

THE EXTRA POINT

BY JERRY ROBERTS



1141 Planting Seeds to Grow Hustle

With all the talk about The Great Resignation, quiet quitting, and so many workers rejecting what has been called “the hustle culture,” is there nothing an employer can do to bolster the work ethic of their team, adding a new level of working momentum? I’m Jerry Roberts and we’ll answer that question, next, on The Extra Point.

The Great Resignation has seen millions of workers walk away from their jobs. This has forced thousands of employers to scramble to fill those positions. Salaries increased in many sectors to lure new job applicants.

At the same time, this resignation movement found a cousin in “quiet quitting,” where the worker decides to give only so much effort for the paycheck they receive.

They don’t want to hustle, and advancing is not their goal. They’ll do less, make what they make, have more time and energy for the activities they want in their life. If the employer demands more, they may quit and find another position where they can again do the minimum.

Neither of these are isolated issues. This is happening throughout America, and that includes here in Guam.

A huge grouping of workers don’t feel a strong connection to their employer. That means they don’t feel a connection to their manager, which is the relationship most important to whether they grow and whether they decide to stay on the payroll — or go elsewhere.

Here’s a few thoughts on changes you can make to put your company in a better position to compete for talent.

First, if you as an employer want to have the best chance to develop and keep your good workers, training your managers to cultivate

and build relationships with their team members is an absolute must. This is non-negotiable. If you don’t have managers like this, you will pay a big price at some point. It’s unavoidable.

Second, you can teach hustle to people, if you choose the right people. My feeling is that a lot of workers have never been in a hustle culture, and may respond to efforts to grow a little of that in them.

If they’re dedicated to the quiet quitting mode and really against ramping up their efforts, it’s likely not worth investing a lot of time to try to change them. However, if they’re not firmly in that mindset, I say go for it.

The method is simple. Give them an extra task to do. If they’re successful, layer on praise. A short time later, give them another job with a somewhat higher degree of difficulty. Help them if you need to, and when it’s done, more praise. Then, rinse and repeat.

Over time, you’ll be growing their hustle muscle. It’s not done by browbeating someone, or pushing them to do more and more. Hustle grows through effort, seeing it pay off, having the boss respond to successes, and knowing you have value — and knowing you are valued.

Managers need to become farmers and plant seeds among their workers on a regular basis, if they hope to see a harvest.

The most famous example of this comes from the Bible, in the Book of Matthew. In a parable told by Jesus, a farmer scattered seeds in the hope of a harvest to come.

Many of the seeds failed to produce the desired results, but the ones that fell on fertile soil — in this case that represents people who want to be part of your harvest — yielded a massive crop.

(Con’t.)

Like the story shows us, some people will understand and still do nothing with it. Some will try for a while and give up. Some will outright reject any efforts to reach them. Then, there are the ones who will be your harvest.

You can grow hustle, but it's a process that may take weeks, even months. Don't be impatient, You're building confidence, skill, and self-esteem.

You want to beat the negative employment trends? Train your managers, and scatter a lot of seeds.

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.

###

For information on training and consulting services with Jerry Roberts, please click this link: guamtraining.com

