

Creating the Framework for Success

Authored By
Julie McManus, Executive Partner
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There are four things a leader can do to help ensure their success and the sustainability of their organization. Creating this framework will help you to build this environment for your employees to support your goals and support the organization.

Lack of support and lack of employee engagement is a major struggle for organizations right now. With 70% of U.S. employees either disengaged or actively disengaged; it is your responsibility to engage your team, elicit their support, and help them to sustain and grow your business. We are being told as the economy rights itself, those employees who have been “hanging on” because their options are limited, will jump ship and join organizations whose values are more closely aligned with theirs.

How can you, as a leader, evade this perhaps inevitable erosion?

Create the framework --- *Shared Vision, Autonomy, Mastery, and Trust*

Build these four attributes into your organization and your team! Doing so will reduce employee and customer turnover, lead to fewer customer complaints, and increase productivity and profitability. Constructing this framework will help you to address some of those concerns keeping you

(and your employees) awake at night.

Shared Vision --- people who achieve maximum results generally do so for a purpose larger than themselves. Add to that, the concept of having been involved in the creativity of the purpose and you have a recipe for greatness.

Autonomy --- create the quality or state of being self-governing. Provide the deliverables and goals for your team and give them the choices in how to accomplish the goals.

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Leadership can directly impact the level of engagement. According to a 2014 Gallop report, “Only 29.6% of U.S. employees are actively engaged in their jobs.”



You provide the “what” they provide the “how.” You say, “Oh, but they will take advantage if I don’t do this. If I don’t micromanage then chaos will erupt.” Not so, I challenge! Examples abound of organizations that get this concept and have the financial rewards as a result.

Mastery --- provide the tools, training, resources (e.g. time and money), and support that your team needs to ensure they have the knowledge of how to deliver on the goals you have set. We aren’t talking the minutia of the “how,” but the skills, time, and knowledge they need to meet organizational skills.

Trust --- do what you say you will do. Walk the walk and talk the talk. There are lots of clichés around trust. The bottom line is that employees

will work harder and deliver more for someone they trust.

I realize that many of these employee-centric concepts are a hard pill to swallow when many organizations hang on the precipice; and when market volatility is almost nauseating at times. It is times like these when HR budgets are slashed and training gets dumped.

Research and current writing is counterintuitive at times (Godin, Health & Health, Pink, Kouzes, and Posner). Invest more in your people. Spend time making them part of the solution. Those organizations that have chosen this counterintuitive approach have reaped the rewards of their risk taking.

Synovum Helps You Tackle Key Challenges

- ▶ Creating engagement and alignment amongst leadership team and cascade throughout the organization
- ▶ Training, coaching and mentoring leaders and teams to ensure a shared vision and ability to execute
- ▶ Reducing expenditures through the execution of robust inspection, training, and implementation programs
- ▶ Overcoming cultural and communication issues with contractors, while ensuring quality expectations

Do you want to **understand how you can implement the framework for success** and the key focus areas that will create needed operational and financial benefits?

Want to find out more about how Synovum can help you **accelerate** your vision and work with your organization to **sustain success**?

For more information, let’s talk it through with a no obligation video conference call or a meeting with one of our executive partners. Email: info@synovum.com to arrange a call.



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