

FOLLOWUP

Missing this? Then you're missing everything

By Jay Perry

Over the course of these columns, we have discussed several points about leadership essentials that, when practiced consistently, will keep you on top of your game. In addition to accepting that you can get better at leadership, we know we have to be specific in our goals, practice “active listening” and set “milestones” as we learn. That's how we can measure and track our progress.

is key. I use it to immediately put into my schedule the follow up action on the appropriate date. If necessary, I will also schedule what I call “touch-points.” These are scheduled times to check-in with people to ensure they have not been sidetracked with what we agreed to get done. This communicates your serious attitude toward success, and highlights your commitment to positive actions and getting results.

WHEN YOU FOLLOW UP WITH THEM, YOU HELP SET PEOPLE UP FOR SUCCESS.

Now I would like you to turn your attention to another practice of good leadership that needs to be a keystone activity of yours. In my best-selling book, *Success Manifesto*, I speak of follow up. Think about this. You probably have so many projects, people, products or professional items on-the-go that it's essential for you to develop a system of tracking and follow up that is fool proof.

Did you know that when you follow up with people, not only do you reinforce the content of what you have discussed with them previously, but you also improve their perception of you as a leader? You get two major advantages for the price of one! You are both keeping people on track and improving your leadership image. The reason why the perception of you and your leadership will improve in the way your people view you is very simple; it communicates that you care! You care about getting better, making your company better and helping your people get better.

You will have to collaborate with others as you work toward accomplishing your goals. To that end, you must have this system that will keep you on track as well as those with whom you collaborate. It doesn't have to be complicated. It can be as simple as a spreadsheet or a notebook. For me, my day-planner

This is especially true of longer term projects that will require work over a period of time. It is easy for anyone, including ourselves, to get caught up with the day-to-day and be derailed off of even very important projects. So when you follow up with them, you help set people up for success in staying on track. Another aspect is that follow up demonstrates that you are sincere in seeking valuable input.

When a staff member makes a suggestion, and you later follow up on that suggestion, it sends a clear message that you value the opinions of those with whom you work. It also sends a clear message when you don't follow up. If you ignore suggestions or worse, pay empty praise to them, eventually people notice this and stop supporting you.

Only with follow up that is sincerely meant to help others and is exercised in the most diligent way can you stay the one who's driving. **CRM**



Jay Perry is co-author of the book “Success Manifesto” with Brian Tracy, and the founder of Ally Business Coaching, a process improvement and leadership development firm. He can be reached at jayperry@a-b-c-inc.com.