

Six Things Great Leaders Do Differently

Great leaders are hard to come by. Strong leadership seems to be lacking when it comes to business. A true leader is noteworthy and one to be watched and observed in action.

Businesses, committees, campaigns and plans often fail due to lack of leadership. How can we ensure that a great leader is in place? We need someone who will lead in a way that they dare to be different.

What are the characteristics of a great leader and what do they do differently?

Great leaders do the following:

1. Lead by example

Great leaders do what they require of those around them. They lead by example and act as they expect others to, as well. Great leaders are always on time. They follow set policies.

Further, a great leader will inspect what they expect. Setting an example is essential in order to make a difference and lead a team.

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Do you do these 6 things?



Challenges Of Hiring And Training The Right Personnel

There is not a business out there that doesn't have some amount of trouble with hiring the right staff. This is a common problem for any and all industries. Even if there are a fair number of skilled individuals in your

industry, this does not mean all are a good fit for your business.

What is Most Important When It Comes to Hiring Someone?

Many companies are getting away from hiring simply on the basis of skills and knowledge. In fact, a lot of businesses have chosen to hire based solely on these types of criteria:

- Chemistry with the existing team
- Moldable and trainable
- The right attitude
- Passionate about the company

Many CEO's and managers have decided that if they get the right type of person in, they can train them to do the job. There are a lot of advantages to training your staff from the ground up.

Spend Time Consciously Developing People

Regardless of the criteria you use to hire on a new employee, you must spend a fair amount of time investing in them. If you want team members that will stay loyal and be productive, then you need to focus on these areas:

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2. Always honest

Great leaders are honest in all their business dealings. They are trustworthy. A strong leader knows that honesty is the best policy. Those they lead can count on them and believe their message completely.

3. Stay Positive

Great leaders have positive attitudes. The workplace runs more smoothly if there is an air of positivity. The “Negative Nelly” has no place in the heart of a great leader. Even when the day is tough, a strong leader will be positive, pleasant and solution oriented.

4. Act Protective

Great leaders protect those they lead. The best leader will take the “hit” or criticism for a team member. They build up the people that follow behind them. Leaders protect their team which helps them to earn the respect that is necessary for their leadership role.

5. Remain Confident

Great leaders exude confidence. No one wants to follow the lead of an insecure, uncertain, squirrely leader. One must be confident in their words, actions, solutions and expertise in order to lead well. Confident leaders provide a sense of security to those around them.

6. Set a Plan

Great leaders set a plan in place. They provide clear expectations for the goals of their team. In business we never plan to fail but we often fail to plan. Great leaders don't let that happen.

Anyone can be nominated to lead. However, it takes a great leader that will handle himself and his team strategically to truly make a difference. Great leaders lead by example, speak truth, remain positive, protect and confidently set a plan in place. ♦

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC.
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- Hire the right candidates
- Implement proper training
- Give incentives for growth
- Offer benefits

Who should you hire?



Even if you hire the best candidates, you must groom them for the job.

It is essential that you develop programs that help your staff to understand what is expected from them.

Work Toward Better Employee Buy In

One of the best ways to get staff to stay on with you for a long period of time is to have a great employee buy in.

Here are the areas you need to focus on for better buy in:

- Define a clear vision for the company
- Educate team members about the vision
- Empower staff to make necessary decisions to improve customer service
- Develop a feedback loop
- Train & develop based on individual needs

Hiring and training employees is very important to the growth and success of your business. This is an area where you need to take the time necessary to help them. Everyone needs to be on board with the programs and procedures set up for handling staff. ♦

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"The man who believes he can do something is probably right, and so is the man who believes he can't." ~ Unknown

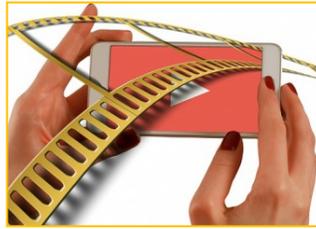
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Are Video Interviews The New Norm?

The interview process is extremely important as you look for top candidates. Technology continues to change the techniques we use to hire. These days, companies should consider video interviews which are becoming more and more prevalent in the business world.

YouTube, Facebook and Skype are just a few examples of ways to hold a video interview with a potential candidate. Why conduct an interview by phone when you could see the person by video? This would allow you to put a face with the voice and even see their habits and mannerisms.

There are many reasons to jump on board with the video interview revolution that has become so dominant recently. The benefits abound for all parties involved such as the candidates, hiring managers and recruiters.



The benefits of video interviewing includes:

- 1. More quality interviews** – Video enables the candidate and hiring manager to have a more quality interview with better discussion. When you are able to have a “face to face” meeting, then you are able to see expression and body language. In other words, you are able to see a more accurate picture of each other which means better quality and time well spent.
- 2. Easy interview process** – These days, people use tablets and smart phones more quickly than computers. Video interviews can be done on any device and from any location. Video is flexible, simple and easy to do for even the least techy person because most everyone has a smart phone.
- 3. Less time consuming** – Video conferencing for interviews takes less time. When you jump on a call and use video, then you’ll be “killing two birds with one stone.” You are able to see the person and hear their voice but from a distance. You will save time and be able to discern more because you can both audibly and visually screen them all at the same time.
- 4. Video offers a competitive edge** – While video interviewing has become more popular, it is still more cutting edge for companies to offer. Why not be the most innovative, flexible and fresh company hiring new candidates?

Suggest a video interview and you’ll see an influx of interest from job seekers in your position and company.

Video interviewing is here to stay and it’s on the rise. Consider implementing this type of recruitment into your hiring package to test the excellent results for yourself. ♦

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One Minute Ideas

Define Success

Make it clear to your employees what constitutes success and how they should measure their achievements. Goals must be realistic. Project schedules, for example, must be set by the people who do the work. People will accept a “bottom-up” deadline they helped set but they’ll be cynical about a schedule imposed from the top that doesn’t map to reality.

Unachievable goals weaken an organization. At my company, in addition to regular team meetings and one-on-one sessions between managers and employees, we use mass gatherings periodically and e-mail routinely to communicate what we expect from employees. If a reviewer or customer chooses another company’s product over ours, we analyze the situation carefully.

We say to our people; “The next time around we’ve got to win. What will it take? What’s needed?” The answers to these questions help us define success. ♦

~ Bill Gates, Microsoft

“Lack of direction, not lack of time, is the problem. We all have twenty-four hour days.”

BancSearch, Inc.™



P.O. Box 700516
Tulsa, OK 74170

Tel: 1-800-776-6413

E-mail:

recruiters@bancsearch.com

Visit Our Web Site at
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Strategic Planning And Leadership *Are You Focused on a Successful Future?*

Well-managed, competitive companies have accepted the leadership challenge of creating an effective strategic plan for their business and sharing it with everyone in the organization. In doing so, they position themselves to respond to opportunities, rather than react to market conditions and competitive pressures. Too many business people view weak market conditions or a poor economy as the reason for their lack of success. However, even in the worst economy, leaders in every field emerge victorious. Why? Because they realize that success is not based on the conditions of the world, but on the decisions they make and the goals that they choose to set and achieve. Success doesn't just happen. It happens because you predetermine your success, plan, set goals, and make it happen.

Planning the future of your business entails four stages:

1. Understanding the current condition both inside, as well as outside the company,
2. Visualizing and identifying the future as you want it to be,
3. Determining the goals you must achieve and planning their achievement, and
4. Implementing the plan.



Leaders who take the time to create and communicate a vision, a strategy, and a plan, find that they are able to create a level of motivation and commitment that fuels continuously higher levels of achievement. They are also able to attract highly skilled, motivated, and innovative people and have the ability to propel and otherwise mediocre business into one of power and respect. ♦

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Tips For Conducting Better Training Meetings

As a team leader conducting a productive training meeting is challenging.

Your training meeting must be informative, relevant, open for participation, fun, and motivating.

Here are some suggestions for making your meetings more effective:

Treat all of your team members as knowledgeable.

Appreciate their experiences and their opinions.

Do not lecture.

How boring! Make the meeting a participatory experience for everyone. Ask questions and allow them to participate in the discussion.



Don't just read what's in the training manual.

Team members can read it themselves. Your job is to expand on the subject and provide clarity of the information as well as to explain how it applies in your company.

Be prepared for the training meeting.

You should know ten times more about the subject than your participants. Give yourself plenty of time to research and validate the information. ♦

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**"Job training empowers people to realize their dreams and improve their lives."
~ Sylvia Mathews Burwell**

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Visit our web site at www.BancSearch.com