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By Richard Hohmann

Our new President is approaching his 6th month in office and everyone should see that we live in a country where a person can overcome almost any situation, obstacle or circumstance and achieve their goals. The same is true in business. Even though we are facing challenging economic times, we can still achieve success. The time is now to look at processes, programs, and products that can help achieve your business and personal goals. It's time to get into the dirt and dig with your hands!

Everyone must first develop a realistic view of the world. There is no question that the world is struggling and the world economy will probably end up reflecting no growth or maybe even shrink by 1%. In other words, 99% of the business that existed last year will exist this year! It is time to realize that we can't let that 1% figure dictate the way that we do business. We can't base our attitude, belief or expectation as a business owner on that 1%. Business owners today must focus on the opportunity.

It's time to focus on your strengths and take advantage of the opportunities. Think in terms of productivity improvement resulting in expanded margins. Ask yourself, how can we increase the productivity of our staff by 10% or 20%? If you could increase productivity by 10%, this means that 9 people can do the job of 10 and if we can double that percentage, 8 people can do the job of 10 and so on. Think how much this could save your company.

Getting Down Into the Dirt



The same is also true today for leadership development. Companies cannot afford to pay managers and supervisors who just watch other people work. This means two things. First, managers must become better leaders. Managers can't spend time "managing" people; they must learn how to lead people. Secondly, employees must learn to lead themselves. Managers and Leaders alike need to learn to dig in the dirt, to plant seeds. These seeds will develop into a team of employees that work together through good communication, and motivation to keep moving forward in a tough economy.

The need for leadership development is greater and more urgent than ever before. Your plan of action or lack thereof will reflect on your company's bottom line. Are you a manager and are ready to get dirty. . . figuratively speaking of course!

Questions?

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