



**"Leaders should influence others,  
in such a way that it builds  
people up, encourages and edifies  
them so they can duplicate this  
attitude in others."**

*- Bob Goshen*



St. Lawrence  
College

Designed by: Caitlin DeRoche  
FUSE Art Director & Graphic Designer



**FIRST YOU  
DREAM IT  
THEN YOU  
LIVE IT**



### November FUSE Challenge

**It's time to spice up your relationship and get to know each other outside of class. Mentees, challenge your mentors to a fun activity outside of St. Lawrence's walls! The most creative outing will win the November FUSE Challenge. Let's get those creative juices flowing!**

**Lets talk about,**

# TEAM WORK...

**Article by Chelsea Davidson**

It's half way through the semester and team projects are on the rise! Feeling overwhelmed? Are you taking on all the work? Are your teammates lacking motivation? Maybe, it's time to work with different people and expand your horizons.

Group work can become frustrating. It requires you to have an open-mind and be patient. Everyone has different work habits. So how do you choose the right people to work with? Choose people who excel in areas you lack, which creates diversity and efficiency. You can also learn from others and acquire their skills.

How do you build a good working relationship? Understanding your team is the key to a good relationship. Understanding strengths and weaknesses eliminates conflict. Be empathetic, respectful and trustworthy. By respecting the opinions of others, your group will feel more open to expressing their ideas.

If problems arise, take action NOW! Don't wait for the problem to grow. It is extremely important for the group to resolve a problem, without attributing blame. When raising the issue, group members should be polite and understanding. Everyone deserves a second chance.

*"The strength of the team is each individual member.  
The strength of each member is the team." - Phil Jackson*

**CHECK OUT THE TOP BLOGS!**

In Chantal Lauzon's post *Cleverly Corny*, she writes about how even the corniest, most annoying ads can be effective.  
[chantallauzon.com](http://chantallauzon.com)

Blogmeister Jason Manuge muses about the future of the smart watch in advertising in his latest post and shows off his Pebble.  
[jasonmanuge.com](http://jasonmanuge.com)

Maja Jordahl reflects on the difference in advertising between Canada & Sweden when it comes to respecting gender neutrality.  
[majajordahl.wordpress.com](http://majajordahl.wordpress.com)

In *It's a small world after all*, Adam Wemp teaches us that social media is about more than Facebook, Twitter, and "the other usual suspects."  
[maineventmarketingkingston.com](http://maineventmarketingkingston.com)



**Don't forget to follow the FUSE  
Mentorship Program on Facebook!  
CONNECT. INTERACT. IMPACT.**

**"Do all the *good* you  
can, by all the means  
you CAN, in *all* the ways  
you can, in *all* the  
PLACES you can, to all  
the PEOPLE you can, as  
LONG as you can.**

*John Wesley* **"**

**Need advice about  
your final projects?  
#askyourmentor**

## Mentor of the Month

**Nick Clair, 2nd Year Mentor**

Congratulations to Nick Clair for receiving the title of October Mentor of the Month! Nick has been actively working with his mentees Jeremy Ho and Andrew Chisholm making sure they have all the help and support they need.

**Keep up the good work Nick!**



**WHAT'S  
ON YOUR  
AGENDA**

**NOV 16TH NOV 20TH NOV 21ST DEC 11TH**

**ST. LAWRENCE OPEN HOUSE**  
HELLO FUTURE  
JOIN US FOR OPEN HOUSE ON  
SATURDAY, NOVEMBER 16, 2013  
9:00AM - NOON

**FUSE MEETING**  
"PRESENTATIONS &  
PROFESSIONAL SITUATIONS"  
WEDNESDAY, NOVEMBER 20TH, 2013  
11:30 - 12:30

**CHAMBER MIXER**  
@ RENAISSANCE  
ENTERTAINMENT VENUE  
THURSDAY, NOVEMBER 21ST, 2013

**TRENDS TALK**  
@ ST. LAWRENCE COLLEGE  
LECTURE THEATER  
WEDNESDAY, DECEMBER 11TH,  
2013