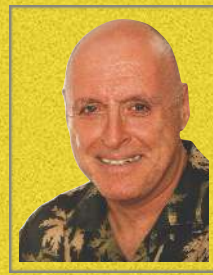


THE EXTRA POINT

BY JERRY ROBERTS



601 4 Keys to a Leader's Success Right Now

Some businesses tell you that their focus is firmly on customers. Others will say that they put employees first. I'm Jerry Roberts and today, we'll look at things a bit differently. That's next on The Extra Point.

Customers first because they pay the bills. Employees first because if they're feeling good about things, then the customers will be treated well. Well, there's a lot of support for both ways. The question is, at this point with the economy just starting to register a pulse beat, is one better than the other.

These are stressful times for customers, workers, and the leaders of organizations who have to make decisions on how best to utilize resources to serve both groups. It's not an easy task. However, according to a recent article in Forbes magazine, leaders who lift the burden of stress and worry will have a better chance to find success. That's cutting down the stress for customers and workers.

The Gallup Organization's research has found that business units with the highest levels of performance outcomes have both high employee engagement and high customer engagement. So, it's not customers first or employees first. The real magic happens when both groups feel they're being treated as if they're special.

Gallup's study of 10,000 employees showed four things are needed most from leaders, if they want to achieve the desired results. We've talked about all of this before but it's good to be reminded. They are:

1. Trust. Openness. Honesty. Show employees and customers how you're protecting them from the virus. Make them feel safe. Ask both groups for feedback on your efforts. Keep in mind, everybody has COVID-19 info coming at them all the time and they may pick up some ideas you haven't heard yet.

If you make both of these groups feel they have a voice in how you deal with safety issues, that draws them closer to you. Something else. Let workers know how you came to the decisions you made. That will improve understanding.

2. Stability. Another word for stability is consistency. These are times of disruption and people are happy for any sense of stability they can get. Reinforce your commitment in word and deed. Communicate well and regularly. The more and better information you send throughout the organization, the less chance there is for gossip to take over.

The overall experience for both customers and employees should be job one with expectations not just managed but consistently improved. In addition and still under the stability tab, leaders have to keep their cool. If others are nervous, you're calm. If you lose it the organization loses it.

3. Compassion. Be thoughtful and caring and encourage every worker to find ways to show that to each other and to your customers. This is a time to show your humanity in any way possible. Everybody needs it. Make it clear that you're thinking about more than just the basic transactions. If you're a leader at any level, or just want to display leadership capabilities, go out of your way to show compassion.

4. Hope. This is what gets us out of bed every day. We think that today can be better than yesterday. You absolute must inspire that, and make workers and customers believe that they have a role in making that happen.

Work on these four areas every week — trust, stability, compassion, and hope. Do that and people will respond.

(Con't.)



Maya Angelou wrote, "People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Do it for your customers. Do it for your workers. Do it for yourself.

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

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