

3RAPTORCONSULTING

Newsletter

July 2021

Introduction

Have you visited our new [website](#)? Learn more about our team at [3Raptor About us page](#)

Don't hesitate to contact us if there are any topics or information that you want to know, please write to us at info@3raptorconsulting.com.

Contents

[Last month in review](#)

[Live Classes are Back](#)

[Social Media Highlights](#)

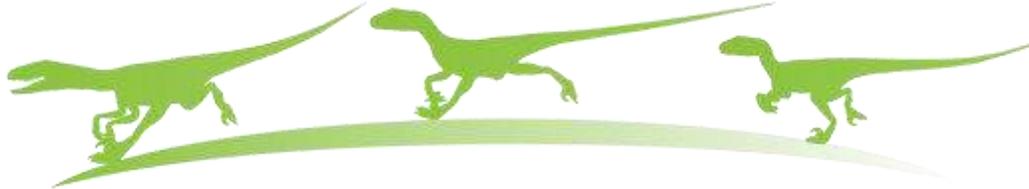
[Blogs Scheduled for July](#)

[July Highlights](#)

[Facts About July](#)

[Featured Resource](#)

[About us](#)



3RAPTORCONSULTING

Newsletter

July 2021

Last month in review

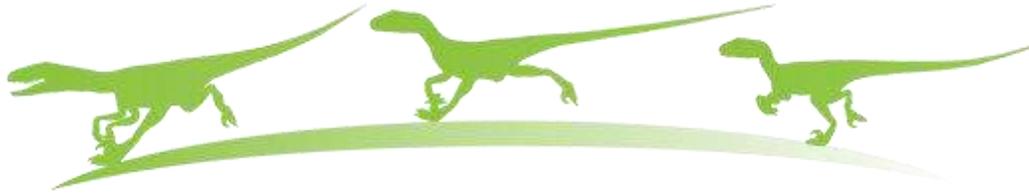
June brought our communities torrential rains which created problems, some rural roads are still scarred with potholes created by the rain and in some areas where the base of the road is not strong enough heavy trucks are damaging the pavement.

After those rains we turned the switch and we have had some very hot days and nights, some western states are suffering from a severe drought, so severe in fact that Lake Mead is at its lowest ever level.

We have also seen the return to “normal”, no, I don’t think we are going to get rid of the masks forever, but we are enjoying a hiatus at the moment. We should, however, be conscious that there are many people who have elected not to get the COVID vaccine. With this refusal we are starting to see increases in some areas due to the new variants that are more virulent and lethal than their predecessors.

At 3Raptor Consulting we published two blogs in the last month:

- **June 13:. Engaging Customers by Sara Paape**
Several small businesses often tell me they struggle to engage their customers. There are definitely some tried and true things you can do to engage your customers, but a lot comes down to marketing and your customer service.
[Go to our website to read more.](#)
- **June 27:. How to Protect Your Community in These Times by Gus Orellana**
The need to protect our communities has been around since the human race started to congregate and live in communities. When we look at current issues we can see that the same issues and threats we face today have existed since the dawn of time..
[Go to our website to read more.](#)



3RAPTORCONSULTING

Newsletter

July 2021

Live Classes are BACK

Can you tell how excited we are to be back to teaching in-person?
Our team loves nothing more than meeting our clients face-to-face.
Space is limited, ensure your place by registering today!

All classes will be held at:

Atlanta Bread Company
2 NW Sheridan Rd,
Lawton, OK 73505

July 20, 2021, 10:00 am

Network Like a Pro



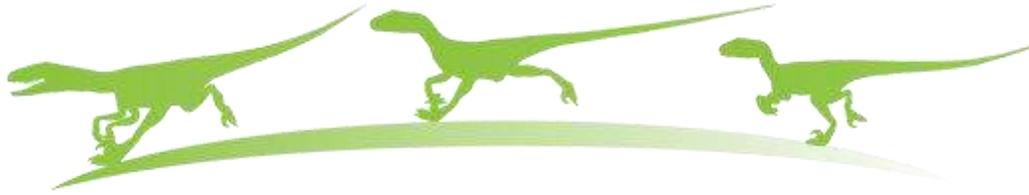
[Sign up for "Network Like a Pro"](#)

July 27, 2021, 10:00 am

Create SMART Plans to Reach your Goal



[Sign up for "Create SMART Plans to Reach your Goal"](#)



3RAPTORCONSULTING

Newsletter

July 2021

August 24, 2021, 10:00 am

Price Your Products & Services to Sell



[Sign up for "Price your Products & Services to Sell"](#)

August 31, 2021, 10:00 am

Master Intuitive Interview Techniques



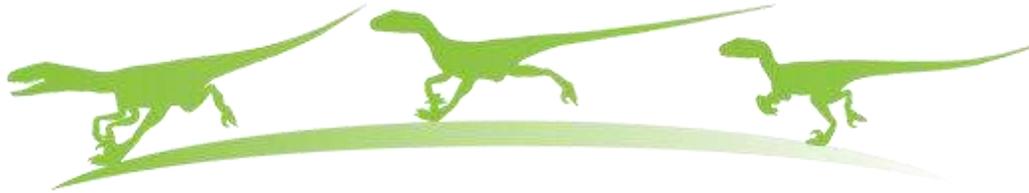
[Sign up for "Master Intuitive Interview Techniques"](#)

September 14, 2021, 10:00 am

Resumes, Cover Letters, & Interview Techniques



[Sign up for "Resumes, Cover Letters, & Interview Techniques"](#)



3RAPTORCONSULTING

Newsletter

July 2021

Social Media Highlights

Have you checked our social media?

Follow us on:

- Facebook
- Instagram
- LinkedIn
- YouTube
- Pinterest

Our posts are designed to give you tools, information, and insight in 30-second bursts.

For the month of July we are using the following themes:

- Information tidbits - Tips to help you navigate the business world.
- Motivation - Tips on how to remain healthy and avoid burnout.
- Self-care tips - Tips to help you care for yourself.
- Meet the staff - Comments from each one of us in the staff.
- Featured resource - Learn what resources are available to help you achieve your goals.

Blogs scheduled for July

During the month of July we will be posting the following blogs:

- **July 11: Staying Relevant by Sara Paape**
Once you become an established business it is easy to forget the need to remain relevant, to actively ask what your customers need and want ...
- **July 25: Employee Loyalty, Fact or Fiction? by Gus Orellana**
In the past employee loyalty was a given, something that every employer came to expect and demand from their employees. In some cases it meant the difference between being employed or not.
The truth is quite different, loyalty is like respect, as an employer you cannot demand it, you have to earn it. ...

You can view these in our [web site](#) on the posting date.



3RAPTORCONSULTING

Newsletter

July 2021

July Highlights

Facts about July

July is the beginning of the second half of the calendar year, and for some businesses the start of a new fiscal year. Either way, it is time to pause and take stock on where we are and what we need to do to accomplish our goals.

Many people vacation in July, although this year because of the Pandemic and its lingering effects on health and the economy not as many of us will be vacationing.

July 1 is Canada Day, American Zoo Day, and Postal Worker Day. Celebrate by visiting your nearest zoo this month and showing appreciation for our postal workers which deserve our appreciation as many of us depended on them during the lock-down days of the Pandemic.



July 4 is our nation's birthday celebration. We may not be perfect, but from my personal perspective I can tell you that it is the best and greatest country. True, we have become violent, but I have high hopes that our country will return to what it defined it as the greatest country in the world, a country where businesses flourish, and we take care of our population while lending a hand to those less fortunate.



July 11 is Marine Corps Creation Day. Thank any marine you meet this month for their service for us that we may enjoy freedom.



Newsletter

July 2021

Featured Resource

Managing projects or events can be a nightmare, we have an e-book you can purchase at our [e-Store](#) and it is on sale this month for \$10.00.

This book gives you several tips on how to manage your project or event.

This resource includes a sample spreadsheet to get you started in your project or event planning.

About us

When we asked Gus this month how had project management and planning changed over the years that he was actively managing and planning projects he had a good laugh and told us to get comfortable.

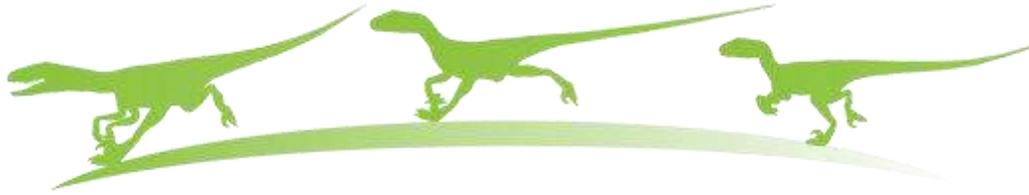
“The easy and one word answer is ‘DRASTICALLY’, however, I am sure that you want to know more details than just that one word.

When I started managing and planning projects there were no personal computers and the big mainframes did not have any software that could be used. We designated a “war room” where we had white boards where we kept track of what we did and the main tasks to be completed, this was the good old days of SOP management, and I don’t mean Standard Operating Procedure, I mean Seat of the Pants. We had documentation from prior similar projects that we used to draw on, but the only one constant in the world of Information Systems is change and exponential increase of complexity and risks.

Enter the Personal Computer and within a few years we started seeing programs that were designed to track projects, it did not happen until after the advent of the IBM-AT, it was around 1985 that we started using a program that could do more than just keep track of the players in the project and all the tasks, it had the definite advantage of reporting late tasks, overbooked resources, and a Gant chart. It took a few years for us to start using the programs for every project.

Now you have project managers that manage all the complex projects and very sophisticated programs to help manage the project.

Even with all these advances and new ways, the critical resources have not changed at all, it is still the people that can make or break a project.



3RAPTORCONSULTING

Newsletter

July 2021



Sara Orellana-Paape, MS, MPH
Owner & Lead Consultant
sara.paape@3raptorconsulting.com



Gus Orellana
Sr. Business Consultant
gus.orellana@3raptorconsulting.com



Krystal Orellana
Business Manager
krystal.orellana@3raptorconsulting.com



Rabeckah Orellana
Social Media Manager



Rick Paape
Consultant
rick.paape@3raptorconsulting.com

The 3Raptor Consulting Team