

Leadership Challenges/OFI's in 2022

- Recruiting, Developing and Retaining Talent
- Safety
- Instilling Trust with Internal and External Customers





The State of Post-Covid Customers

- Higher Expectations than ever (Hubspot)
- Behaviors have changed (Forrester)
- New priorities/values (Accenture)
- Convenience/Self-Service (Acumen)
- Personalization and Integrity #1 drivers (Customer Thermometer)
- Mobile Technology – apps/chats/QR Codes (TechTarget)

A hand is shown holding a glowing, translucent globe. The globe is covered in binary code (0s and 1s) and has a rainbow-colored light trail around its base. The background is a blurred image of a computer keyboard and a network of blue lines representing data or connections.

Era of High Touch & High Tech



The Golden Nugget LAKE CHARLES | August 23-25

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Welcome

Are you a Leader or Manager?



Topics

- Leaders vs. Managers
- Creating a Supportive Workplace
- Boosting Employee Engagement
- Motivation



Topic 1

Leaders vs. Managers

A row of wooden figures, with one red figure standing out in the center. The figures are arranged in a line, receding into the distance. The background is a light blue gradient.

Are You Passionate about...

- Leading or Managing?
- Helping Employees stay alive and engaged in their work?
- Creating a supportive and motivating workplace?

“The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not a bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly.”

Jim Rohn, Personal Development Legend (1930-2009)

BOSS vs. LEADER

- ✓ DRIVES EMPLOYEES
- ✓ USES EMPLOYEES
- ✓ COMMANDS
- ✓ DEPENDS ON AUTHORITY
- ✓ MICROMANAGES
- ✓ GENERATES FEAR
- ✓ DEMANDS RESPECT
- ✓ MAKES EMPLOYEES FEEL INFERIOR
- ✓ LEADS EMPLOYEES
- ✓ DEVELOPS EMPLOYEES
- ✓ ASKS
- ✓ DEPENDS ON GOODWILL
- ✓ INSPIRES ENTHUSIASM
- ✓ EARNS RESPECT
- ✓ MAKES EMPLOYEES FEEL VALUED
- ✓ TRUST EMPLOYEES WILL PERFORM THEIR JOB WELL

A BOSS HAS
THE TITLE, A
LEADER HAS
THE PEOPLE.

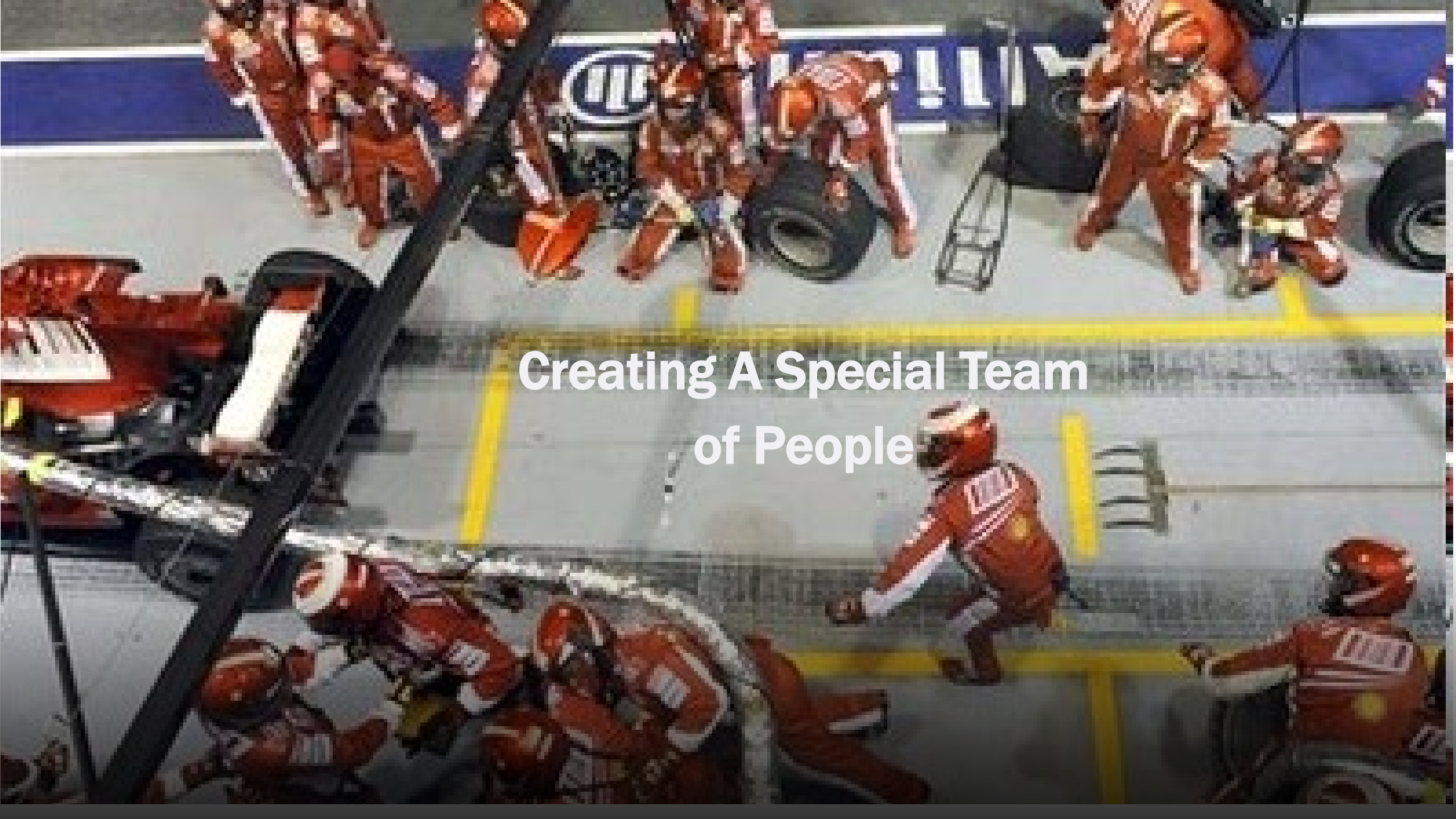
– *Simon Sinek*

LEADERSHIP IS ALL ABOUT PEOPLE

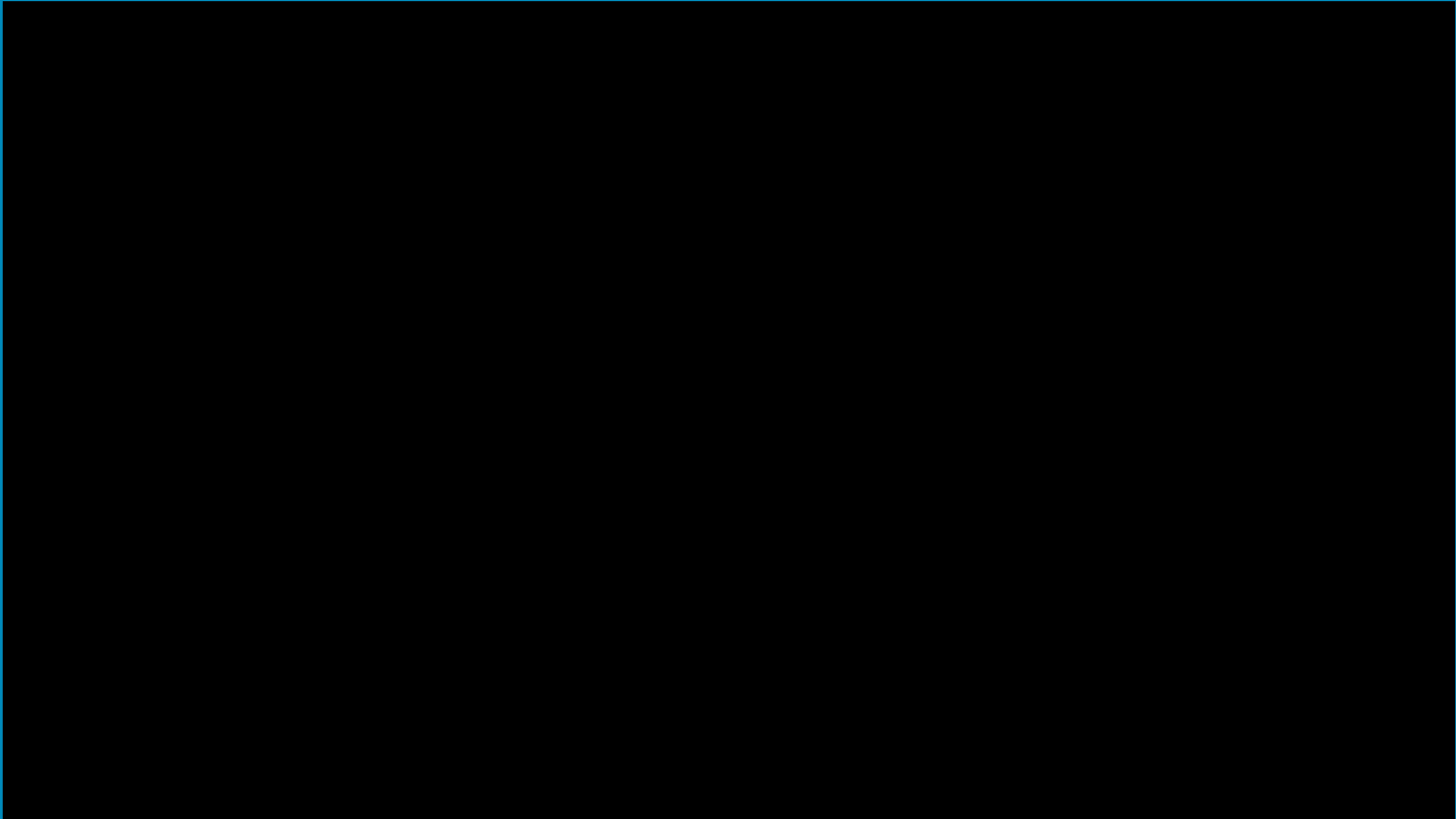
“The ability to deal with people is as purchasable a commodity as sugar or coffee, and I will pay more for that ability than for any other under the sun.”

John D. Rockefeller, when
establishing
Standard Oil Company - 1870

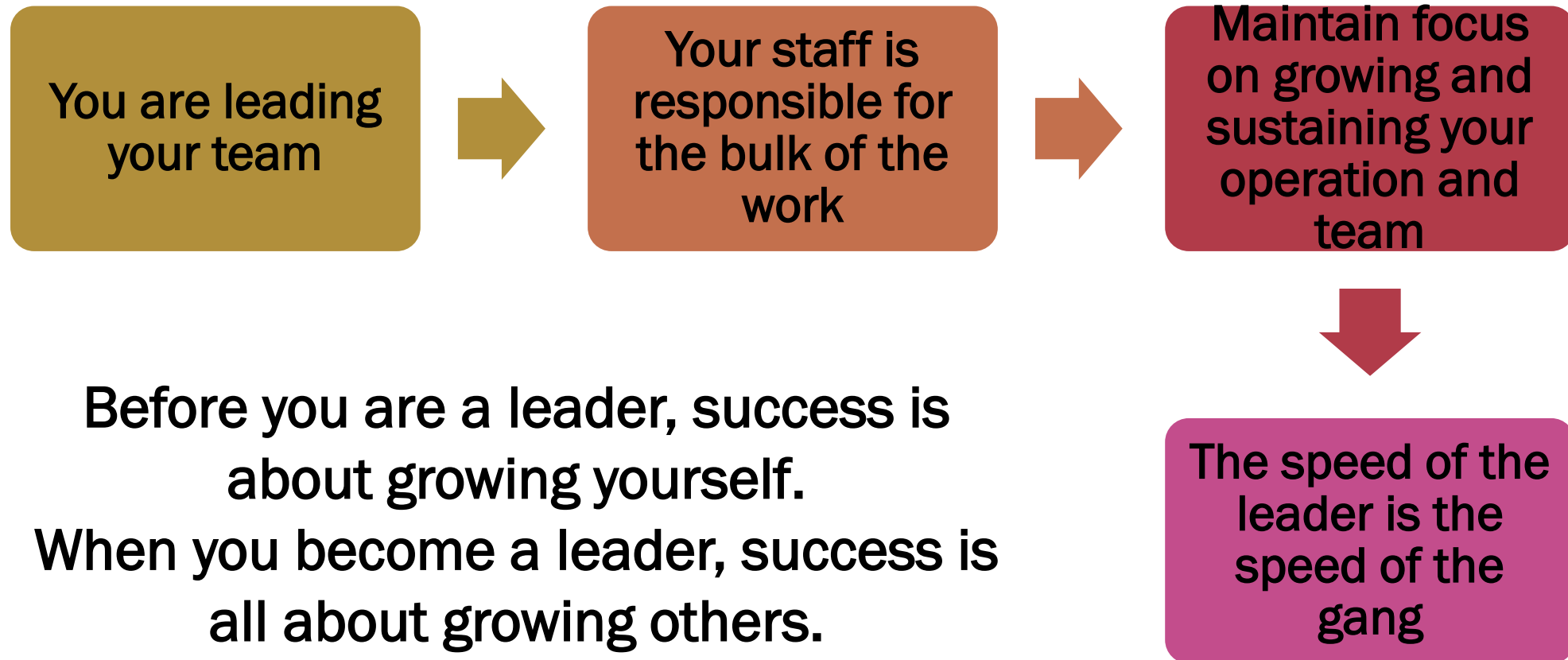


A photograph of a pit crew in red uniforms working on a race car during a pit stop. The crew members are positioned around the car, which is on a pit lane. The text "Creating A Special Team of People" is overlaid in the center of the image.

**Creating A Special Team
of People**



Leaders Succeed via the Efforts of the Workers



Are you a
Delegator or
Micro-
Manager?



- Do you have the right people on board?
- Once trained, are they empowered?
- How do you handle conflict?
- Are you an effective communicator?

Effective Leaders...

Hire	for Attitude vs. Skill
Clearly	outlines defined expectations
Holds	everyone accountable - including themselves





Effective Leaders...Actively Listen

- Accessible
- Fully engaged
- Paraphrase
- Demonstrate empathy
- Instill empowerment
- Develop trust
- Reduce conflict

A photograph of a red pawn and four yellow pawns on a wooden surface. The red pawn is on the left, and the four yellow pawns are on the right. The background is dark and out of focus.

**60% of managerial
problems are the result of
faulty communications.**

Peter Drucker, the father of American management

Practical Communication Tips

Talk face-to-face frequently

“A WEEKLY 5-10-MINUTE HUDDLE IS HEALTHY”

Are clear and direct when coaching, counseling, or addressing conflict

Share and reinforce your expectations

Be clear and direct – Open and receptive to questions/ideas

HAVE FUN

Listen and **silent**
are spelled
with the same letters.

Think about it.

Two Leadership Styles requiring continuous learning

Effective Leadership

- + Innovates
- + Develops
- + Focuses on people
- + Forward-minded
- + Challenges status quo

Effective Management

- + Administers day-to-day
- + Maintains focus on systems/structure
- + Discipline: executes tasks
- + Accepts the status quo

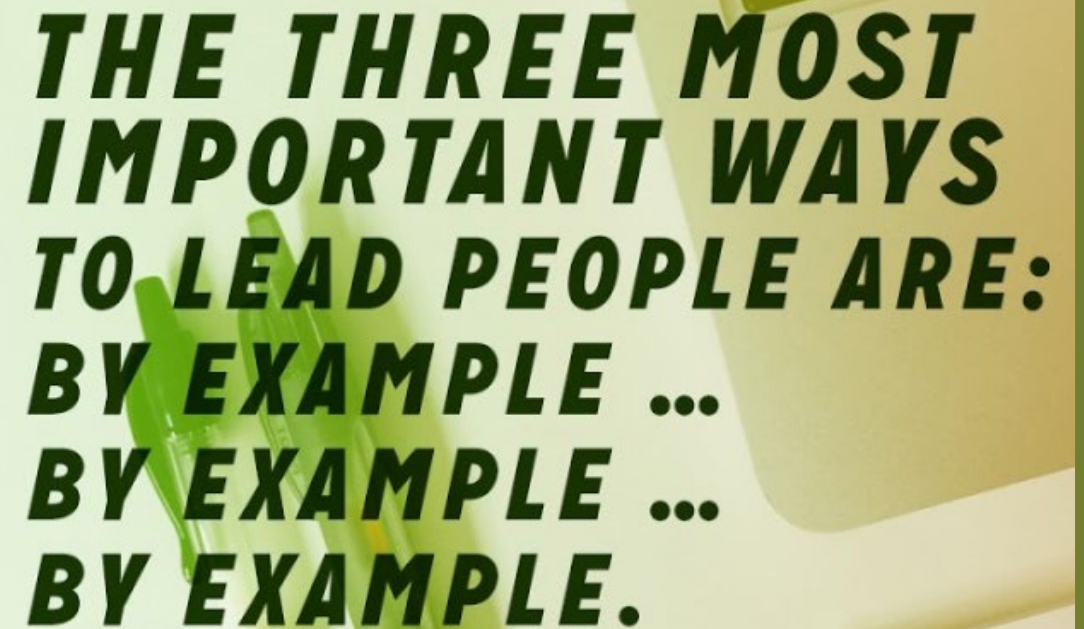


Practice what you Expect

You are a role model

Your actions and behaviors speak volumes

You set the tone



***THE THREE MOST
IMPORTANT WAYS
TO LEAD PEOPLE ARE:
BY EXAMPLE ...
BY EXAMPLE ...
BY EXAMPLE.***

-ALBERT SCHWEITZER



Topic 2

Creating a Supportive Workplace

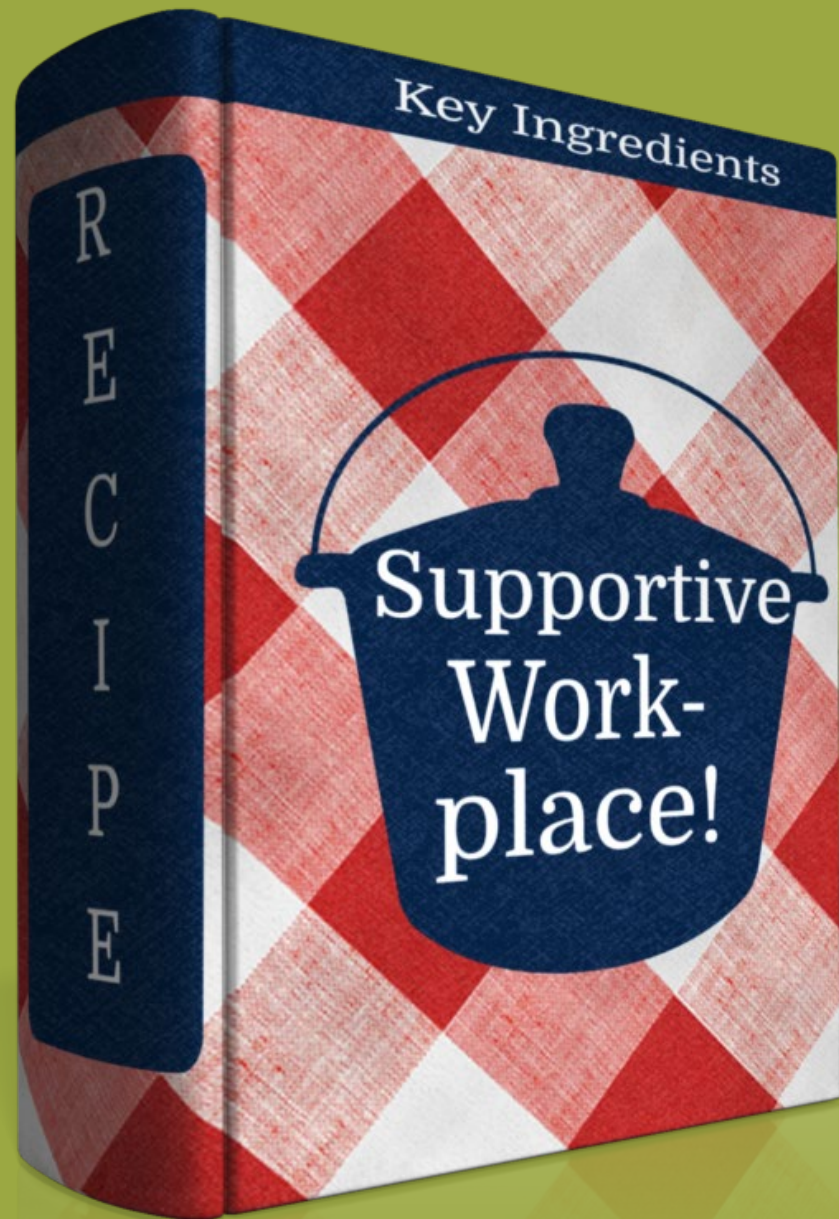
**Establish Defined
Customer
Service
Guidelines vs.
Rules**

**Empower employees to
make decisions within
guidelines and use
good judgment**

**Inflexibility Breeds
Unhappy Internal
Customers.**

**Create adaptable,
thoughtful guidelines...
the cornerstone of a
healthy workplace.**

**Creating a Supportive Environment
enables employees to be more open,
allows you to deliver sensitive
messages, and reduces conflict.**



Two-way Communication

Courtesy

Fairness

Flexibility

Mutual respect

Optimism

Professional conduct

Trust

The Leader's Role in Providing a Supportive Work Environment



- **Attuned to Sensitivity**...focus on diversity, equity, and inclusiveness
- **Team Approach**...sharing ideas/experience; ownership of responsibilities
- **Positive Feedback**...a tool for growth and learning; a motivator
- **Mentoring**...a confidant to share aspirations/ even daily tasks

Equip Staff to Work Out Issues without Intervention

When coworker issues arise, urge them to settle between themselves

Personality issues? reinforce it's about getting along and staying focused on the job

Never discuss issues in front of internal and external customers

To retain employee respect, promote productive behavior.

The only thing more expensive than training and developing your people is
NOT
training and developing them.



FIVESTAR
☆☆☆☆☆ *Customer Service Strategies, LLC*

**When a flower
doesn't bloom,
you fix the
environment in
which it grows,
not the flower.**

Alexander Den Heijer





Topic 3

**Boosting
Employee
Engagement**

#1 BESTSELLER
DUA JUTA EKSEMPLAR TELAH TERJUAL

Alasan Sejumlah Perusahaan
Berhasil Membuat Lompatan...
dan Yang Lain Gagal

GOOD TO GREAT

JIM COLLINS

Coauthor of the bestselling
BUILT TO LAST

Who is Responsible for Your Operation's Brand Experience?

- Good People or Great People?
- Are you creating a culture designed to nurture your people to be great?

***STARTLING
STATS* on
Employee
Engagement**

- 12 – 15% of American Workers are giving their very best
- 8 – 10% are burned out with no life
- 75 – 80% of our workforce...are just doing enough to get by

The Workforce Engagement Factor

29% are actively engaged

54% are not-engaged

17% are actively disengaged

What can we do about the 71% who watch the clock?



**Without training, people lack knowledge.
Without knowledge, they lack confidence.
Without confidence, they lack victory.**

Julius Caesar

inexperience

isexpensive

“THE HUMAN DEAL” IS THE “REAL DEAL”

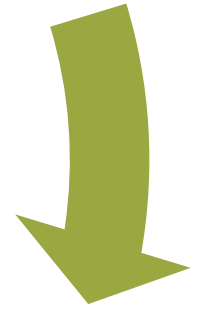
Replace the “employment contract mindset” with a “human deal mindset.”



Shared purpose:
“Why are we doing what we do?”



Switch mindset from workers to ‘PEOPLE’



Focus on the well-being of people along with their job



Create ‘owners vs. ‘renters’





Rule #1:
You cannot
make a
withdrawal
with making a
deposit.

an
EMOTIONAL
Bank Account

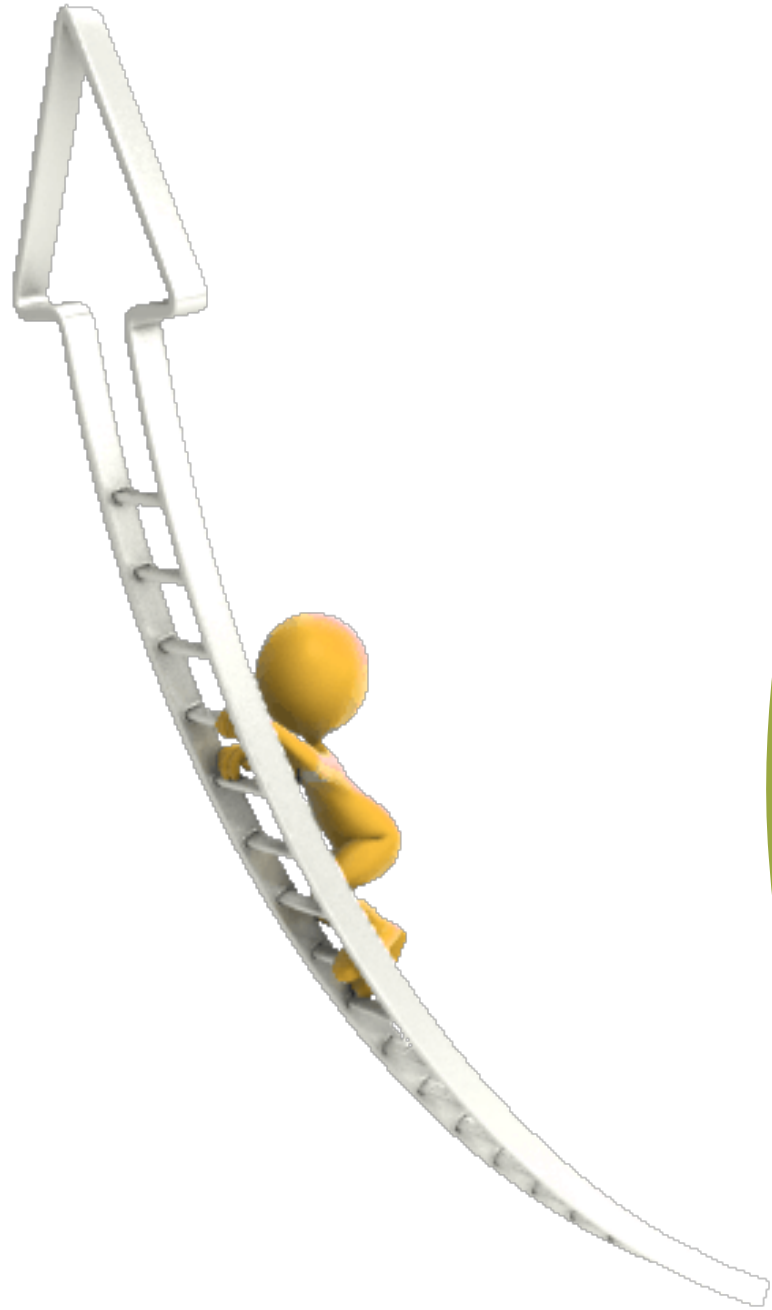
Rule #2:
The size of your withdrawals is limited to the size of your
deposits.

YOUR ENERGY
IS CONTAGIOUS.
EITHER
YOU AFFECT PEOPLE
OR YOU INFECT PEOPLE



Treat Employees like
they make a difference,
and they will.

Jim Goodnight



Topic 4

Motivation



MOTIVATING is

lighting a fire under
someone.

INSPIRING is giving

someone the ability to
light that fire.

Unmotivated Employees

Less job satisfaction

Less commitment

More miscommunication

More turnover



Motivated Employees

Feel sense of purpose

Greater commitment

Better communication

Higher production



Zig Ziglar's **Take on Motivation**

“People often say that motivation doesn't last. Well, neither does bathing. That's why we recommend it daily.”



A close-up photograph of a person's hands holding a circular wooden object. The object has the words "THANK YOU" written on it in a simple, black, sans-serif font. The person is wearing a light-colored, button-down shirt. The background is blurred, focusing attention on the hands and the wooden circle.

THANK
YOU

“The powerful motivator in our lives isn’t money; it’s the opportunity to learn, grow in responsibilities, contribute to others, and be recognized for achievements.” – Frederick Herzberg, Psychologist

Affordable Tips to Recognition

**“Creativity is
the Key”**



- Peer Recognition
- Personal note...BE SPECIFIC
- Verbal praise
- Mention successes in a presentation/newsletter
- Shout out on social media
- Care package
- Long lunch – extra break – free-pass day
- Flex hours
- Team lunch – Happy Hour – Ice Cream Social
- Create a bulletin board
- Personalize
- Gift card

“A true leader...takes his or her team members’ accomplishments as a point of pride, and recognizes that the mark of a great leader isn’t creating followers— but instead **developing other leaders**”

Effective Leadership

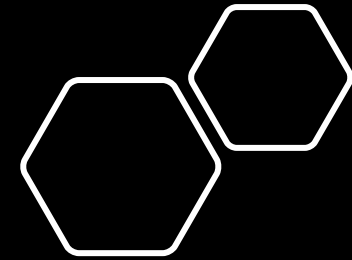
Bill Murphy, Jr., Forbes



A BAD MANAGER
CAN TAKE A GOOD
STAFF AND

destroy it

causing the best
employees to flee
and the remainder
to lose all motivation.



EVERY LEADER SHOULD
BE THE CHIEF MEANING
OFFICER. YOU MUST
LET EVERYONE IN THE
PLACE KNOW WHERE
YOU ARE GOING, WHY
YOU ARE GOING THERE
AND MOST
IMPORTANTLY, WHAT'S
IN IT FOR THEM TO GET
THERE WITH YOU

JACK WELCH

LAGNIAAPPE

(Lan-Yap) : A little
Something Special



Because

THANK YOU, LTA...
PROUD TO SERVE AS YOUR PARTNER IN PROGRESS

MY SOUL HAS BEEN FED...
THANKS TO MY EXPERIENCE WITH YOU!



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Rita Suiter, Owner/Coach

229.563.7482 – 5starcss@bellsouth.net

RESOURCES

-Recognition-
-Leadership-
-Emotional Intelligence-
-Accountability-

- Baudville Gifts & Awards: www.baudville.com
- Terryberry: Free Recognition Tools & Resources: www.terryberry.com
- .rsw: 20 Fast, Fun and (almost) Free Employee Recognition Ideas: www.rsw.com
- Teambuilding: Employee Recognition Program Ideas & Examples in 2022: www.teambuilding.com
- 'Love 'EM or Lose 'EM...Getting Good People to Stay: Beverly Kaye & Sharon Jordan-Evans
- Love Works: Seven Timeless Principles for Effective Leaders - Joel Manby
- Care Packages for the Workplace: Barbara A. Glanz
- The Customer Comes Second: Put Your People First and Watch 'EM Kick Butt: Hal Rosenbluth & Diane McFerrin Peters
- QBQ: The Question Behind the Question, John G. Miller (Personal Accountability)
- Social Intelligence: Daniel Goleman
- The Energy Bus: John Gordon
- The Thank You Economy: Gary Vaynerchuk

