

The Top 5 Leadership Lessons Learned During COVID

2020 was quite the year for everyone. It took many people and businesses on a wild ride. Leaders were faced with some of the most challenging times of their careers. There were many lessons to be learned from all the events that took place with the pandemic. One lesson that many people had to step up to was leadership. This article will discuss five of the top leadership lessons that people had to learn in 2020.

1. Time Is Short

Take advantage of the opportunities that come your way. You never know when things will take a turn and you will no longer have the chance. Take leadership of your life and make things happen.

2. Working Remotely Is Valuable

Many companies have never ever worked remotely before the pandemic. They've had to dive headfirst into remotely working this past year.

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Top 5 Leadership Lessons



Did You Learn Any Leadership Lessons During The Pandemic?

Are You Portraying The Right Culture For Your Business?

There are numerous responsibilities that you assume when running a business. The employees who work for you look up to you to take the company in the right direction. The culture of your business can make or break the way it all succeeds or doesn't.

What Is Culture In A Business?

Culture is all about what is allowed to go on, happen, and occur in your business. Are you allowing people who don't deserve a raise to get one? Do you make sure that the people who genuinely deserve a promotion get one?

If unfair advantages are being taken, employees are not going to stick around for them. That includes you, the business owner. General rules and protocols need to be followed by all employees. Exceptions to skip or give special privileges shouldn't be permitted when it comes to raises, promotions, and other similar aspects in the business.

Why Does A Good Culture Make A Difference?

Employees want to be treated fairly and as they are valuable to the company. When you skip over or don't show proper acknowledgment, they won't feel recognized for their hard work. If your business has a good culture, the rate of employee turnover will be far less.

Not to mention, when an employee feels that they are valued, they will work harder.

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However, they have found that it is a valuable tool that can be utilized when needed.

It is very different than working side by side with your coworkers. The daily interaction is minimal in most cases. This isolation must be addressed in order to keep everyone engaged and up to date. Employ technological platforms like Zoom or video chats.

3. Show Empathy For Your Employees and Leaders

People have faced many ups and downs throughout 2020-21. Leadership roles have been more difficult to perform. Everyone has had to go through many changes not only at work but also at home. It has been more important than ever to express empathy to your employees. Leaders must do their best to recognize, understand, and share the thoughts and feelings of others.

4. Think Outside The Box

Being given time off of work in many cases has caused people to have a reduction in salary. But, their financial needs may not have changed and has caused us all to think outside of the box to make ends meet.

One result, people have been able to be more creative and pursue things they didn't have time for or didn't take time for in the past. Trying new things is easier now.

5. Interact With Others More

The pandemic has left a lot of people in isolation and feeling alone. When people are so used to seeing their coworkers, friends, and family regularly this can take a big toll on them. It has had a bigger effect on people than they would have thought or imagined. Even as we recover from the pandemic and try to get back to "normal" our interactions have been affected. Physical and emotional interaction is important for people's well-being. Stay connected.

By applying the lessons learned over the past year plus, leaders will be better prepared for other challenges and opportunities that come along. ♦

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More effort will be put into their job, and they will perform better. No one wants to feel like they are unnoticed and someone else is benefitting from their hard work.

A Good Measure To Follow

If you are the individual in charge of a company, have a plan. Don't fly off the seat of your pants and chance making bad decisions. Pay attention to your employees and who is doing a great job at their job. You should never promote someone based solely on their friendship with you or their ability to charm you.

Are You Portraying The Right Culture For Your Business?



Watch the performance and give promotions based on hard work and dedication. Look at who has been there the longest and waited their turn to be promoted. Some other qualities to pay attention to are:

- Respect
- Behavior
- Attitude
- Values

The culture of your business is not only how the employees are allowed to interact. It is also about what you are allowed to happen at your company. If you enforce a good culture, you'll be more respected, and your business will thrive better with employee retention.

We would love to hear your comments. Please contact us today!

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"Happiness is a butterfly, which when pursued, is always beyond your grasp, but which, if you will sit down quietly, may alight upon you."
~ Nathaniel Hawthorne

The New Advantage: Inspiring Others

The success of a company isn't solely focused on one aspect. There are many things that go into making a business flourish. Everyone wants to earn money, but there is more to it than that. Some of the focus needs to be on how the business is run.

Inspiring Others

When your employees are inspired, they are going to work harder. That is why the true advantage to success is inspiring others. You can put together four techniques to help your team excel.



When you have a game plan and a clear focus on what you want your business to be, you will do great things. It will equally look good from the inside and outside. Here are the areas that need to be focused on to make this happen.

Roles – How I Add Value

Everyone wants to be a valuable asset to their work. When you know that you are needed and beneficial, you will work harder. If an employee knows their value to the company, research has shown that they work 63% harder.

To let employees know their role and their value, you first have to communicate with them. Sit down and have conversations. Be transparent and set goals. This way, everyone knows their roles and what they need to accomplish.

Culture – How We Operate

A clear view of what a business expects and how they function is vital for everyone to know. When employees don't have to question how the business is run, they are proven to be more successful. Some ways to do this are:

- Assess How Things Are Now
- Make Changes That Are Needed

Value – How We Make Money

When running a business, it is just as much about long-term strategies as it is short-term. A clear view of the value expectations for both areas is vital to helping the business function. Many things need to be addressed, such as:

- Cost Reductions
- Acquisitions
- Strategic Initiatives

Behavior – How I Behave

Each individual is going to possess their own characteristics. It is essential to have a clear outline of the behavior that your business expects. Have your employees prepared for all the situations that they may face.

Offer training to make sure they are comfortable and equipped with the techniques they need. The company will do so much better in the long run when you show an interest in how your staff behaves. Not only does it show your employees you care, but it shows your customers as well. ♦

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One Minute Ideas

Successful Daily Habits

Make it a habit to end every working day by doing these things:

Clear your desk. Never leave your desk messy. Put everything in a file or to-do folder and in a designated spot. You will start each day off on a positive note. (An uncluttered desk) This will also help to keep you organized and possibly prioritized. (You'll get tired of seeing the things you haven't finished in your to-do folder and finally do it to get it off your mind)

Reflect upon the day. Ask yourself some questions and evaluate yourself.

- "Did I accomplish a goal today-and did I record it in my goals accomplished journal?"
- "Did I spend my time wisely today?"
- "Am I moving closer or farther away from my dreams and goals?"
- "Would I do anything differently if I could do it over again?"

Plan for the next day. Transfer your tasks in your daily planner, make a prioritized list of to-do's, list the goal(s) that must be accomplished, etc.. By planning for the next day today, you will relieve stress and be prepared to be off to a fast start tomorrow. ♦

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Reasons Why Video Job Interviews Go Wrong

Covid-19 had a significant impact on the virtual aspect of running a business. That being said, the internet has vastly been utilized for years and with social distancing and quarantine, the internet has kept businesses afloat. Not only are people working from home, but they also do job interviews from home with video conferencing.

Sounds Great, Right? – Nearly 90% of companies were using video conference platforms for job interviews through the pandemic. Job interviews are something that many people get very nervous about and experience a lot of anxiety. So interviewing from the comfort of your own home sounds better.

Many companies have decided to make the switch to remote work and video conferences a long-term situation. Businesses are opening back up, but some have chosen to remain remote. Just because you don't have to sit face-to-face for an interview anymore, the preparation is still just as important, if not more important.

Reasons A Video Interview Can Go Wrong – Many distractions can occur within your home daily. This is something that you are used to and don't think much about. When you are on a video conference, these noises and distractions can be bothersome. Here are some tips on what to do to prepare for a video job interview.

Find a Quiet Place – Dogs barking, kids playing, T.V.'s being on, or significant others cleaning behind you can all be negative occurrences while on a virtual call. It may not seem like much to you, but it can be very distracting on the computer. It also takes away from the professional atmosphere of a business.

Technical Problems – Technology can be unpredictable, and everyone knows that. Glitches happen, and services are needed. Before you jump on a video conference interview, cover your bases. Ensure that you can work your computer correctly and know how to operate the system you are using. It can be negatively looked upon in a remote working world if you don't know how to navigate your computer.

Busy Backgrounds – Not only are the people on the other end of your video conference seeing your face, but they see what's behind you as well. Don't sit where a messy desk, kitchen, or other background can be seen. Find a place in your home that is simple and clean and set up there. Keep the focus on you and not the surroundings.

Be Yourself – Remember to relax and act as you would in a face-to-face interview. Watch your posture and dress appropriately. Just because you are in your home doesn't mean that appearances do not matter. ♦

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