

Show, Do, Teach.

Did you ever stop and think about yourself and the characteristics that shape you and how they affect your business? Most people don't do this. They're too busy working in their business dealing with stack-up or trying to get through that next big proposal that will solve the current edition of their company's cash flow crunch.

You need to put the brakes on and think about how you can change to keep your company going strong or to get better at handling challenges. Self-assessment comes in many forms but is often fleeting. Do you follow up well on responsibilities and tasks that your team has? If you answered yes, that's good. But how do you know you do? If you find yourself either avoiding this or when you do, you note an abundance of delayed completions by your team, then you are not following up effectively. What message does this send to your team?

Are your employees becoming "more responsible?" Do you feel like you can delegate to them without much, if anything, being missed? That's obviously a good-karma thing to have going on. But, what if you are thinking, "No, I feel like I have to do everything myself to get it done right?" This is true in many businesses, and it is a problem. Well, let me tell you right here and now that this is your problem. It's you, not them. Even if "they" aren't as talented as they should be, it is still your problem. You hired them. You pay them. So, you need to do something.

How do you get your team to be more responsible? You need to analyze each person's skills and their weaknesses and then write out an honest assessment of each. Then, you have to do the same about yourself.

If you think that's hard to do, you're wrong. An easy way to do this is to think about it in terms of what you like to do and what you don't like to do. You're probably good at what you like and probably not so good at what you don't like. You might even really suck at what you don't like to do. So, maybe someone else should be doing "that."

Are the things that you don't like to do the types of things that you can see as problem areas in your company? If you answered yes, then please proceed to solution #1—ask for and seek some help from someone in

your company who is better at "that" than you are. This

builds responsibility and gives you a bit more room to do more of what you are good at or to begin to do something new.

Another thing that you should do is to take some time away from your business to think. Leave the office and head to a place that's non-work related. You're going to do three things while you're there:

1) Minimize your cell phone availability. You will be available only for emergencies such as fire, flood, or significant financial gain. Everything else can wait for you for a couple of days. If you can't spend a day or two alone in right field without calling the dugout, then you need to assess other things about you and your managing effectiveness.

2) Chill out. Hit the gym, spa, swing the clubs, run, find a partner and be Agassi for an hour or maybe just spend few hours with a good book. In other words, do something to take your mind off business.

3) Get focused. After some down time between the activity you chose, fire yourself up to write, think, organize, and assess yourself against your business needs. Maybe some good tunes on your iPod or PC with your earphones will help you zone out and tune in to things that need to be improved.

There was a really good comment made by a manufacturer at one of the CEDIA Management Conference small group forums. Mitch Witten from Sonnance commented in Ken Smith's Education/Employee Development forum about the "Show, Do, Teach" method of teaching. This struck me as being germane not only to the issue being discussed in that forum but



especially so for a business owner. After all, if you show them, that's leadership by example, which is always a good thing. When you do something, that reinforces what you showed them. Also good, eh? And finally, when you teach them, you have not only passed on wisdom and a certain skill but you are also implying that they too should teach others. This is a very good thing.

You want your team to see you as effective, motivational, and encouraging. Show, do, teach.

The process of assessing yourself can and should be a powerful thing that you do for yourself personally and for your business. Stepping back a bit and showing your weaknesses to your team may just allow you to find superstars on your team who are great at what you aren't. Same goes for strengths and weaknesses among your team.

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