

# THE EXTRA POINT

BY JERRY ROBERTS



## # 340 Nine Lies About Work – Part 2

Last week we introduced the book, *Nine Lies About Work* by Marcus Buckingham. What are some of these things we've always taken for granted as being true, but aren't? I'm Jerry Roberts and let's explore this topic today, on The Extra Point.

*Nine Lies About Work*. Here's Lie #1: People Care Which Company They Work For.

This first one confused me a little because I know people do care about where they work. The better way to state this would be, "What do people care most about, the name and reputation of their employer, or their personal experience with their working team?"

The engagement level of the particular team is what determines whether or not an individual is likely to stay or leave a company. If things have gone bad there it's unlikely that the name, market position, cool advertising or anything else will stop them from walking away.

This is great news for companies because it makes one thing crystal clear...if you train your managers to treat workers well and to help them grow, you have a much better chance to keep your best talent. In the long run this will save you a ton of headaches, and a ton of money.

Lie #2: The Best Plan Wins

A good plan is important. However, what wins is the best execution. A top notch plan with slightly better than average performance is going to have a tough time beating a good plan that is carried out with absolute precision.

This is what creates major upsets in sports as well as business. Number one teams and number one businesses both have fallen because the opponent did a better job with executing their plan.

Buckingham would say that the best intelligence wins. That if you hire the right people, they'll make the right decisions. I'll agree with that and add one more element. Those great workers need to be coached along the way to make sure they're processing data as you believe they should; and that everyone on the team is clear on the process. A weekly meeting with all concerned will help make sure that nobody misses key information.

I realize that most people don't like meetings. However, data shows that team leaders who check in weekly with groups, and especially holding one-to-one sessions with workers, see, on average, a 13 percent increase in team engagement. If you do it once a month, there is a 5 percent decrease in engagement.

Maybe you're tempted to say, "What if I don't hold any of these check-in meetings with my team, we just sort of wing it?" Well, you likely already know the answer. Without monitoring progress, without coaching workers, without being there as a strong support for the plan, I think you lose the benefits of unity and for gathering momentum. You'll just get whatever results you get, and that's it.

So, working for a high profile company and having a fancy plan is cool. In the end, though, we care more about our experience with the team, and how we perform together in the execution of our plans, to deliver results. More of the nine lies next time.

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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