

THE EXTRA POINT

BY JERRY ROBERTS



1176 What Every Leader and Manager is – but Few Understand

It may well be the most important thing a leader or manager will ever do, and if you're a leader or manager, I'll bet you're not focused on it. What could it be? I'm Jerry Roberts, and we'll chat this up next on The Extra Point.

We've been talking quite a bit recently about the roles of leaders and managers. Leaders set the vision and direction for the enterprise, whether it's in the private sector, government, military, or non-profit category. Leaders work "on" the company to grow it.

Managers work "in" the business, keeping the processes running smoothly and hitting the daily-weekly-monthly goals that are set to make sure we reach the annual goals we have.

Leaders show us the big picture and why we should hitch our wagon to where we're told the organization is headed. Managers keep us focused on why our individual contribution is important to maintaining progress, and they help to motivate us to want to show up every day to make that contribution.

When leaders and managers fulfill their primary functions, it draws us closer and gives us a sense that we're part of something larger and more meaningful than what we can generate on our own. We're part of a well-functioning team that is going somewhere — and we want to go with it because it checks off a lot of boxes for us. Professional fulfillment that we're providing value, upward career trajectory, financial benefits, and hanging out with cool, like-minded people.

Talented and dedicated leaders and managers create an environment where all this goodness surrounds us. Yet, there's something else they do that is highly important, and most of them never think much about it.

We don't like to talk about it, but most of us operate in the emotional world, and we need to be reminded that we've made the right decisions in our choice of employer or career.

Leaders and managers play a critical role in that.

What I'm leading into is presence, and the ability to provide reassurance that everything is okay. Or, if there is trouble, that everything will be okay.

We don't expect perfection from leaders and managers. We know they're human and make mistakes. There are also some problems that aren't easily solved. That said, we need to see them and to know they're working to put things right.

If you're my manager, you're my lifeline to the organization. You're my main connection to everything this job provides. If you're my leader, you're my guide to a better future. What I want for myself and my family is tied up in my assurance that these two people are on the job and doing what needs to be done to not just provide our products and services — but to provide what I need. I put my trust in you to do that.

You're not just a leader or manager, you're my reassurance that everything is okay. We're still on course. My job, my career, and everything wrapped up in that, is good today.

If you're a leader or manager, you won't find "dispenser of reassurance" anywhere on your job description. Grab a pen and write it down somewhere. Dispenser of reassurance. Put it where you can see it everyday, because when it comes to the workers you serve, that's exactly who you are.

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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