

The first of four things to protect in any economy

How prepared is your organization if the economy falters again?



When times are good, do you pay attention to all the details in your organization? When money is flowing in, do you believe your processes are good enough, and your sales people are bringing in new clients without much effort? Then BOOM, something bad happens and you are forced to do whatever it takes to protect your business, and make sure you survive.

Sound familiar? With all the uncertainty in the recent months we've all taken inventory of what is really important. By simply protecting these four things at all times, you can make sure your business is set up to succeed. Let's start with the first thing.

Eliminate the stress in any economy. Stay ahead of the curve and continue to have your foot on the gas. You won't have to assume, or wonder if your business is going to make it.

1. Protect your employees on the front line, especially your "A" players.

As a leader in the business, or the business owner, how connected are you to your team? Do you really know and understand what's important to your employees? In the good and bad times, do you really know how they are doing? As most of us know, our organization is only as good as our people. If we want to scale up, we need to grow our people and make sure we are aligned at all times.

How do you think your employees would feel if you were more connected? How much more productive do you think your team as a whole would be if you're consistently showing them how much you truly care?

Are you having monthly talks, or simple touch base (one on one chats) every quarter? If not, I highly suggest you start. Your front line employees are the directors of first impressions to your current, and future clients. What messages are they sending? If they believe in the leadership team, feel connected, and know you care, you will have a much healthier organization!

Let's take a quick look under the hood. How are you, and your leadership team doing with protecting your front line employees, and "A" players? On a scale of 1-5 (1 being the lowest, and 5 the highest) rate your organization.

If your team isn't knocking it out of the park, we should talk today. I have several tools that can help your leadership team raise their game, and help grow your employees fast!