

Building a Phenomenal Dream Team

Phenomenal Leadership Systems

Do you know that a lack of leadership is one of the biggest reasons small business owners remain prisoners to their business? Too often, business owners are convinced that no one is as capable as they are in running their business so they make little effort to find qualified employees. This mindset results in hiring underperforming, unskilled and unhappy employees—a combination no business owner wishes on anyone! *So*, how can you avoid this unfortunate happenstance? You can start by developing your leadership skill!

Developing Your Leadership Skill

Part of becoming an effective leader involves changing the perspective you have about your employees. Instead of viewing them as an expense or as a problem, choose to recognize them as the greatest asset to your company, and then treat them accordingly! This means expressing sincere concern for their lives, encouraging them during stressful times, and praising them when they deserve recognition for a job well done. These actions steps are crucial in developing the right kind of team you need to help you reach success. **Remember:** You will need a team to accomplish your goals. You cannot do it alone. As the saying goes— No team, no dream!

Effective and Phenomenal Leadership

It is important to understand the type of leader you must become in order to build the right kind of team. As a leader, you must create desire by sharing your company's vision with your employees. After all, **leadership** *is effectively communicating your company's mission, values, and purpose*, and **phenomenal leadership** *is creating a meaningful community where the mission, vision, and purpose are lived out*. Now that's a tall task! Once you share your vision, add value to your staff by assigning them a significant role in the future success of the company. Give them proper training so they can carry out their assignments with confidence and avoid delegating tasks that are outside their skill level.

So, what is and isn't a leader?



A LEADER IS NOT:



A leader **is not God**, meaning, you are not the ultimate provider for your employees. You are not responsible for looking after their emotional health or caring for their financial burden. This means you do not always have to please your staff in fear that conflict might arise.



A leader **is not the only who thinks or is the only leader**. As a business owner, you will need the help of your staff to deliberate over tough decisions. It is up to you to create a safe space for your staff where open discussion is encouraged.



A leader **is not the only important person in the company nor is he or she the manager**. In fact, part of being a leader is humbling yourself before your staff and teaching them how to become phenomenal leaders.



A LEADER IS:



A leader **is one who loves God and others**. When you show people how much you value them as human beings, you will see an amazing return of loyalty and care from your team.



A leader **is a positive role model** for his or her staff and **is the ultimate standard for what employees should strive to become**. As a leader, you set the bar for your employees and you should set it high if you want phenomenal results!



A leader **is one who is inspired, hopeful and enthusiastic**. As a leader, you want to inspire your employees with a vision of the future. You want to transfer your feelings of excitement and hope into your employees so that you can work together to accomplish your dreams.



A leader **is one who is always growing and improving**. Continuing to learn keeps your mind sharp and helps you create new ideas. Then you can transfer what you learn to your team, and you both become educated in the process!

Phenomenal Communicators

Phenomenal leaders are phenomenal communicators—The key to phenomenal leadership is effective communication. Specifically, phenomenal leadership is effectively communicating your mission, vision and purpose to your staff. However, some barriers to effective communication exist and recognizing them is the first step in avoiding their occurrences. Below are a few barriers to consider when trying to effectively communicate your vision to your staff:



Physical and Physiological Barriers

Physical barriers are due to the nature of the environment and include having staff located in separate locations, outdated technology and uncomfortable office space, while **physiological barriers** result from an individual's personal discomfort caused by ill health.



System Design

System design faults refer to problems with the structure or systems in place in a business. These could take the form of inefficient or inappropriate information systems or a lack of clarity in staff roles and responsibilities.



Attitudinal Barriers

Attitudinal barriers come about as a result of problems with staff in a company. These could be brought out by poor management, personality conflicts with employees and a lack of consultation with employees.



Presentation of Information and Linguistic Ability

The **information presented** must be appropriate to the audience. This includes suitable vocabulary, content, and special attention to **linguistic ability**. Words sounding the same but having different meaning can convey a different meaning all together. Likewise, the use of jargon and overly complex words hinders effective communication. It is better to avoid such words if possible.

Vision = Mission + Values + Purpose

Part of communicating effectively involves effectively communicating your company's vision to your staff. This includes your company's mission, or what you do, your company's values, essentially who you are and who you strive to become, and your company's purpose, or why you do what you do.

Vision

Your **vision** is your overarching dream for your company. Your dream should be an inspiring picture that engages your mind, will, and emotion. Share your vision with your team and get them involved in helping you achieve it. **Remember:** Vision + Vision = Division. If you and your team are pulling in different directions, you will not achieve the success you want. There can only be one vision, and as a business owner, it is your responsibility to keep your team focused.

Mission

-What you do

Your **mission** is everything you and your team do each day to achieve your dreams. Your mission is realized through specific, measureable and clearly defined goals; it is implemented through strategies and focused action.

Values

-Who you are

Your **values** are who you and your team members are—they are the standards you live by. Your values establish your company culture, which is a sum total of who you and your team are. As a business owner, you've got to adopt the values you want your company to live by and effectively communicate them to your staff.

Purpose

-Why you do it

Your **purpose** is the reasoning for why you do what you do. Make sure your staff understand the why behind each task so they can share your passion and excitement for the future. Your why should be meaningful and impactful so you can inspire the lives of others.

Communicating Effectively

As discussed, effective communication is too often disrupted by a number of factors. Although recognizing their occurrences is one solution to the problem, the implementation of *DISC* has proven time and time again to provide phenomenal results. *DISC* is a communication tool that assesses individuals' personality, giving insight into their working style, the type of environment they thrive in, and how they react under stress, among other insightful evaluations. *DISC* is an acronym for four main personality traits that reveal four basic communication styles: *outgoing*, *reserved*, *people-oriented* and *task-oriented*.

D = DOMINANT

Outgoing and Task-Oriented

The D style is direct and to the point, usually in a rush, impatient, demanding, and often hasty.

TIP: When communicating with Ds, get to the bottom line. Don't take too much of their time, and help them understand the significance of details.

I = INFLUENTIAL

Outgoing and People-Oriented

The I style is charismatic, enjoys the limelight, talented in persuading others, and not detail-oriented.

TIP: When communicating with Is, indulge in their stories. Listen to them talk and engage in conversation with them.

S = STEADY

Reserved and People-Oriented

The S style is concerned about the feelings of others, embodies a servant's heart, and is very sensitive to the remarks of others.

TIP: When communicating with Ss, talk about family and meaningful relationships and tell them you appreciate them.

C = COMPETENT

Reserved and Task-Oriented

The C style is cautious and calculating, analytical, and can come across as critical and negative.

TIP: When communicating with Cs, be patient and provide the details. Give them time to make decisions and process new information.

How To Hold Phenomenal Meetings

Meetings give you an opportunity to share your vision, mission, and purpose as well as receive feedback from your team. Most importantly, it's your opportunity to build community in your business. Below are some insightful suggestions for how to conduct meetings with your staff:



Have Daily Production Meetings Where You:

- » Recognize a job well done
- » Share a motivational quote that embodies the values of your company
- » Go over any special instructions or announcements for the day
- » Share a technical tidbit of the day



Have Weekly Department Meetings Where You:

- » Share a training tidbit and discuss how to implement it
- » Go over any issues that merit discussion
- » Spend 5 minutes on leadership training
- » Review reports on progress



Have Weekly Staff Meetings Where You:

- » Share positive client feedback
- » Engage in a training session
- » Recognize new employees
- » Review sales reports

How To Find and Hire Phenomenal People

As a small business owner, the most valuable skill you can develop is your ability to build a network of relationships. In other words, you want to associate with good people, and you want those people on your team. Below are a few suggestions for how to find and hire phenomenal people:



Recruiting Team Members is a Marketing Process

When recruiting team members, position yourself as the preferred employer by engaging with potential employees, dressing professionally, and displaying a positive attitude. Your attitude and appearance will draw people in who want to be like you, and you want willing and ready-to-learn people on your team!



Have Them Fill Out an Application

Before interviewing someone, have the person fill out an application. You will want to show interest in a qualified applicant early on because chances are, you are competing with other employers. Have a system set in place that makes the application process simple and easily accessible to the applicant.



Conduct an Interview with the Applicant

After reviewing the application, come to the interview prepared with a list of questions. You will want to ask open-ended questions so you can get to know your potential employee. Listen carefully to the person's responses and take note of whether he or she maintains eye contact and has a humble attitude.



Walk Them Through Orientation

After hiring your new employee, walk them through orientation. Orientation is a very important process for a successful employment experience, so it is essential that a system be in place that shares your company's mission, vision, and purpose. Show your new hire where he or she falls on the Organizational Chart and present a clear job description of expectations. Next, properly train your new hire so he or she can develop good habits and leadership skills.

How To Have Phenomenal Employees

At this point, you might be asking yourself, “How do I ensure that *after* I hire my phenomenal employees, I *keep* them phenomenal?” Well, there are a couple of things you can do. You can take them to outside educational events where they are exposed to experts and new ideas, you can give them proper training to instill confidence in their work, and you can exercise your role as a leader by mentoring and coaching to them daily.

Outside Educational Events

Having your staff attend educational events outside the office generates a huge return on your investment. This is because instead of *you* training your staff technical skills and proper customer service protocol, you hand the reigns over to the *expert*. Instead of wasting time educating your staff on a fairly mediocre knowledge base, let the expert take control, and it’s a win-win! Additionally, outside educational events in a sense “awaken” your staff from their daily routines, leaving their refreshed state of mind primed with new ideas, goals, dreams and an inspiring vision for the future—You want this desire to fuel your staff so they stay motivated! Finally, when you invest in educating your staff, it tells them they are important and valued. You want your staff to feel valued, and attending seminars together is one fantastic step for creating a community of people who support one another and operate by the same set of values.

Phenomenal Training and Coaching

Training is the key to developing good habits, instilling confidence, and preparing your staff to grow to the next level. Think of training as *Tell, Show, Watch*. *Tell* them what to do. Be a teacher and give them the information they need to be successful. *Show* them how to do it. Be an instructor and show them the best way to do something so they can improve their skill sets. *Watch* them do it until they are doing it consistently. Give your employees plenty of opportunities to develop their new skill because a great amount of experience is needed to become an expert in anything...And don’t forget to KISS: Keep It Simple Sam. Don’t overwhelm them and be as clear and precise as possible! *Remember*: Ambiguity is a leading cause for poor performance!

In terms of coaching your staff, your number one goal is to help them form good habits. Good habits form good routines, which form good work ethics. If there is a change of procedure, then you must not only tell them and show them, but you must also *inspect* them on a daily basis. Think: *Expect* only what you *inspect*! Stay on top of your employees and monitor them daily.

Final Reflection

After reviewing *Chapter 9: Phenomenal Leadership Systems*, it will be beneficial for you to spend some time reflecting on what you learned. Consider the following questions:



LEADERSHIP

- » What is my leadership skill?
- » What is leadership?
- » What is and isn't a leader?
- » How do I become a phenomenal or effective leader?



COMMUNICATION

- » How do I become a phenomenal communicator?
- » How do I communicate my vision: mission, values, and purpose to my staff?
- » What is DISC and how can I use it to better communicate with my staff?



MEETINGS

- » How can I hold a phenomenal meeting?
- » What are some things I can do to improve the efficiency of meetings?



EMPLOYEES

- » How do I find phenomenal employees?
- » How do I train and coach my employees?
- » How do I ensure my employees stay phenomenal?