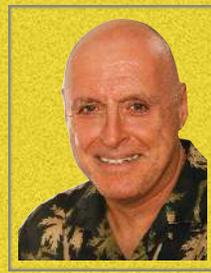


THE EXTRA POINT

BY JERRY ROBERTS



144 What Managers Have in Common With Politicians

In the recently held primary election, a lot of people were disappointed when their candidates fell short in the voting. The people who they supported and put their trust in, now wouldn't get a chance to help create the better future those supporters were hoping for. I'm Jerry Roberts and if you're a manager, you've got a lot in common with political leaders. Let's talk that over, today, on The Extra Point.

Politics is such a strange game. It's always seemed so curious to me that people will hitch their hopes and dreams to someone who makes all kinds of promises, especially when history tells us that a lot of those promises are quickly forgotten, shortly after taking the oath of office.

Still, we're attracted to people who have the ability to figure out what we want and make us believe they can deliver it for us.

So, tell me how that's any different from being the manager and/or owner of a business.

People come to work in our organization and they trust that our vision for the future of the enterprise will include something good for them.

They trust that we'll get up in the morning with a positive attitude, with the right frame of mind that will allow us to solve problems and create new opportunities, that will propel the business forward.

You see, they voted for us that day by getting out of bed and coming to work. If they no longer trusted in our ability to do what we say we intend to do, they'd be looking for another job where they feel that future they want will actually come true.

You see, workers who aren't inspired to do their best by their manager, really aren't tuned

into their future. For them, it's just a job and there's a lot of those.

Managers who come to work and aren't inspired to inspire their team, and they more or less sleepwalk through the day, looking busy but lacking focus...for them it's also just a job, and there's a lot of those.

And if you're the general manager or owner of the business and you don't understand that you need to represent that future you talk about, you need to be an inspiration to people at all levels of your organization, that you need to be a walking, talking manifestation of where this ship is sailing toward — then you're standing in the way of those hopes and dreams the others are clinging to.

And when those hopes and dreams fade away in the hearts and minds of your good workers, the ones you rely upon the most, they'll begin to search for a new leader who they feel will have a better chance to take them to their promised land.

Company management and ownership is not for the faint of heart. There's a lot riding on how you feel and how you perform, every day.

Political campaigns end. The signs come down, life goes on. But you and your workers will have 2,000 hours together in the next 12 months, to take positive steps toward that future. Spend them wisely.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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