



May 2010

Alpha Business Coaching Newsletter

"People Matter Most"

Dear Small Business Owner:

When I ask business owners (of small and large companies) what their number one challenge is to company growth, the most common answer I get is the lack of great people. In some markets, it may temporarily be market conditions or lack of capital. But over time, the general feeling is that it's hardest to find and keep quality people.

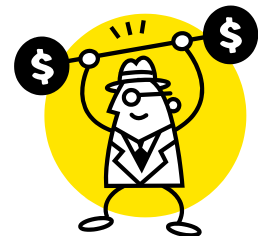
But ironically, when I ask business owners what skills they would most like to improve to help their businesses, I receive answers such as: better financial management, better decision making, top customer service, better sales processes, etc. Very few acknowledge their need to better manage the personnel issues in their companies.

Most managers don't enjoy dealing with personnel problems. People issues are hard.



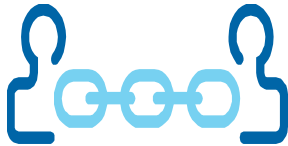
They require a diligence to confronting conflict. They mean sometimes stopping what may feel like "getting real work done" to confront a personnel conflict. It means accepting that managing people is a given not a luxury.

Most companies say they sell a product or a service. Don't they really sell what their worst employee can deliver? This may sound harsh but most of what we sell is a commodity these days. It's very hard to sell that your company is unique in what it brings to the market. Isn't what is really unique about your company is your people?



How well do you train your people to be your best selling proposition? Do you provide all the tools they need? Do you help them "play to their strengths?" Do they know their career paths inside the company and what they have to do to get there?

People Matter Most



Make sure to do more than communicate with each employee; try to connect with them. Take time for their stories. While it can seem like there's no time in a busy day to listen, try to find common ground with each person. Say thank you to each person every day. People want to be contributing to something in which they feel pride. They will get that from positive interaction with their boss.

These positive interactions come more naturally to some people than others. Don't worry if it isn't easy for you; it's a skill that can be learned. This is what we help owners do for their businesses. Give us a call.

Sincerely,

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