

## 4 Leadership Practices that Make Teams Excel



My wife and I were talking about all we have and have experienced in 34 years of marriage. At times like these, there is a strong tendency to play the comparison game. "They have a bigger...., she has more...., he has gone to.... On and on the game goes. As the conversation progressed she said, "**it's not about what you have. It's about how you keep what you have**". It could be definitely argued that we have "nicer" (although I admit that "nicer" is purely subjective) possessions than many. It could equally be proven we don't have as nice things as many in our circle. However, what we do have is meticulously cared for, and tends to last far beyond the normal expectation.

I wonder how many business leaders could benefit by adopting this mindset. There will always be stronger sales teams than yours, better delivery professionals than are represented in your organization, more hotshots and gun slingers than you have. Maybe, the magic of a team or organization is not in the stars that make up the team, but in the attitude of the leader. It's not so much what-who-where, you have; as much as it is how you keep what-who-where you have. If your team, organization, company see the care and attention you as a leader put into them, they will shine. Maybe, they will even outlast, and overproduce because they are valued and developed!

If you want to consistently outperform your competition, equal time must be put into giving attention to your sales team. Over the past twenty years, C7G has worked hard to develop leadership practices to build your team and encourage them to excel, oftentimes beyond expectation. Here are a few techniques to adopt:

- 1) **Hold regular one on one meetings** with your sales team members. The purpose is not immediately to "jack them up and motivate them" but to get to know them. Ask them about their lives. How are they? Where are they struggling? What is consuming their mindshare? When leaders first take the time to connect at the human level, people respond with new energy.
- 2) **Make it a practice to celebrate successes**, even minor achievements. It always feels good to be recognized publicly for your effort. Loyalty grows out of being known and being told you are a valuable part of the success of the organization.
- 3) **Be present** when you deal with your team. Shut down the electronics, turn off the thoughts of jobs to be completed, and make that time as meaningful as possible. When your team sees you making them a priority, they will respond with greater resolve to get the job done.
- 4) **Don't steal the thunder**. When the team meets goals, when projects get accomplished, when revenue targets are exceeded, NEVER take the credit. Unless you were the one completing every customer contact, and inking every deal, purposefully and intentionally give credit to the members of your team. When they win, you win.

When leadership moves away from task accomplishment toward people development, what you have becomes more than enough! "**It's not about what you have. It's about how you keep what you have**".