



voilà!

A monthly newsletter from
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serving company, leadership and individual staff



Voilà! - October Edition

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Happy October, everyone! I hope everyone's autumn is off to a wonderful start, and that you are enjoying some time to focus and be productive before the craziness of the holiday season sets in!

With Halloween coming up, I've been thinking about scary costumes and things that frighten me. What are your big fears when it comes to your career? Failing? A micro-manager? Getting shot down when you contribute a new idea? Perhaps now is a good time to write down those fears and create solutions for confronting, or at least dealing with, them. You should feel comfortable when you go to work!

This month we've got tips on fall's big fashion trend, tech accessories, and how to say "no." Enjoy!

Best,

Peggy

"The most effective way to do it, is to do it." – Amelia Earhart

Hot Topics

See what people are buzzing about on the The Parks Image Group blog...and have your say!



[Trend to Try: The Cellphone Ban](#): Are you ready for a digital detox?

[Returning Items That You've Borrowed](#): Plus, how to confront friends who don't

return your stuff.

[Being Considerate To Vegetarians](#): Make sure your guests have meatless options! (pictured above)

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News You Can Use: Why Saying “I Don’t” Is More Effective Than “I Can’t”



Do you find that you have trouble resisting temptation, or turning down things you really don’t want to do? A fascinating new study may have unlocked the secret to avoiding saying no and sticking to it. According to [Buffer](#), new research found that test subjects who said “I don’t do this” rather than “I can’t do this” were much more effective at sticking to their goals, whether that

meant resisting a candy bar or not canceling a trip to the gym.

“ ‘I don’t’ is experienced as a choice, so it feels empowering,” explains Heidi Grant Halvorson, director of the Motivation Science Center at Columbia University. “It’s an affirmation of your determination and willpower. ‘I can’t’ isn’t a choice. It’s a restriction, it’s being imposed upon you. So thinking “ ‘I can’t’ undermines your sense of power and personal agency.” Try this: Instead of saying “I can’t,” say, “I don’t miss deadlines,” “I don’t eat sweets,” or “I don’t go out during the week” — whatever it is you’re trying to avoid and/or focus on. Interesting stuff!

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Style Corner: Pink Coats

It’s not quite coat weather yet here in Atlanta, but it’s never too early to keep an eye out for outerwear that wows. This season, it’s all about coats in a lovely, oh-so-feminine shade of bubblegum pink. While not as versatile as your go-to camel trench or black wool pea coat, this rosy hue is very popular right now, and is destined to stand out in the crowd. For best results, pair one of these beauties with neutrals like black, gray, white, beige, or navy.



Clockwise, from left: [J.Crew](#) Double-Cloth Lady Day Coat with Thinsulate, \$365, available at J.Crew; VS Peacoat, \$99, available at [Victoria's Secret](#); Simone Rocha Wafer-Mesh Coat, \$1,465, available at [Net-a-Porter](#); Zara Wool Cardigan with funnel collar, \$99.99, available at [Zara](#)

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A Better You

This new column is all about tools that aim to improve your life — from incredible apps to thought-provoking reads, to office essentials and life-simplifying goodies. Enjoy!



Clockwise, from left: Mastering The Art of French Eating: Lessons in Food and Love from a Year in Paris by Ann Mah, \$15.57, available at [Amazon](#); Any.DO Task & To-Do List app, free, available at [iTunes](#); Christian Lacroix Notebook, \$22.50, available at [Kate's Paperie](#); CB2 24-Piece Disguise Pin Set, \$11.95, available at [CB2](#)

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Men's Corner: Tech-Chic

I've had a lot of male clients complain recently that iPad cases always seem too feminine, or too quirky to be taken to the office. Not so! I'm loving these sharp, sleek, and masculine styles, whether they're in the boardroom or out. It's time for a style upgrade!



Clockwise, from left: Smythson Panama Collection iPad Sleeve, \$380, available at [Smythson](#); Herschel iPad Case, \$30, available at [Urban Outfitters](#); Jack Spade Nylon Canvas iPad 2 Sleeve, \$48, available at [Jack Spade](#)

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Many Chinese will look towards the ground when greeting someone.

“If you think you're too small to have an impact, try going to bed with a mosquito.” – Anita Roddick

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