and you'll be phenomenally awesome! If you don't know where to begin, drop us a note. We have excellent training that can help you find your hidden talent. Here's a **link** to our current schedule. Our New Supervisors Workshop is designed for new supervisors and can help you get started if you've just taken on a supervisory role, you're a team leader, or you've been selected for promotion. It's also great for you seasoned veterans who want to refresh your leadership skills!

Thank you for requesting this free resource! We look forward to getting to know you better! Email us if you have a special supervisory problem you'd like to see us address! We may feature your in an upcoming post!

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scheduled training dates!

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Join thousands
who've experienced
our training!

Sign Up Today!

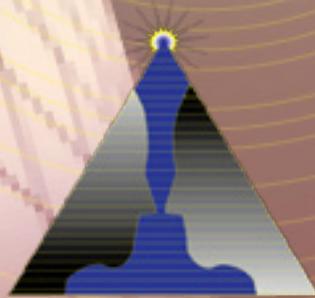


PROGRESSIVE SUCCESS
CORPORATION

100

Ways to Be Indispensable to Your Boss

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indispensable:

[in-di-spen-suh-buhl] adjective:

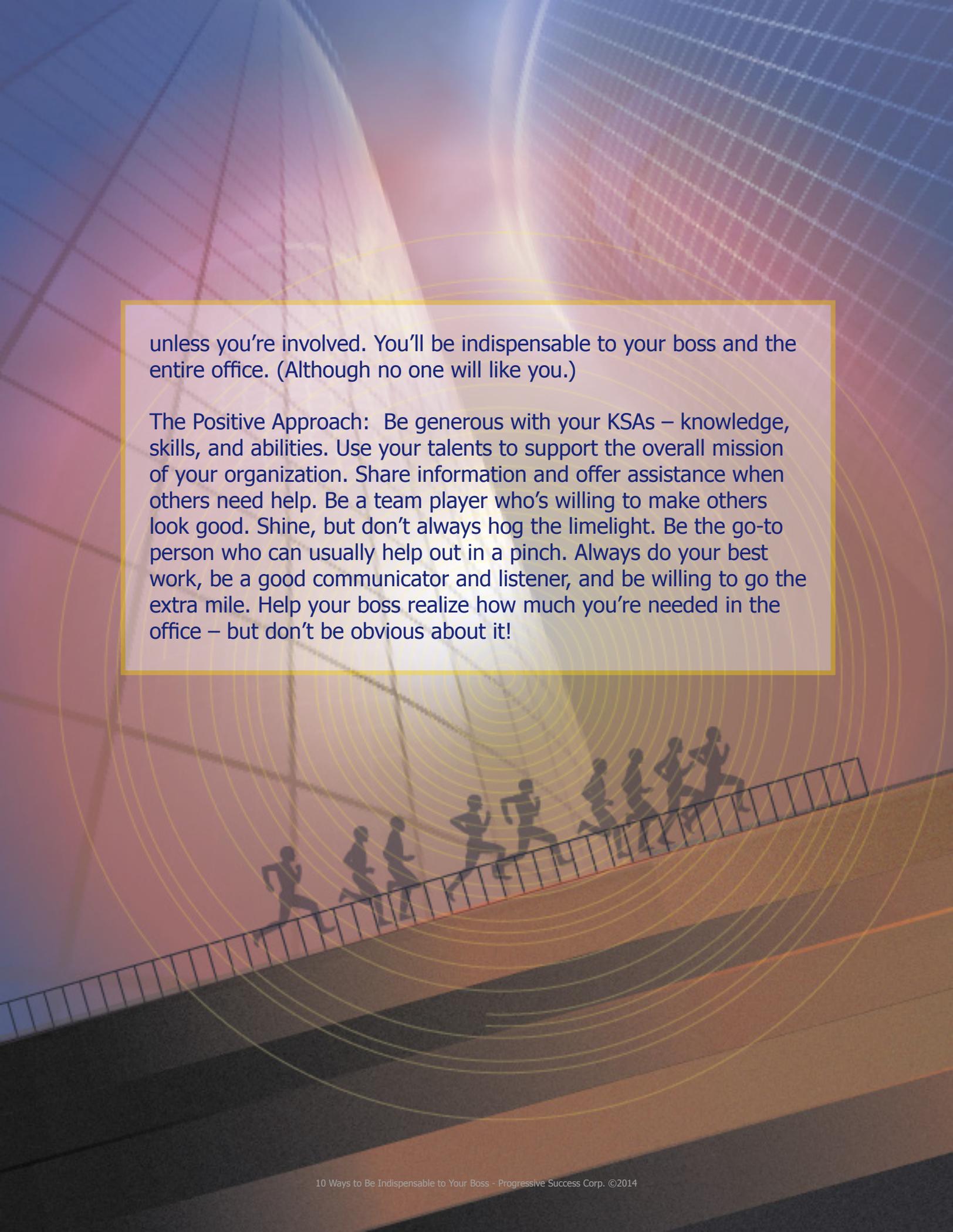
- 1. absolutely necessary, essential, or requisite.**

Example: an indispensable member of the team.

10 Ways to Be Indispensable to Your Boss

Job security can be elusive at best. In a constantly changing economic environment, plans and priorities can change at a moment's notice. The best way to be the last one standing when the pink slips go out is to make yourself indispensable to the team. There are two ways to do that, one negative approach and one positive.

The Bad Way: No matter what it takes, look out for YOU. If you have important information that others need, hoard it. Keep it to yourself under lock and password and only dole it out in small, absolutely necessary portions. Make people have to ask you for it and don't be generous about giving it. If you hear someone discussing a great idea, be sure you get to the boss with it first. Maneuver yourself into a rock solid position where nothing can move forward



unless you're involved. You'll be indispensable to your boss and the entire office. (Although no one will like you.)

The Positive Approach: Be generous with your KSAs – knowledge, skills, and abilities. Use your talents to support the overall mission of your organization. Share information and offer assistance when others need help. Be a team player who's willing to make others look good. Shine, but don't always hog the limelight. Be the go-to person who can usually help out in a pinch. Always do your best work, be a good communicator and listener, and be willing to go the extra mile. Help your boss realize how much you're needed in the office – but don't be obvious about it!



Following are ten ways you can be indispensable to your boss!

1.

Your manager or supervisor needs to **know that you're reliable and steadfast, committed to the work, and ready to provide assistance to your team as needed.** If you know your boss is weak in a particular area, being organized, for example, you can provide support by helping to manage the schedule, offering reminders, or asking leading questions that will give your boss a chance to step up without being shown up. Your boss should appreciate having you around!



Support Your Boss.

2.

Understand the subtleties of nonverbal behavior – that means body language. **Learn to recognize your boss's idiosyncratic cues.** What recognizable behaviors does your boss exhibit that indicate fear, agreement, insecurity, confidence, personal struggles, or just having a bad day? Learn to read and anticipate the cues and work around them.



Read Your Boss.

3.

Whether older than you are or younger, you can still learn something new from your boss. Attempt to really see things from your boss's perspective sometimes. You may gain a lot of insight on how to work together better and you may benefit from incredible new insights and longevity of experience.



Learn from Your Boss.

4.

Open lines of communication are essential to a good working relationship. If you're not getting along with your boss, sit down together and talk about it. Attempt to negotiate a meeting of the minds. Even if your boss is not listening to you, you listen carefully to your boss.

Remember that you can't change another person. You can only change you.



Talk with Your Boss.

5.

Everyone needs to hear a good word now and then, even your boss. **If you have a positive and appropriate compliment, share it.** No need to gush ad nauseam. Just a well-placed expression of admiration or a simple thank you now and then will do.

A group of runners in silhouette are shown running on a track. The track is a curved path with a railing on the inside. The background is a gradient of blue and purple, with a grid pattern of lines. The overall scene is dynamic and energetic.

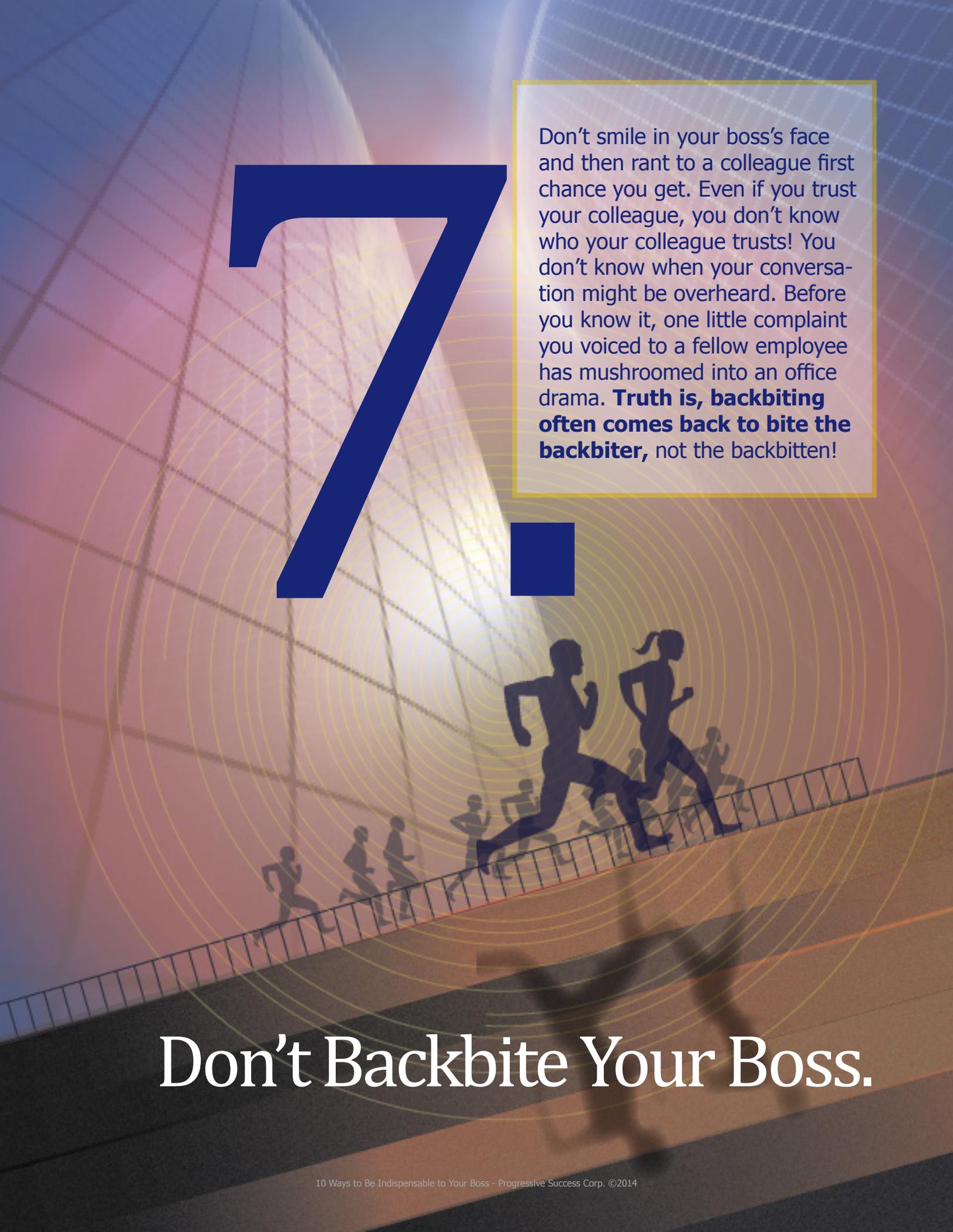
Give Props to Your Boss.

6. ■

In every well-managed office, there should be a chain of command. A pecking order, to put it another way. If you have something important to say, a problem that should be addressed, or a new idea to pitch, **don't go over your boss's head to the next manager in line, if at all possible.** No boss wants to be blindsided or bypassed.



Never Undercut Your Boss.



7

Don't smile in your boss's face and then rant to a colleague first chance you get. Even if you trust your colleague, you don't know who your colleague trusts! You don't know when your conversation might be overheard. Before you know it, one little complaint you voiced to a fellow employee has mushroomed into an office drama. **Truth is, backbiting often comes back to bite the backbiter,** not the backbitten!

Don't Backbite Your Boss.

8

Do your best work. Be thorough. Always maintain your dignity, no matter the circumstances.

Never be provoked into shouting, giving rise to chaos, or stooping to a lower level. **Demonstrate that you can be trusted to be the calming voice of reason in any situation.**



Be Professional with Your Boss.



9

You aren't perfect. **Recognize that your boss isn't perfect either.** It's easy to find fault and convince yourself that you are right when you only look at things from your own perspective. Take the bitter with the sweet, the good days with the frustrating, and deal patiently with imperfection.



Accept Your Boss.

10.

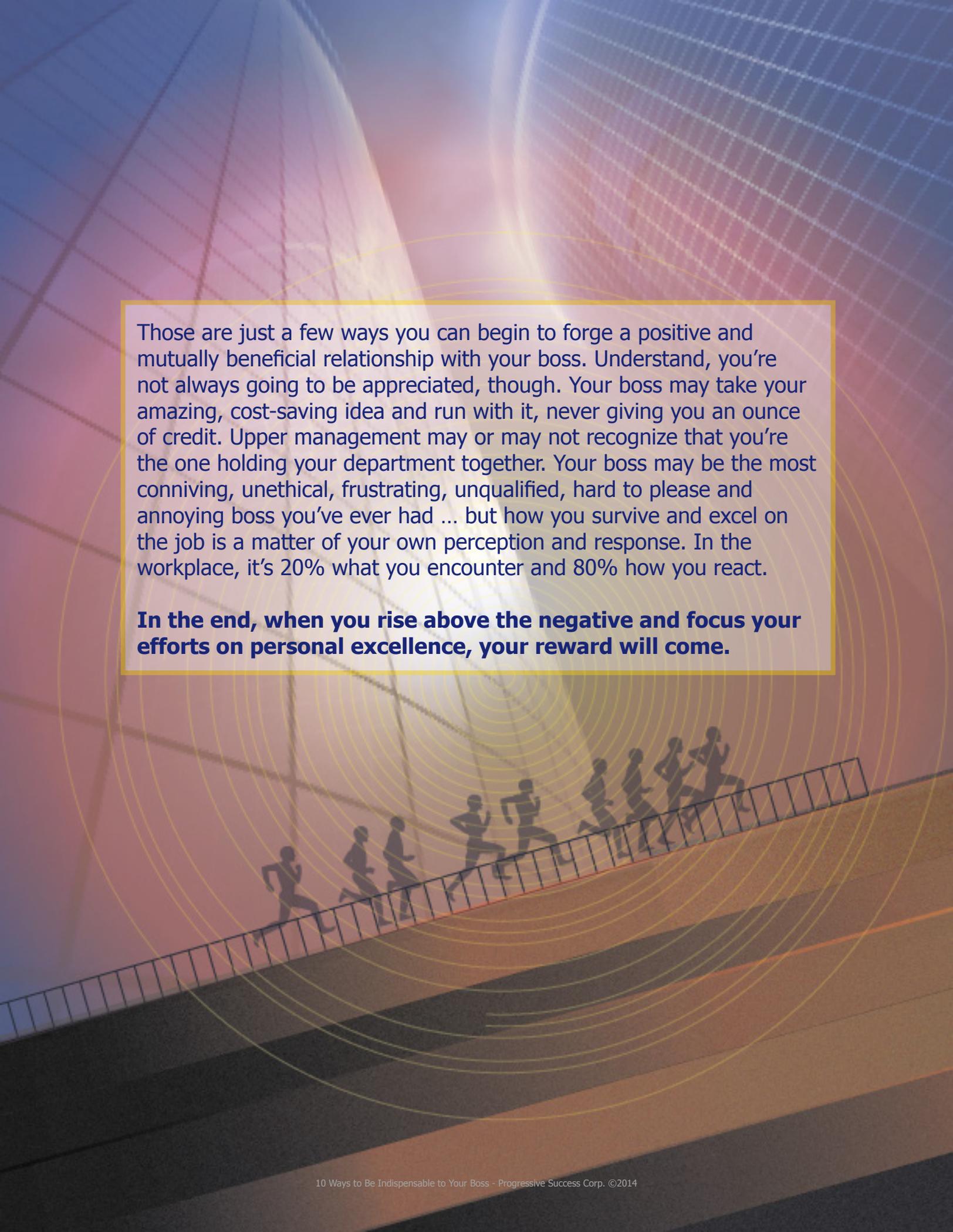
A good boss will have made clear to you what's expected of you on the job. Live up to and exceed those expectations. If you don't know what's expected, find out. Don't sit around wondering what you're supposed to be doing. Ask for clear direction and take initiative. **Become known to your boss as one who will always go the distance, cross the finish line, and keep running.**

Surpass Expectations
of Your Boss.

Bonus!

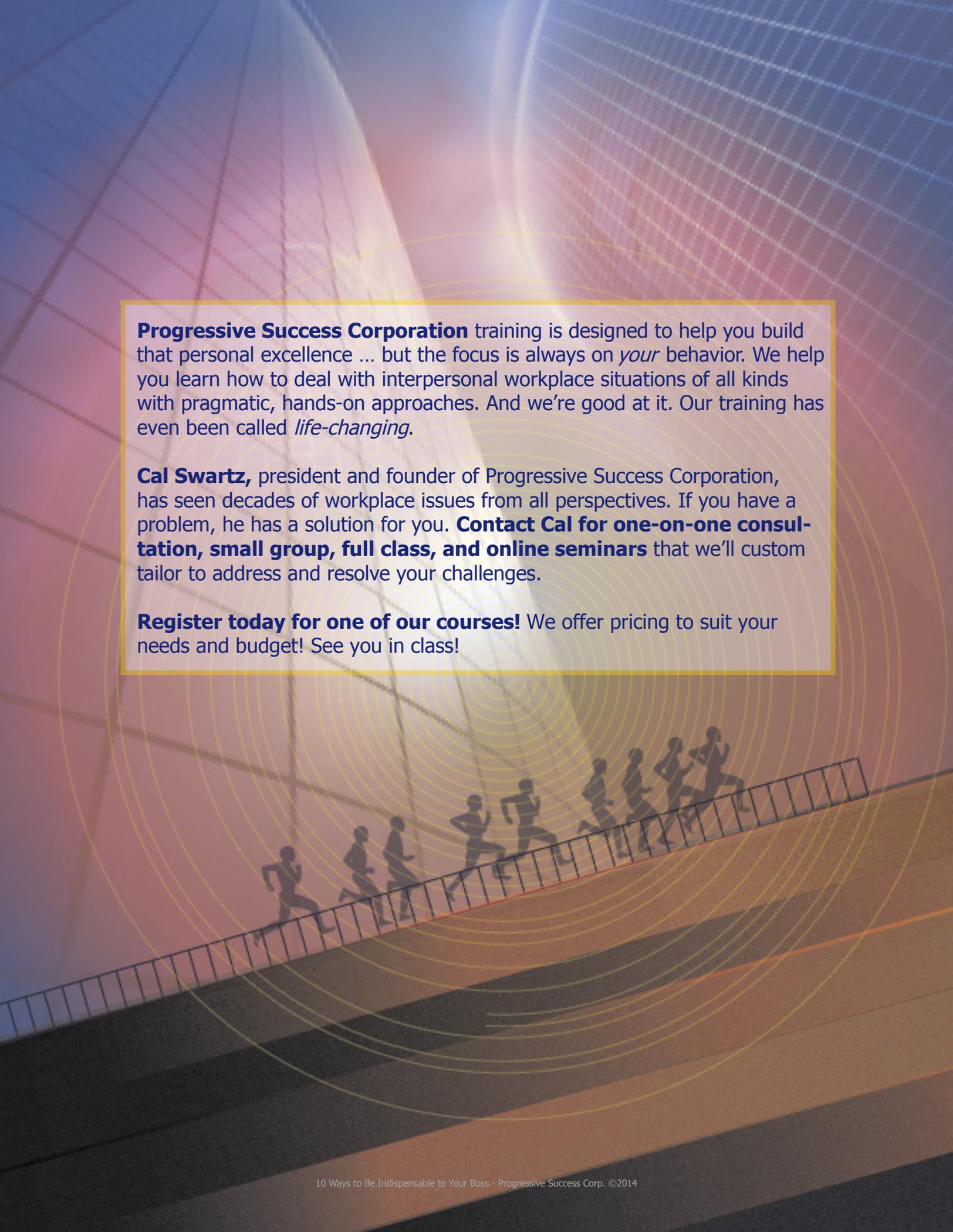
Surprise your boss by stepping up to the difficult tasks and giving them your best shot. Find ways to show initiative. Don't promise more than you can do, then overachieve in every way you can.

Surprise Your Boss!

The background features a grid pattern of blue and purple lines that curves across the frame. In the lower portion, a group of runners is silhouetted against a warm, orange and yellow gradient, appearing to run on a track with a railing. The overall aesthetic is modern and motivational.

Those are just a few ways you can begin to forge a positive and mutually beneficial relationship with your boss. Understand, you're not always going to be appreciated, though. Your boss may take your amazing, cost-saving idea and run with it, never giving you an ounce of credit. Upper management may or may not recognize that you're the one holding your department together. Your boss may be the most conniving, unethical, frustrating, unqualified, hard to please and annoying boss you've ever had ... but how you survive and excel on the job is a matter of your own perception and response. In the workplace, it's 20% what you encounter and 80% how you react.

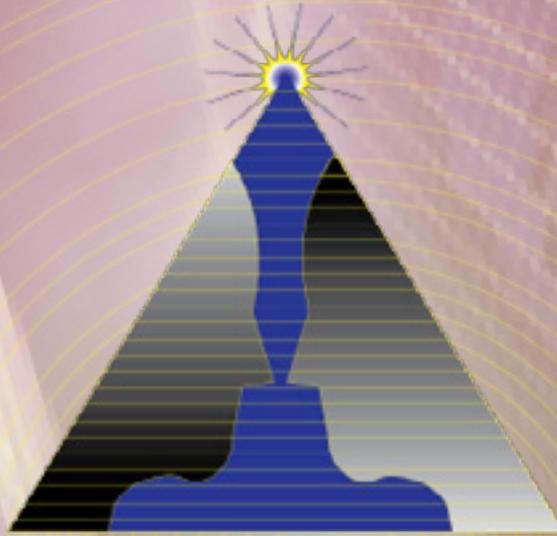
In the end, when you rise above the negative and focus your efforts on personal excellence, your reward will come.



Progressive Success Corporation training is designed to help you build that personal excellence ... but the focus is always on *your* behavior. We help you learn how to deal with interpersonal workplace situations of all kinds with pragmatic, hands-on approaches. And we're good at it. Our training has even been called *life-changing*.

Cal Swartz, president and founder of Progressive Success Corporation, has seen decades of workplace issues from all perspectives. If you have a problem, he has a solution for you. **Contact Cal for one-on-one consultation, small group, full class, and online seminars** that we'll custom tailor to address and resolve your challenges.

Register today for one of our courses! We offer pricing to suit your needs and budget! See you in class!



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