

## STRATEGY # 4: CREATE MAGIC THROUGH TRAINING

### Part 3

As someone who owes his career to leaders who took the time to help him grow, I know that educating employees pays off big-time. If you make sure people know how to do their jobs well and show that you care about their future, you'll not only improve their performance but also bolster their self-confidence and inspire in them a profound sense of commitment. So give your people everything they need to excel by developing effective, thorough, consistent training processes and learning opportunities. Here are some tips that will help you accomplish that, beginning with the most important principle of all.

- 2. Take your role as a teacher seriously.** If you want to be surrounded by great employees, being a teacher, coach, and counselor is far more effective than just being a boss. Earn a reputation as a good teacher, and people will line up to work for you. If you help other leaders become good teachers as well, you'll multiply your value.
- 3. Become a COACH.** I've found the acronym COACH – care, observe, act, communicate, help – to be a great guide for training and developing employees:

**Care.** Show your team members you care by focusing on everyone's individual development. Talk to them every day about excellence, and let them know what you are committed to and passionate about.

**Observe.** Close observation of the workplace will tell you what needs to be improved. Take some time every day to focus on your employees' behavior and work practices, and find out what each person needs to perform his or her role effectively.

**Act.** Timing is vital when you need to improve performance or behavior, and the best time is now. Model great leadership by taking action the minute you notice something that needs correcting.

**Communicate.** The best teachers are great communicators who find just the right way to get the attention of others.

**Help.** Use your leadership position to help others become better. Show them how to perform tasks properly; be crystal clear about your expectations for performance, attitude, and behavior; and enforce the rules, policies, and operating guidelines.

Obviously, you can't spend all your time coaching. That's why training others to be teachers is vital.

*"The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves."*

Steven Spielberg

*"When you work with people whom you like and you admire because they're so good at what they do, it doesn't feel like work. It's like you're playing."*

Stan Lee

*"Individually, we are one drop. Together, we are an ocean."*

Ryunosuke Satoro