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## One Minute Ideas

### Top Five Ways to Motivate Employees:

1. Get them involved.
2. Give credit where credit is due.
3. Get to know your employees.
4. Set challenging goals.
5. Don't micro-manage.

# Achieving Potential

**April 2011**

The theme of this month's edition of our monthly newsletter "Achieving Potential," is MANAGEMENT.

It is critical that if an organization is going to thrive, the management team must develop trust, measure outcomes, and foster innovation.

I hope you find the following information useful. If you would like to learn more about developing your success, I encourage you to take survey below.

[Take this survey to see how to maximize your success? - You will get a free debriefing on the results](#)

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Is there a topic you would like to hear about in the future? Email me at [grant@pdstrategies.com](mailto:grant@pdstrategies.com)

## Five Ways to make your organization Innovative

*Creative ideas are what turn ordinary companies into market leaders. These companies see the end result first, and then build a path to achieve those results.*

*A safety zone needs to be established. Often, failure is punished but success is not rewarded. We must remember that failure is the second cousin to success.*

*We learn from our mistakes.*

*Creativity and innovation are key elements that propel businesses to the top. Without either, your company comes in second at best, and no one remembers No. 2. While being No. 1 certainly doesn't guarantee continued success, it is definitely better than being forgotten.*



Here are some ways to keep your company at the top:

- Foster a business climate that's open to innovation and creativity. Innovation is the ability to come up with ideas and solutions to pressing problems. It is the process of producing something that has value and did not exist before. Creativity is the ability to take that new idea and make it valuable in your customers' eyes. Realize that every problem has a solution, although the solution may not be in plain sight.
- Become No. 1 with your clients. The more satisfied your clients are, the more business you'll have in the future. Realize that the only commodity your clients know is you. Since you are the catalyst providing the solution to their problem, you are accountable for fulfilling their needs. As a result, you need to invest time in keeping the channels of communication open.
- Create a partnership with your clients. Clients recognize partnerships when the companies they work with function as problem solvers. Remember, value is something you produce by the acceptance clients place on what you do for them.
- Create a partnership with employees. Asking people to be creative and then shooting down their ideas creates a rift in your organization. Instead, show people that bringing their imagination on the journey is welcome. Information wealth flows directly from innovation, not optimization.
- Implement next-generation approaches. Replacing "rules" with "roles" will free your employees from the "we have always done it this way" syndrome. The secret is not knowing the formula, but applying information in a way that works for your employees and benefits your clients.

Source: James Feldman is a motivational speaker and business consultant.

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## Management through Measurement

*In the 1996 movie Jerry McGuire, actor Cuba Gooding, Jr. made famous the phrase, "Show Me the Money!" Fifteen years later, a variation of that command, "**Show Me the Data!**" rings in conference rooms throughout the country. Managers far and wide, at least the successful ones, are looking at the data. Don't tell me your opinion-show me the data. Can you back it up with data?*



If you can't measure it, you can't manage it. Companies may be able to survive for a while if managers aren't using data to make decisions, but they will eventually see their demise, likely sooner than later. Those companies to benchmark off of are the ones who are not only surviving, but also thriving! Pick your favorite phrase: TQM, Process Management, Quality Circles, Improvement Teams, Standards and Measurement departments, or any other title you prefer. The function is the same ... look at baseline data: percentages, dollars, hours, quantities, and continuously monitoring the performance.

There should not be any task that a supervisor or staff members performs that cannot be measured. If you can't measure it, you can't manage it. Take a fast food restaurant for example. There are a plethora of areas that can be measured such as days without an accident, customer wait time in line, length of time burgers are in the warmer, amount of money off in the drawers, customer complaints, etc. Graph it out and keep a spreadsheet of your figures. Clearly you're looking for improvement. If there was a decline, brainstorm, find the root cause, and then fix the problem.

The process is the same no matter what industry you're managing. Whether you manufacture widgets, if you are the CEO of an internet marketing firm, or if you sell cookies, take a look at all of the steps involved in day-to-day operations. Assign values to the process. Set goals. Review the results on a daily,

weekly, or monthly basis. Remember, if you can't measure it, you can't manage it. Charts and graphs are an excellent tool to visually remind you of where you have been and where you plan to go.

In the midst of measuring your subordinates' performance, don't neglect to measure and manage your own operations. Don't think for a minute that your boss isn't looking at your performance. And if you're the top dog, you had better be managing yourself well, or you will never succeed at managing others.

From Connections, Resource Associates, Inc.

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## How Leaders Create Trust

*People choose to buy from you, offer help, and grant rewards based on trust. Here are ways to increase your success by creating trust. While we already do most of these things, missing even one of them can ruin it all.*

### Be Dependable

- Deliver what you promise, and promise only what you can deliver. Report delays immediately.
- Be on time. Leave early for appointments. Set realistic deadlines allowing for the unexpected.
- Show courtesy by returning phone calls.
- Be predictable. Use self-control; anger repels and scares others.

### Listen

- Show interest and respect by paying attention to what the other person is saying.
- Ask questions. Then make it easy to answer them.
- Accept the other person's ideas as valid, even if you disagree. Avoid listening through filters of what you want to hear.
- Be open to new ideas. Realize that you could always know more.

### Be Honest

- Tell the truth. Lies demean the teller more than they fool the listener.
- Act with integrity. Make decisions as if you had to deal with all of the consequences.
- Treat others with respect and choose actions that add value for everyone.

### Provide Data

- Tell stories that show past achievements. Quote compliments.
- Collect data. Keep a victory file of successes, testimonial letters, and other good

- news. If necessary, ask for testimonials, references, and compliments.
- Create data. Plan good deeds that lead to complimentary stories.

### **Take the High Road**

- Help others perform at their best. Give without expecting a return favor.
- Do good things because that makes the world a better place.
- Show courage during uncertainty.
- Seek the good in others.
- Trust others because this shows that you expect to be trusted.

From Connections, Resource Associates, Inc.

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### Motivational Quotes

*"Put your best people on your biggest opportunities, not your biggest problems."*  
-Jim Collins

*"You are the only person on earth that can use your ability."*  
- Zig Ziglar

*"Decisiveness is a characteristic of high-performing men and women. Almost any decision is better than no decision at all."*  
- Jack Welch

For results YOU can count on, contact Performance Development Strategies, LLC at 914-953-4458 or Email: [grant@pdstrategies.com](mailto:grant@pdstrategies.com)

Make it a GREAT day,

Grant Schneider  
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