

COMMUNICATION

Putting People into Your Business Strategy



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Even the most logical, well thought out plans fail when we forget to include people in the formula. Implementing successful strategies requires wisdom and leadership. Wise leaders know that success is accomplished by an engaged team of committed people.

Why don't people just do what they are told to do? Because human beings have a wide range of motivations and ways of interpreting the world that are not always in synch with the leaders' view of what ought to be done or how to do it. And, in difficult economic times, it's tempting for leaders to focus on what they believe will generate revenue rather than investing to make sure people are fully prepared to deliver what's being sold.

How to Put People Back in the Business Formula

Even in the toughest of times, a solid investment in top talent will have enormous ROI. Buying cheap is ultimately very expensive. If you are wondering how to be more profitable while investing in human capital here are some suggestions:

- 1. Get your leadership team a qualified executive coach.** When leaders grow, the whole organization grows. Leaders are often the people who started their businesses and grew them to be financially successful. In doing so, most leaders reach a stage in which the company by virtue of its size, revenue and number of clients, has materially changed, and must be managed in new ways. Founders often don't know how to adapt to this new company, or how to bring in and effectively utilize new talent to help the business run and grow. A qualified executive coach can help leaders solve new problems in new ways.
- 2. Focus on building a mission-centered organization.** Communicate to every employee that how they do their job truly impacts the success or failure of their co-workers and the organization. When employees understand and are aligned with a compelling vision of being extraordinary not ordinary, they will approach their work with energy and a commitment to quality work.
- 3. Recognize and reward employees for their contribution to success.** Too often management gives lip-service to the idea that money isn't the only motivator but that rarely translates into sincere effort to understand what does motivate people. Recognition, respect, a sense of accomplishment and an opportunity to make a contribution are the strongest motivators in a manager's tool kit.
- 4. Put the right people into the right jobs. Talent management is crucial to your organization's success.** Systems are necessary to professionalize recruiting, hiring, on-boarding, training and compensation, so companies get the most out of the best. Develop expertise in your Human Resources Department to support the acquisition and on-going engagement of talent in your Company.
- 5. Cheap is expensive.** This is especially true with regard to people. The most expensive thing a company can do is put the cheapest person on the job instead of the best, or offer training with little value because it is the least expensive alternative. Negotiate smartly, or cheap will come back to haunt you.
- 6. Foster teamwork.** The sign of a high-performance team is that co-workers won't let their teammates fail. When people treat colleagues as internal customers, providing the same respect and responsiveness as they would to external customers, companies succeed. That attitude and core value must always come from the top of the organization.
- 7. Build trust by identifying and living the core values of your company.** A leader must model the company's core values on a day-to-day basis. Trust comes from being trustworthy. Without integrity, nothing will work.
- 8. Hold people accountable.** Successful companies hold people accountable for their commitments. There are no exceptions or sacred cows. Too often we let people get away with their reasons and excuses for not doing what they said they would do. Setting up the right team-focused culture in your organization will encourage every employee to want to live up to commitments. When they don't, they'll take responsibility for it and clean up their own messes.

To learn how to increase revenues through expert talent management and team building, contact Ellen Cooperperson's Corporate Performance Consultants at 631-300-0009 or visit www.cooperperson.com