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## The Time is Right for Investment

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Employees make a company, the time is right to make an investment in your people. Everyone will agree that in this uncertain economy, the management team is working overtime to protect the interests of the company. Many businesses are experiencing decreasing revenues, increasing costs, reduced margins, and customer hesitancy. All of which tends to put business owners on hold in regard to spending.

Most consultants agree that when times get tough or uncertain, as they are today, business owners must develop a cost-effective marketing plan and continue to develop your key performers. Not all business owners subscribe to this philosophy.

One major hospitality organization in our market has focused on reducing the workforce from the middle. The entire layoff comprised of middle managers. It will take a relatively short time for them to realize their mistake. Most of their top producers and high potential performers were in this group. They are now paying less and getting far less and the slide will continue downward because their people don't have the skills and competencies to make a difference.

Now is the time to invest in your key employees and develop your high potentials. High achieving managers and workers are five times more productive than your other staff. Many companies don't even know who their top performers are in every area of their business.



Here are some of the tools that make for a good investment for all business owners:

- Use an assessment process to determine your high potential employee
  - Provide Leadership Training opportunities for your key employees and high potentials to insure retention and development
  - Allow your top producers to grow and develop into more valuable roles
  - Implement a goal-oriented Business Plan that everyone can understand
  - Focus on developing every employee into the Total Leader
- Innovative Leadership is a performance improvement company that believes that people development is the best practice to establish organizational effectiveness. Our unique adult learning processes, programs, and products focus your people on leadership competencies and teach them the skill-sets to be high achieving managers and top performers. Unfortunately, when times are uncertain, we usually ask our good people to do more with less. Your investment allows them to be more productive, enhance their own personal performance, and continue to support the business strategy of the company. Is there anything else you would want from your top producers?

It's time to invest in the right thing.....your people.

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