

CLARITY FOR THE FUTURE

The benefits of providing clear, relatable goals for your staff

By Jay Perry

According to a recent BambooHR paper, the number one factor in securing highly satisfied, loyal and engaged customers is by cultivating highly satisfied, loyal and engaged employees.

The number one thing that creates highly satisfied, loyal and engaged employees is creating clearly defined and relatable company goals. We have talked about goals in the past—this article focuses on how to go about the process of developing and reaching said goals.

Remember that it can be very easy for managers to focus on operations and forget to be leaders, but the reverse is also true. Truly inspirational leaders need to spend time on operations in order to understand what is needed for further success and growth of the organization when operations are challenged. They need to be in touch with the people that are doing the work. Listening at this type of level—not trying to solve the problem—goes a long way in helping formulate realistic and relatable goals for the crew.

TRULY INSPIRATIONAL LEADERS NEED TO SPEND TIME ON OPERATIONS.

We want to work with the truth: goals provide the focus needed to achieve a desired result. As early in your relationship with your employee as possible, invest the time necessary to clearly describe expectations on how you want to work with your customers and with your employees. What does the day-to-day look like? What are the foundational values that need to appear each moment of the day? An example could be; be polite to the customer. But what does being polite look like if, I as your employee, interact in person or sound like if I talk with your customer? Do you have clear, natural scripting to help people get up to speed with the jargon and the whole process-flow inside your firm? Can your people understand your message of how what they do at the micro-level affects the end-result?

Most companies do this poorly. The values, the vision and the mission sound lofty and are noteworthy in their resemblance to competing companies. However, if you do this well, everyone can get on the same page because they can relate to what you have described. It will be something they believe in and would describe something they want to be a part of. That's clarity, the only way to a secure future.

Connecting the skills involved in both leadership and management takes an intentional development effort. Investing in your managers in this way can improve both morale and performance at your organization. The more you understand through listening and learning ways to communicate your message, the more clarity you will develop. The more goals you can clearly convey, the easier it is for your people to understand and in turn teach to newcomers as your organization grows.

You can see there is a balance required to be good at this leadership thing. Balance of listening with the ability to speak in clear terms. Balance of managerial duties with inspirational aspects of the messaging. Balance of investigation with institution. It requires a balance of the idealistic with a viewpoint that is based in a relatable reality. This is the only way you will be the one who's driving. **CRM**



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