



## Leadership – One Effective Action You Can Take Today

Research demonstrates beyond doubt that when people feel good, they work at their best. Conversely, most people leave a business because of a poor relationship with their manager. Low staff turnover directly contributes to the bottom line not least through lower recruitment and start up development costs. Research also demonstrates that empathy and authenticity are key leadership skills for success. This requires communicating with your team members on a personal level.

So, the one thing you can do today to immediately start being more effective?

Book a meeting with each of your team members. Ask them for their views on how the business is doing. What do they think of the business goals/vision? Then focus on the following four questions.

1. **How do you see your role contributing to the business goal/vision?** This may require some support. Do not provide the answers but perhaps give examples. For instance, if part of the vision is growth, then what is it that the business has to **do well** to achieve this? One response is most likely to be customer service – to increase sales to existing customers and gain new customers based on service quality. Every role in the business contributes to customer service. From fast delivery of the post to answering the telephone, Reception, and Accounts. So the question is what do you need to “**do well**” to help achieve our business goals? Clarification of this point provides alignment and common purpose across the business.
2. **What do you want?** This question relates to their personal goals and aspirations. It may be their vision of where they want to be next year, two year’s time, five years. If either of you are not clear about the answer to this question, how can it be achieved?
3. **Where are you now?** This offers a frank discussion on the starting point and it offers the opportunity to share perspectives.
4. **What can I do to help you?** This is the most powerful question of all. It focuses on the how and helps to create or strengthen the partnership between you. The most important aspect is that you have to be prepared to support them in the outcome of this discussion. If you cannot or do not wish to, you have to either be clear during the conversation or, better still, do not engage at all. Successful and effective leadership is based on trust.

A word of caution. Be aware that the conversation has to be honest and in keeping with your natural style. There are many examples of how poor actors are perceived. You may be more comfortable starting this type of conversation at a performance review, rather than a sudden booking of unexpected meetings that cause panic amongst the staff.

---

Would you like some help with implementing the above? This is the first step. Find out what else you can do to achieve success by calling on +44 (0)1376 573283 or emailing us at:

[rcc@ccconsulting.org.uk](mailto:rcc@ccconsulting.org.uk) We will thank you with another free report.

Don't forget to take advantage of your complimentary 45min call with a leadership coach.