

HOW DO YOU RATE AS A BOSS?



If you asked your employees to rate you and your performance as a boss, how do you think you would do? Probably not as well as you'd like. Why? Because, for most of us, it's easy to critique and criticize others while ignoring our own shortcomings.

Most bosses have been promoted to their positions without having any training in how to manage people. That lack of training is a roadblock to motivating and retaining employees. Studies show that most employees leave their jobs not because of money but because they don't like or respect their bosses. And when you have to replace them with new people, you incur the cost of training them. So if the bottom line is what concerns you and your company, you'll do well to pay attention to how you manage your people.

How can you improve your performance as a boss? Take these six steps:

- **Make employees feel wanted, needed and valued.** If they feel appreciated, they will also feel secure and supported. They will work better with their customers and coworkers. They will make more empowered decisions, and they will be unafraid to take risks. Consistent, continued training and professional development will help your employees refine their skills, discover new areas of interest, and boost their self-esteem and gain the confidence to exceed expectations.
- **Communicate.** It's imperative to communicate with your employees, honestly and openly. Let them know what you expect of them, and ask what you can do to help them accomplish their goals. Too often, the only time bosses communicate with employees is when they point out a negative. It's much more important to identify what your employees are doing right, and recognize their achievements, because it will motivate them to do more and do it better.

- **Be a coach.** Provide employees with the training and tools they need to do their jobs. If you were coaching a sports team, you'd make sure your players had the proper equipment and training to perform well. You would also have a game plan that brings the team together to work toward a common goal: success. An effective coaching strategy is not "one-size-fits-all." The most successful coaches in any industry know that they need to adjust their styles on a per-employee basis to get the most out of everyone.
- **Identify each employee's unique skills and personality traits.** Once you understand your employees, their strengths, skills, and what they desire, you can work to position and motivate them to perform at their best. Let your employees know that you're invested in them and in seeing them succeed.
- **Provide constructive and goal-oriented feedback.** Give your employees in-person feedback that is timely, objective, specific and knowledgeable, and direct and detailed. That feedback is the most important way you can affect employee performance. Address both what employees are doing well and where they could be doing better. Then work together to develop a plan that will get them performing the way you need them to be.
- **Do what you say you're going to do.** Delivering on your promises – whether by instituting a new training program or scheduling a one-on-one meeting – shows your employees that you value them. It increases their loyalty to you and your company. When you keep your promises, it builds trust. If your employees don't trust you, they won't do well by you.

As a boss, your goal should be to create an environment where your employees understand that you are there to serve them. You are there to provide them with the resources they need to do their jobs well and succeed.

Visit www.customer-service.com for more information on John Tschohl and the Service Quality Institute.

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John Tschohl is a professional speaker, trainer, and consultant. He is the president and founder of Service Quality Institute – the global leader in customer service – with operations in over 40 countries. John speaks more than 50 times each year and is considered one of the foremost authorities on service strategy, success, empowerment, and customer service. John's monthly strategic newsletter is available online at no charge. Contact John on Facebook, LinkedIn and Twitter.

