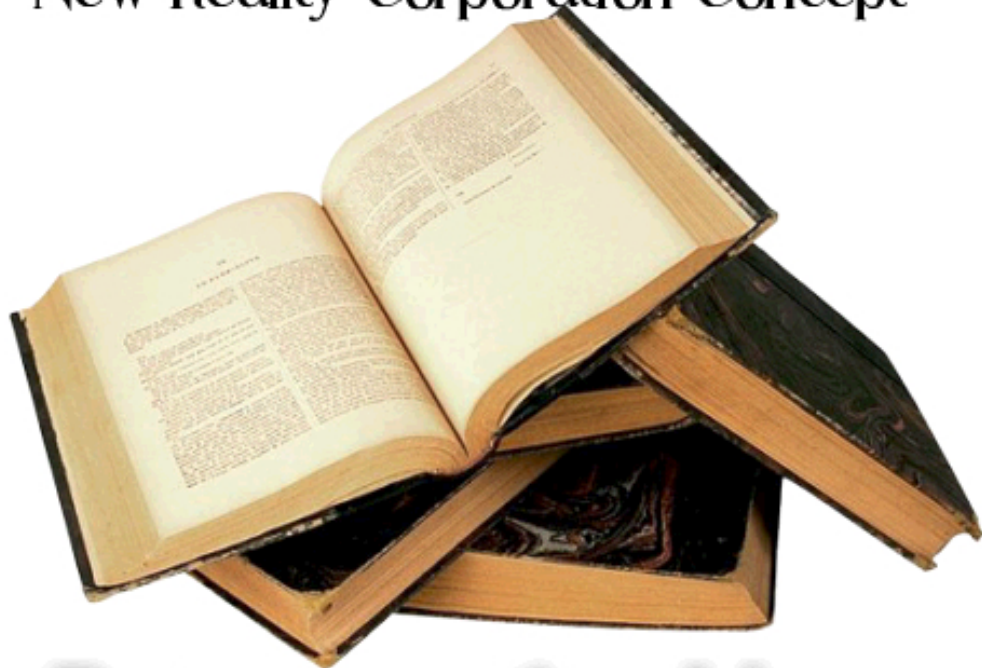


New Reality Corporation Concept[®]



Between the Lines

Finding the Hidden Message
at a Deeper Level

Dr. Brenda Nelson-Porter

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Between the Lines

by Dr. Brenda Nelson-Porter, CPP, MIT



<http://www.sam101.com>

*Declare Your Organization
a New Reality Corporation Today!*

Between the Lines

Finding the Hidden Message
at a Deeper Level



Introduction

Focus: Enhancing Leadership Skills and Developing Boundaryless Organizations

The New Reality Corporation© concept was founded by Dr. Brenda Nelson-Porter, CEO and Founder of Brigitte's Technology Consulting and Research Firm in 2004. The name signifies that organizations and research institutions will experience what is real through new methods, new ideas, and new findings. While working in the private and public arena, Dr. Nelson-Porter saw that there was a need to eliminate some of the continuous confusion and chaos that was taken place the working environment. It was not until she studied organizational cultures and change and transformational leadership at the University of Phoenix-Online, that she was able to find a connectivity between these dimensions; thereby, forming the New Reality Corporation© concept.

What is unique about this process? The concept is filled with *KICKERS* (i.e., uniqueness) to the play on the imagination. The concept also entails the process of bidding for raw data collected from case studies and individual questionnaires developed by Dr. Brenda Nelson-Porter and conducted by Brigitte's Technology Consulting and Research Firm.

The concept of bidding not only spices up the process of collecting data, it also demonstrates to Brigitte's what topics are vastly important in the industry for future research. Dr. Nelson-Porter saw that traditional methods of collecting data, such as mailing and telephone conversations, have cause participants to shy away from participating in studies. Some organizations and government entities have outsourced the data collection functions to independent consultants in the past. This method, however, is designed to reduce the cost of hiring consultants, putting together focus groups, mailing massive surveys, and recruiting independent persons to call potential participants. Due to the fast pace of society, researchers and authors need to focus on the end product and allocate more time producing quality journals and books and less time collecting responses (raw data).

Brenda Nelson-Porter



Contents

These Models and Mini Research Studies are designed to change the lives of personnel and cultures of organizations.

Case Studies (Models)
Online Mini Research Studies



Case Studies

Eight case studies have been designed to change the culture of large organizations. Each case study has its own focus and is filled with *KICKERS* (i.e., unique tasks) that will test endurance, motivation, and loyalty.

Participating Organizations (e.g., Fortune (F) 500 and F1000 organizations) will benefit from these studies in that; in addition to receiving unlimited copies of the publication from the contracted research firm, they will form new alliances with their internal clients and develop new types of relationships with research firms and Brigitte's.

Research Firms (i.e., research institutions, professional associations and educational institutions that conduct research or organizational cultures and leadership) will benefit from these studies in that they may profit from the findings and can produce additional research from their published results.

Concepts

These concepts open doors to new approaches for collecting data and changing organizational cultures. The name of each concept signifies the outcome of which each model will achieve.

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“Team Hiring ” is a new concept for integrating the hiring and team building process. This model was designed to form cohesion at all levels within the organization.

“Diversified Assimilation” is a new concept for sharing knowledge. This model was designed to ensure that diverse knowledge is transferred at all levels throughout the organization.

“International Intelligence” is a new concept for creating international task forces. This method exposes employees to different cultures and enables them to see the organizational metaview (i.e., mission, purpose, and direction).

To learn more about how your organization can implement these concepts, visit the terms of agreement, disclaimer, and each concept by clicking on the following links:

Team Hiring ©

<http://www.bridgettes.com/TeamHiring.htm>

Diversified Assimilation ©

<http://www.bridgettes.com/DiversifiedAssimilation.htm>

International Intelligence ©

<http://www.bridgettes.com/InternationalIntelligence.htm>

Business Conception ©

<http://www.bridgettes.com/BusinessConceptionModel.htm>

A New Attitude ©

<http://www.bridgettes.com/NewAttitudeModel.htm>

Global Binding ©

<http://www.bridgettes.com/GlobalPolicyBinding.htm>

Educational Retention ©

<http://www.bridgettes.com/EducationRetentionModel.htm>

Changing Life ©

<http://www.bridgettes.com/ChangingLifelModel.htm>



Online Mini Research Studies

Thirteen categories have been designed to target professionals that are willing to assist large institutions with changing their stable cultures and small or midsize businesses with forming flexible cultures. Research questions center on the discussion of mentorship, coaching, discrimination, mobility, and so forth. Unlike online discussion groups, when a participant presses the submit button, each response is individually sent to Brigitte's email waiting to be printed.

The *KICKERS* (i.e. the unique surprises) test whether participants and research firms are RISK takers? Participants will not know where their responses will appear until the publication is released, and research firms will not be forewarned of what is behind door number 1, 2, or 3. Meaning that the research firms, authors, and so forth will not know the number of responses to the online questionnaire of which he/she is bidding on, and who has responded to the questions until the responses are delivered certified mail. However, Brigitte's does guarantee that the number of responses will exceed zero (0).

Research Firms/Institutions: Reporters, commentaries, authors, professional associations, and educational institutions that conduct research on organizational cultures and leadership will benefit from

the responses of these mini studies by being able to focus more on (a) producing quality journals or books and (b) finding and partnering with researchers from different industries to compose journals.

Participating Employees or Individuals: The diverse virtual team of participants will benefit from these mini studies by (a) voicing their views on topics that affect their professional progress and daily work-related activities, (b) acquainting their minds with the concept of becoming an effective leader, and (c) assisting all professions with finding effective solutions to rectify issues that are a potential treat across all industries.

Categories

Each category either targets a particular group or profession. Many corporations may want to know the answers to the following:

1. Why small business owners left corporate America?
2. How disabled personnel feel about the conditions of the workplace?
3. Do junior personnel consider themselves leaders or just another employee?
4. Who has influenced personnel in their careers?

If research firms wish to discover what is behind the doors of the online questions, visit each category listed on Brigitte's home page (www.brigittes.com) and view the terms of agreement and

disclaimer and bid for the responses of an on-line question(s) that is suitable for a publication being composed or your firm is thinking of composing.

The categories are as follows:

- Information Technology Professional
- Diversity Issues
- Executive and Senior Executives
- Directors and Managers
- Junior Personnel
- Personnel With Disabilities
- Retired Personnel
- Small Business Owners
- Victims of Layoffs
- International Issues
- Stay-At-Home Parents
- Military Personnel
- Recruiters

About the Author

Dr. Brenda Nelson-Porter, CPP, MIT, BAS is a 2004 graduate of the University of Phoenix-Online Doctor of Management (DM) program (Organizational Culture and Leadership focus). She is a Practitioner, Scholar, Researcher, Originator, 'Level 5' and Servant-Leader, Developer, Programmer, Certified Purchasing Professional (CPP), Negotiator, Marketer, Entrepreneur, and Marine.

In addition to research, Dr. Nelson-Porter's professional goal is to become a Chief Technology Officer (CTO) for a Fortune 500/1000 technology organization and exceed the organization's expectations by customizing and delivering quality products and services to clients with a genuine commitment to their best interests in the technological market! Dr. Nelson-Porter's professional interests include e-commerce, e-business, and developing in-house software and databases that will simplify the tasks of those managing the supply chain.

Dr. Nelson-Porter has prior been accepted into the membership of several professional associations, which include:

Women In Technology International (WITI); National Association for Female Executive (NAFE); African American Women in Information Technology (AAWIT); The National Center or Economic Development, Business, and Technology, Inc.; Reserves

Officer Association (ROA); American Society of Association Executives (ASAE); ewomennetwork; Society for Technical Communication (STC); Association of Information Technology Professionals (AITP); Technology Association of Georgia (TAG); American Business Women Association (ABWA); Women in Aviation International; The National Association of Purchasing Management (NAPM); National Contract Management Association (NCMA); American Purchasing Society (APS); Australian Institute of Purchasing and Materials Managements Management (AIPMM); International Who's Who of Professional & Business Women and Kensington Who's Who Among Executives & Professionals Candidate.



Testimonials

“Intelligent, thorough, respectful, focused, insightful and mindful”

Rick Sidorowicz, The CEO Refresher

“I find your website to be quite interesting. You are breaking new ground in my opinion with the services you are offering through your firm. The questions for executives and the sales of answers is a unique approach . . . I think it could be a good way to share information through the multitude of organizations that exist. It is such a new concept that I’m not sure how I feel about it exactly, except that it does seem positive in nature”

Dr. J. Andrew Rhea, Controller, Southwest Charter Lines, Inc.

“I have had the privilege of taking part in a few of Brenda’s surveys which has asked enlightening questions. The questions were to the point and helpful in understanding the survey’s intentions. As a management consultant, I feel that the questions brought up topics that I may deal with in my business”

Kim Beasley, Owner and Management Consultant, [Agape3.com](http://www.agape3.com)

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“The questions that you asked needed to be addressed especially for and by minorities/women in the workplace. Answering your questions made me reflect on what I already knew: that minority women are underrepresented in leadership roles, in positions of authority, and truly lack an overall presence in many of the positions that I, friends, and family have held”

Tomika Thomas, Policyholder Services, American United Life



Other Services

Brigette's Explore

Brigette's Newsletter on Leadership and Organizational Culture

<http://www.brigettes.com/Newsletter.htm>

Technology Consulting Services

Hourly

<http://www.brigettes.com/CounselingContractHourly.htm>

Daily

<http://www.brigettes.com/CounselingContractDaily.htm>

Speaking Opportunities

<http://www.brigettes.com/Speakingopportunities.htm>

For more information contact

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770-251-6765

Someone Needs Your Help

The ideas and concepts contained within these pages can
improve business,
motivate entrepreneurs, and cause individuals
to take action steps to live their dreams.

Please forward this to your friends and associates
by email, disk, or printed hard copy.
Showing them that you care will
empower them to succeed.

Help and empower everyone's success!

Brigette's and **sam101.com**
will appreciate your assistance!

Current ebook titles available at sam101.com:

Ask The Questions 1001

Ask Another Question 1001

Ask More Questions 1001

Become a High Performance Organization: 101 Tips

Head For The Door: Qualifying Prospective Clients

Forthcoming ebook titles from sam101.com:

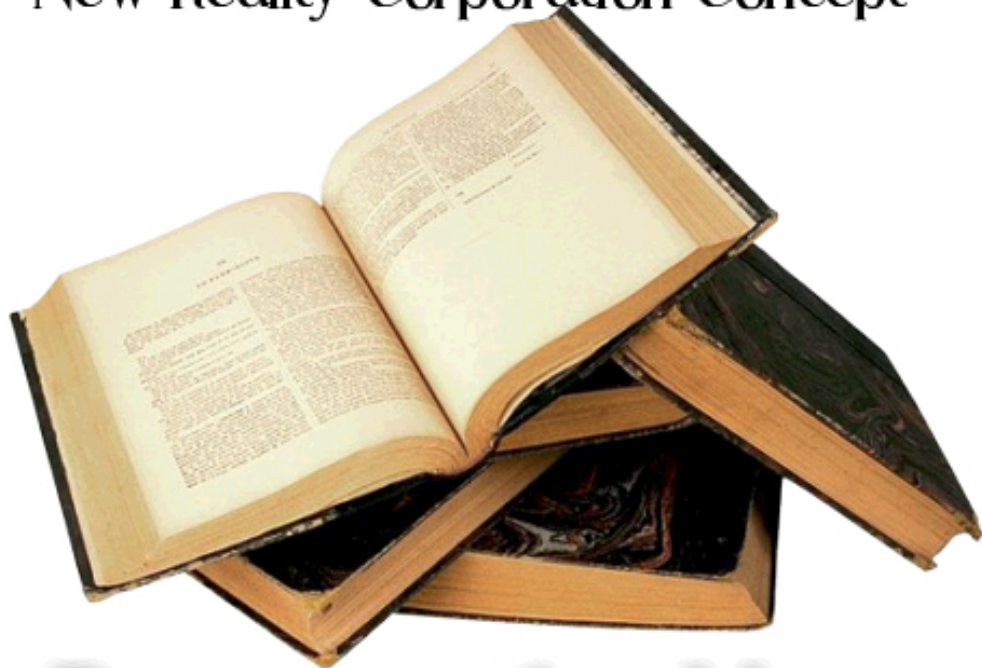
Get To The Point: Communications 101

Attracting and Sustaining Profitable Business

Vision, Mission, Values, Goals: The Power To Be Your Best



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