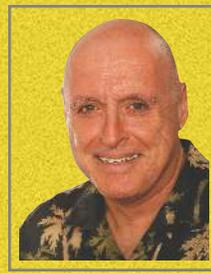


THE EXTRA POINT

BY JERRY ROBERTS



1066 Daily Interactions are More Important Than You Think

News Flash: You make people feel something every time you interact with them. Today's consumers do, and so do your employees. I'm Jerry Roberts and let's chew that over, next, on The Extra Point.

As I recall the story, a man went home after work, walked in the door and encountered his wife, eyes red, her cheeks stained with her own tears.

He said, "What's wrong?" The woman looked at him and blurted out, "I don't think you love me anymore." Taken aback by this, the man replied, "Of course I do."

She fired back, "I cook for you, keep the house clean, look after the kids, and hold down my own job. I don't feel appreciated, and you never tell me you love me."

He took her head into his hands, gazed deeply into her eyes, and said, "I told you I loved you the day I married you. Why do I have to repeat myself?"

From all indications, he's expected to make a full recovery.

People feel something every time we interact with them, and that goes for supervisors, as well as the people they supervise.

Jeffrey Immelt, chairman of General Electric, once told the audience of a leadership event that he is in full evaluation mode every time he sets eyes on a member of his team.

Immelt said it's impossible not to do that because that's how the brain is wired. We're in constant calculation mode.

Did well, didn't do well. Good attitude, poor attitude; could lead the new project, perhaps a risk to lead the new project; need an aggressive retention strategy for this person so they don't

walk out the door, not sure this person is a long-term asset for the organization. We're calculating all the time.

Those calculations lead to feelings, and those feelings lead to how we treat people, and the quality of the interactions we have with them.

As I mentioned a few moments ago, workers are calculating at the same time their boss is.

She's solidly behind me, I'm not sure she supports me; this is a boss I can trust, I just can't seem to trust this person; I have a future here, maybe I should look around and see what other options might be open for me.

One way to change those question marks to exclamation points, the negatives into positives, is to offer genuine, sincere, specific praise on a regular basis. Praise and recognition are anchor points for a worker.

You want to know what's scary? Almost no managers have this awareness — except for those I work with — because I make it a point that they understand this reality.

With multiple generations in the workplace, managers must know people better than ever before. Every meeting with a manager counts. Every meeting with a worker counts. Every time you go face-up with a customer, it matters. Oh, and by the way, when you go home today, tell that special someone, "I love you."

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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