

Critical Assets for Any Organization

Recently a good friend invited me to speak to his sales team about Palmer Group. He asked me to discuss the ways we differentiate Palmer Group from our many competitors and also wanted me to explain how we market our services.

My initial thoughts were about our quality approach, our processes for consistency, listening intently to our clients, etc. As I continued my preparation it became very clear. The primary way we market and differentiate Palmer Group is by employing fantastic people, encouraging them, listening to them, and recognizing their contributions. Without a top notch team of committed and passionate people, nothing else would matter and our competitors would eat our lunch!

Most leaders or managers would agree that people are the most critical assets for any organization. Most would also agree we've not experienced a business cycle like we're seeing now, and neither have their employees. Layoffs, reductions, losses and cuts have continued to dominate the news and the "mind set" of our most important asset... our people.

My note this month is another reminder of the importance of helping your team navigate through the uncertainty that exists in your office today. Engaged team members are more productive. Your job is to help them get engaged and stay engaged. Here are a few inexpensive ideas;

- Focus on the positives. Send a personal note to a team member's home in recognition of a job well done. Talk about accomplishments and successes individually, and in group meetings. Go out of your way to share good news with everyone. Smile!
- Be honest when asked tough questions or dealing with difficult situations. Key people can handle bad news and tough challenges. They cannot handle "spin" or dishonesty.
- Invite a team member or two to join you for lunch to discuss their ideas toward improvement. Have a "jeans day" in your office. Offer free ice cream sundaes one afternoon. Make "fun" a requirement.
- Roll your sleeves up and help a team member with a difficult situation. Accompany them at a client meeting to offer support. Find additional resources within your company to provide assistance for an hour or a day.

Again, people are the most important part of any company. As leaders and managers our objective is to help our people stay positive and engaged from day to day and week to week. Yes, it's more challenging now than a year ago, but it can be done effectively without significant cost.

Please call if we might answer a question or help in any way. Have a great day!