



DO BUSINESS FASTER™

Jim's Profit Accelerator 277 Help Your Humans Now

It's fashionable to call employees "associates," even though there's virtually no other place where that word is used as a noun. How about calling them *people*?

If you are the CEO, president, GM or division manager, part of your job is to set the tone among your people. Sounds simple, seems unnecessary, but it is vital. Here's why: The other pandemic is fear (anxiety). The first one is the coronavirus (for you perfectionists). The fear pandemic is dangerous and costly, because it not only can diminish immune systems, but it impairs judgment.

SPEED BUMP: Judgment is a prime requirement of leaders at all levels.

On one level this is so obvious, it's stupid, because, we all know it and count on it. What if there's a low-level radiation that dilutes, damages and impairs judgement? Well, I'm sorry to say, you're in it right now. And so are your leaders.

What to do? Here's a starter checklist in no order:

- Be present. Touch every key leader twice a week, and every employee weekly. They want to know you're still there for them, because you're a symbol of stability. Use a video recording if you need to—but don't have someone write it for you. The tone needs to be YOU.
- Ask folks how they and their family are doing at the start of every meeting (or interaction).
- Allow your basic humanity to bubble back up to the top. It's okay to show vulnerability, worries, and uncertainty. If you act like you've got it all covered, you look like a fraud.
- Ask for success, not perfection (Alan Weiss). But say it out loud, so that your folks know that you mean it. The words "good enough" should become common.
- Focus on improvement versus last week instead of your budget, which now is useless.
- Replace some of the casual social connection with casual phone calls or videos—you can fill in the topics. It's what you would talk about standing in the hall or in line for lunch.
- Provide some facts. Folks know sales are either way down or way up, so tell them the number. They'll make up something if you don't tell the truth, and their version is almost always worse.

- Remind them that you and they are part of a community that you're glad to be part of.
- Be a moral leader who models self-care and healthy practices (including working from home and social distancing).
- Share this email with those leaders and ask for their suggestions.

ACCELERANT: When will you start living and sharing this?

For more information on how you can accelerate revenues and profits in your business, please call or email me.

A note on **SPEED BUMPS:** Use them to click quickly with an idea that can immediately be implemented in your life as a business leader. Think: "How can I use this today?" or "Who can use this?"

For more information, visit www.grewco.com.

Jim Grew, the Business Defogger and Accelerator, helps leaders discover hidden opportunities within their businesses and exploit them for dramatic results. Jim has led 9 businesses, worked in 31 companies at C-level, and is an expert in strategy and executive leadership. He presents regularly to industry groups, mentors business leaders, and shares insights in his Executive Letter (above). Jim holds BA and MBA degrees from Stanford University. In his new book, *The Other Side of Succession*, he shares how to plan for the future by growing your business now.

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