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The Leadership Secrets of Santa Claus by Eric Harvey, David Cottrell, and Al Lucia

or “How to Get the Big Things Done in YOUR “Workshop”... All Year Long

Focus unwaveringly and uncompromisingly **on Your MISSION** by:

1. Ensuring that everyone knows what the mission is (Santa’s workshop: Making spirits bright by building and delivering high-quality toys to good little girls and boys.) and why it’s important.
2. Spending time with individual employees – discussing how their respective jobs specifically link with, and contribute to, the accomplishments of the mission.
3. Keeping the mission ‘in front of folks’ by posting it on walls, discussing it at staff meetings and training sessions, including it in internal correspondence, and through a host of other activities that help ensure it stays the central focal point.
4. Making it a core component of the decision-making and work-planning processes. Making it at the heart of everything that happens.

Focus on People as well as the Purpose of your business; *manage* things and *lead* people.

In the last several months, what have you done to:

- Be accessible (physically and mentally) to employees who would like your attention?
- Be considerate of staff-member needs?
- Provide employees with the training, tools, resources, and feedback required for success?
- Keep employees in the ‘what’s happening’ information loop?
- Help team members maintain an appropriate balance between their professional and personal lives?
- Demonstrate respect for employee’s time and talents.. as well as respect for them as individuals?
- Solicit, and listen to, staff-member ideas and concerns?
- Help everyone develop and grow?
- Fairly distribute the work and workload?

Identify business VALUES and make sure that everyone knows what values are important. Santa believes respect, integrity, quality, customer service, responsibility, and teamwork are critical for his workshop. Leaders create a great place to work by helping everyone turn those ‘good beliefs’ into everyday behaviors.

Hire tough so you can manage easy. Take the time needed to make the right hiring choices:

- Because it’s employees who ultimately make your mission happen. Staffing may be the single most important responsibility for a leader.
- The time spent hiring the right way is nothing compared to the time you will have to spend dealing with the ill-suited employee.

Promote the right ones for the right reasons. Identify the tasks, duties, and responsibilities for each position and the characteristics, talents, values, abilities, and attitudes necessary to perform those tasks successfully. Select the candidate who is the best match with those criteria.

Go for the diversity advantage. Capitalize on the new skills, perspectives, and ideas that people from different backgrounds can bring to your organization.