

## Help Your EAP Thrive and Increase Supervisor Referrals 20%—Guaranteed.

Your EAP's life depends on winning relationships with supervisory personnel. There is no better proof of it than formal EAP supervisor referrals. They show you are reducing risk.

### Poor Visibility with Supervisors Is a Big Problem for EAPs

You must communicate with management frequently and in writing to maintain "top of mind awareness." A newsletter just for this purpose is the only way to do it—the only way. Such a newsletter informs and educates. And it cause supervisor to think EAP first.

### Increase Supervisor Referrals 20% in 90 Days

For 27 years, *FRONTLINE SUPERVISOR* has been promising EAPs a 20 percent annualized increase in supervisor referrals visible within 90 days – guaranteed. We've never failed to deliver on this promise.

Even more valuable is the peace of mind EAPs enjoy knowing relationships with management are growing.

Frequent communication in small doses is the secret to promoting and institutionalizing your EAP or any service. *FRONTLINE SUPERVISOR* is education, marketing, promotion, training, and a tool to reduce risk all wrapped into one powerfully easy to read publication.

*FRONTLINE SUPERVISOR* also gives you a winning edge in presentations, EAP proposals, or in live-training with supervisors.

### Supervisors Learn How to Do, What to Say, and How to Say It

*FRONTLINE SUPERVISOR* makes you management's best friend because it delivers useful and actionable information on using the EAP in supervision. It literally rescues supervisors from their own bad habits, thereby reducing risk to your organization.

*FRONTLINE SUPERVISOR* is like personally sitting down with every supervisor in your organization every single month and marketing your EAP to them directly. Imagine it.

*FRONTLINE SUPERVISOR* can be branded with your logo or you can choose your own completely unique name. We use our artists to create it, and it's free. *FRONTLINE SUPERVISOR* is editable and reproducible. And it's just two easy-reading pages in MS Word or MS Publisher. A pdf or text in MS Word is also available—no extra charge.

## FrontLine Supervisor Reaches Every Supervisor

You will reach every supervisor—even those who missed your last training session. So, finally, no one will be out of reach.

*FRONTLINE SUPERVISOR* is turnkey, but you are in complete control. *FRONTLINE SUPERVISOR* doesn't undermine you. You are always able to control its content and add your own expertise.

## Trust FrontLine Supervisor—It's Peer Produced

*FRONTLINE SUPERVISOR* was created based on experience garnered from every kind of EAP venue — internal, external, consultant, and managed care. Authorship is also rooted in occupational alcoholism history, and some of the country's most well-known EAP thought leaders have endorsed the publication. Its founder, one of the first CEAPs, passed the very first exam in 1986—30 years ago.

## Unique Problem-Solution Format

The focus of *FRONTLINE SUPERVISOR* is on supervisory problems and using the EAP as an effective, pro-people management tool. It includes up-to-date professional development information drawn from hundreds of sources and tips inspired by experience of many EA professionals.

*FRONTLINE SUPERVISOR* accepts input from subscribers. Use the "Subscriber E-Hot Line" to request specific topics you think would be great for supervisors to consider.

Over 100,000 supervisors in thousands of companies read *FRONTLINE SUPERVISOR* each month, and we still have many charter subscribers.

Since 1994 *FRONTLINE SUPERVISOR* has published over 1600 questions and answers on the supervisor's role and EAP. *FRONTLINE SUPERVISOR* is the most authoritative publication ever on the supervisor's role in using the EAP in supervision.

## Hot Topics Supervisors Need to Know

Here are just a few of the many topics **FRONTLINE SUPERVISOR** covers throughout the year:

- Improving Supervision and Coping Skills
- Avoiding Personal Liability
- Improving Communication with Employees and Management
- Constructive Confrontation and Making the EAP Referral
- Dispelling Myths about Addiction and Personal Problems
- Tips and Techniques to Use in Corrective interviews
- Responding to Tardiness and Chronic Absenteeism
- Avoiding Armchair Diagnosing
- Identifying Signs and Symptoms of Troubled Employees
- Observing and Documenting Troubled Employee Behavior
- Responding to Hostile and Aggressive Employees
- Reducing Supervisor Resistance to Making EAP Referrals

With **FRONTLINE SUPERVISOR**, you won't worry any longer about being out of sight and out of mind with supervisors. Not only will you market your program more effectively, you may also become part of top management's inner circle of advisors. You will become more relevant.

*"Thanks [for your newsletter], I can't tell you how much our client companies appreciate what you are writing. Always a big hit with managers we work with and very helpful for them! Keep up the good work."*

**David Worster, Director, NH EAP Collaborative, Concord, New Hampshire**

*"Every month I tell my clients, 'This is a particularly good issue,' and every month it truly is! This is a great resource. Thank you so much."*

**Elizabeth Robinson, LMFT, CEAP, Manager, Employee Assistance Program  
University of Connecticut Health Center, Farmington, Connecticut**

*"FRONTLINE SUPERVISOR is like putting out my own newsletter without any of the headaches."*

**Ted Walker, Walker Northwest EAP, Portland, Oregon**

*"Our clients find FRONTLINE SUPERVISOR to be an excellent source of timely, concise, and valuable information –keep it coming!"*

**Joseph Lemmon, LCSW-C, CEAP, President, JSL Consulting Group, Baltimore, Maryland**

*"Keep up the good work! FRONTLINE SUPERVISOR answers the questions our customers never knew they had!"*

**Adriane Scherrer, Executive Director, Partnership EAP, Inc., Middletown, Ohio**

*"FRONTLINE SUPERVISOR is our most effective tool for helping managers and supervisors in our client companies. They tell me they keep each issue and refer back to them."*

**Ted Larrison, LCSW, CEAP, EAP Manager, Southern Hills Counseling Center, Jasper, Indiana**

## FrontLine Supervisor Is Your Missing Link to A Great EAP

**FRONTLINE SUPERVISOR** is the missing link to a world-class EAP. Without it, your program absolutely, 100%, will not identify as many seriously troubled employees. The mechanics are sound. It works.

How much would it be worth to have supervisors regularly picking up the phone and seeking your help with troubled employees?

If you said "a small fortune," especially if it helped your program stay in favor with management, you'd be right. And it would worth if it the most at-risk employee was referred. Well, increasing that likelihood is what *FRONTLINE SUPERVISOR* is all about.

Well, *FRONTLINE SUPERVISOR* doesn't cost a fortune. It cost about \$56 a month--\$675 per year. And it may cost you nothing if you cover it's cost with a small fee paid by your EAP corporate clients.

## Here's How to Order !

**FREE BONUS**: Send your logo and I will place it on your newsletter for FREE. With one click, you easily paste it monthly to the current issue. Or you can have a fully designed nameplate-free.

**FREE BONUS**: You receive 10% off all other WorkExcel.com Products

I look forward to welcoming you as a new subscriber!

Your truly,



Daniel A. Feerst, MSW, LISW-CP, Founding Publisher

P.S. Don't get distracted. FAX YOUR ORDER TO 843-884-0442!

P.P.S. You can phone, fax, or mail the order form attached.