

- **Help your managers manage.**

Often when a manager has an employee who isn't working out well, the manager will tell the employee, "You need to do X differently." But rather than expect employees change, companies need to help their managers manage better. After all, managers are supposed to manage—that's their job. Unfortunately, most managers are so focused on meeting quarterly financial goals that they don't take the time to understand the personality of each employee and interact with that employee accordingly. An assessment tool can actually help managers manage better by giving the manager suggestions of how to manage that particular employee, based on the employee's behavioral tendencies.

For example, one of your managers, Bill, may tend to give long, drawn-out instructions to people. But one of his employees, Mary, may do better with directions that are short and to-the-point. Imagine how much more effective Bill could manage Mary if he knew that. By simply giving Mary bullet point information rather than page long instructions, Mary can go from being frustrated with her boss and not liking her job to understanding what her boss wants and being cheerful about work.

So often we hear that managers have a "style." But no manager can be successful if they treat and interact with every employee the same way. Managers need tools that will help them work with an employee in the way he or she will work best.

A Happy and Profitable Future

In many companies, high turnover is a lot like a sore toe. Yes, the toe hurts, but you eventually get used to the pain and it doesn't bother you as much. Don't get used to high turnover and say, "That's just how it is here." High turnover is a solvable problem once you acknowledge it.

By having a reliable assessment tool that helps you get a good fit and manage better, you'll build a solid company of loyal and happy employees who are eager to get to work every morning. And remember, happy employees equal happy customers, and that leads to more profits for you and your company.

About the Author:

Paul is a nationally recognized consultant and expert in the application of psychology to the business world. His expertise in the areas of communication, hiring and retention is the result of more than twenty years of entrepreneurial experience and over five years of research. Paul is President of Maximum Advantage International, a firm specializing in hiring and sales solutions. For more information on his speaking and consulting, please contact: www.maxiumadvantage.com.



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