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WHAT MAKES A SUCCESSFUL COMPANY?

(Pride, Processes, and Personnel)

Peter Aloï, Candidate Development at Reitman, wrote an article which I think will be beneficial to companies large and small. Here it is:

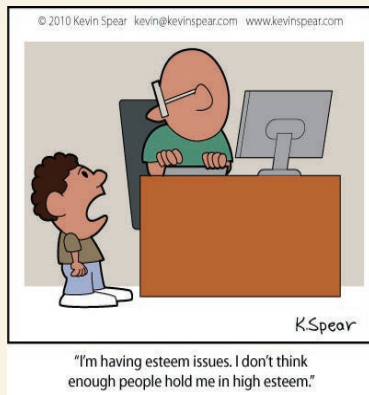
Outstanding employees must have pride in what they do and leaders must feel it as well. When the leader speaks it influences what employees think about themselves, the work they are doing, customers, colleagues and the company as a whole.

A healthy mixture of personal and professional self-worth is needed to overcome roadblocks. A true leader is one who leads by example, cares about the people who work for him/her, and solicits & listens to input. Good leaders instill a sense of pride and ownership within the culture of the company. This motivates employees to do and be better.

Outstanding companies must have replicable processes. They can't rely on a few good staff to manage the wins for the team; they rely on the unified contributions of the team to earn wins for the company.

Replicable processes and standard operating procedures should be implemented top down. Acceptance from senior leadership is necessary in order to have employees follow suite. Replicable processes plus consistent messages provide a unified and collaborative plan for the company.

Why do companies stand for inadequate or subpar performance? Maybe it's easier to keep the status quo rather



than raise the bar and have to hold people accountable. The best way to counteract this common problem is to "Hire Slow and Fire Fast".

Don't be afraid to change your team if you feel that you do not have rock stars on your team. It is recommended that you do all you can to attract top talent including attractive compensation packages.

For more information on this topic contact peter@reitmanpersonnel.com or 203-488-6944

BASICS OF MANAGEMENT

Obviously crucial to every company's success is good management skills at all levels. It is worthwhile to review the basics of management and evaluate your focus on them. Some of these basics are:

- Clarity of vision and goals.
- Regular communication with your staff; using the time to effectively communicate goals, priorities and timelines to complete tasks and projects. Be sure to connect all tasks and projects to company goals.
- Be accessible to your employees. Keep the channels of communication open, and flowing freely and often. Use technology as a way to leverage your communication, not just as a way to distribute information.
- Create a culture where learning is ongoing. A learning environment teaches employees that change is inevitable and unexpected events are seen as opportunities. To develop a learning organization:



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- Encourage objectivity. Don't make subjective decisions.
- Empower and energize employees.
- Delegate and hold employees responsible.
- Reward consistently with whatever motivates your employees.
- Coach and/or mentor.
- Monitor performance individually and by team performance.
- Connect performance evaluations to an ongoing supervision and development process.
- Drive fear out of the organization. Allow employees to tell you what is on their mind, including bad news. Value input, insure there is no retribution. Be an effective listener.
- Encourage and facilitate teamwork.
- Reward employees for behaviors that encourage a learning organization. Reward effectiveness, "eye on the goals".
- Use the best tools to get the right information to the right people at the right time.
- HIRE GOOD PEOPLE.

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IS YOUR COMPANY BUILT TO SUSTAIN SUCCESS?

Many of us feel our company is successful because financials are good and clients are satisfied; however do we have a guarantee for tomorrow's success?

George E. Gercken, Ph.D. recommends all companies do a Success Audit while they are experiencing success. Why? He states that too often success seduces companies into abandoning strategic thinking, disciplined execution and a focus on customers. Sometimes they fall into the success trap, focusing on being successful instead of staying successful.

First look at everything the company does that relates to customers. Are you meeting their needs, monitoring their satisfaction and responding to feedback? More important are you anticipating their future needs, planning and road testing solutions that will meet or exceed them. Don't make your customers an afterthought.

The Success Audit helps you understand how much of your success is earned versus found (by happenstance). Happenstance doesn't teach you anything about tomorrow's opportunities for success. The audit helps you understand if you're focusing enough on the future.

Sample Success Audit questions:

- What is our strategy for growth?
- Are we working on getting better in our customer's eyes, or in our own?
- Do we offer unique products and services?
- Would I buy the company? If not, why?

For more information and/or a copy of Dr. Gercken's article "Avoiding the Success Trap" contact
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