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Hey, everyone, welcome to another episode of legendary leaders.



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So we keep talking about all the changes around us. It's inherent, we don't know, all the changes that are going to continue to happen. We do know that we're going to continue to socially distance, we do know that we need to continue to solve for working remotely for offering products online, more so than in person if at all possible. We knew some of these fundamentals right. We know the fundamentals of how the world has changed, and we know that we need to continue to move forward in those changes. We know that right? But what happens whenever your team continues to look to you regarding additional changes or what might be on the horizon, or just what's happening at work, right? They look to you and we've talked about that before that they look to you because you are their anchor. You're the reason why they feel comfortable and secure at work because you are not changing. You are the source of constant for them. Right. And so when we talk about the changes that are happening around us and the changes that we need to make in our business, you know, back in April, we were talking about recovery plans. And, you know, in May we measured those recovery plans, we've done a lot of recovery work. But I will tell you right now, and you feel this, because we've also talked about the fact that we, as female leaders, as moms, as spouses, as just humans on this earth, don't have answers to basic questions. And so we feel overwhelmed.



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Right.



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And we talked about that earlier in the week. Because there's all this uncertainty, there's uncertainty, personally, there's uncertainty at work, there's uncertainty, you know, in the world, we feel overwhelmed. And you being the anchor at work, you have to eliminate that overwhelm for your team. And so how do you do that? Well, the answer ultimately, is that you have to maintain In a clarity around team goals and rules, and you also have to align people around those goals. And and not the rules, the roles rather the roles.



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So,



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how do you do that? What does he look like? What does that mean when I say you have to maintain clarity, and alignment of team goals and roles?



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Well, let's break that down for a little bit. I'm



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having to be clear about team goals. Well, what do I have each team striving towards? What are the KPIs that I'm having them push forward to achieve? Is there something happening specifically that I've changed in the business that I've retargeted my business around, right if I had a brick and mortar and now I'm retargeting and focusing more on the online space? Have I adjusted the KPIs for specific teams to deliver to those specific goals?



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I should have.



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Right I should have. So



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what are those team goals? Have to maintain clarity around what I expect as the leader for each team. Okay. And then only that I have to be very clear about the role each team plays in the business right now.



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Who owns what,



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who should be fixing what who should be reporting out on specific pieces of the business? Right? I have to be abundantly clear. If I'm not clear, and I make assumptions, other people are going to make assumptions too. And if we're all assuming, then no one's on the same page. Our jobs as leaders is to set the clarifying tone, I have to set my expectations. It's an open book test. So as your leader, I have to tell you, here is where I want you to be, here's what I want you to achieve. And I want people right now, especially whenever we personally feel overwhelmed in our personal lives, right? When we're unsure of what's going to happen with our kids You know if we're even going to be able to return to the office or not because our kids are home, there's a lot of stress around that right now a ton. And so what happens is when I, some people and I watch this happen when when people cannot provide clarity, personally inside of themselves, they struggle to provide clarity externally to their team. And I'm challenging you today. The two things number one, if you didn't do the activity on Monday, around overwhelm and finding the answers around your personal life and just the anything's overwhelming, you business included, okay? But it's mostly from I can't control what's happening around me personally. If you haven't done that activity, I want you to go do it. You need to go anchor yourself into that and give yourself some peace and some answers. So then your overwhelm is reduced, if not eliminated, and now you can charge for it in your business. Because if you're like me, you're having to provide answers on multiple fronts, business home, whatever, right? If we're overwhelmed in one area, we're less likely to provide answers in another area. Because we just can't, right, our brains are overwhelmed. So let's get ourselves on track, go do the Monday activity. And then I want you to be thinking about this. How are you maintaining clarity?



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and alignment?



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Okay? You have to be very clear what each team needs to focus on what's the goal? And what's the role right now in the business. And you have to get them all aligned around that clarity and that expectation. So if you can't be in a place of providing that mental clarity, and that that full ownership of clarity, I want you to get yourself in a place to do that. That's why I said go back and do activity number. This activity from Monday. I think it's Episode 197. Okay, podcast episode 197. Go check it out. Do the activity. Okay. And



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after that,



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sit down and look at your teams.



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What are you trying to drive right now in your business? What are you focused on achieving? Okay, we're in q3 right now. So what are you trying to achieve in q3? quarter three of 2020? What are you trying to deliver on? What are your KPIs? What's your focus? What are you trying to measure? What are you trying to get traction around, define it. Make it abundantly clear in your mind, don't just guess or have a feeling about it, write it down, make it super clear. Because when it's clear to you, you can provide clarity to other people, if it's fuzzy to you, you cannot provide the clarity,



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fuzziness isn't clarity.



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you need you need to get your own clarity. And then you need to provide it to other

people. Okay, so what are you focused on? What are you trying to deliver to what do the metrics need to look like? What does good look like define it. And then I want you to turn to your teams, okay, in your organization, and I want you to tell them



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this, you know, team This is your goal.



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This is your goal as we enter into the month of August.



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This is your goal.



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This is what I want you focused on. This is what good looks like, here's the metric that I want you to hit. Okay? And your role in this metric is this may be abundantly clear. Okay? Because you could have three teams, Team A, B, and C all focused on a similar goal, or rolling up to the same KPI metric. So we may have multiple teams owning a piece of that metric. So then you've got to define what is their role in achieving the metric. This team owns conversations, okay, and relationship building. This other team owns the action of the work internally within your business. Okay. This other team owns the marketing that gets the messaging out there



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to determine the saturation of



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the you know, the awareness of your business, whatever it is that you're trying to measure right? impressions is what they say on Facebook. So I'm just using that as an example. But if you had three teams that each had a piece of that pie, they would all be responsible for looking at that metric and saying, are we delivering to the metric? Yes or no? Team total

team are we delivering? And they each need to be contributing and understanding what their role is? Because if I don't know what my role is, and there's two other teams around me, not maybe they're doing it, I don't know. And so then nobody does it is it's what I say all the time, right? It's that saying of, if you have



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three people assigned to feed the dog, the



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dog is going to die because each person



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of the three is going to assume the other two is doing it. Right, you have to be very clear about the role of that person plays. And if it's the dog example, it's who's feeding the dog on Monday and you're feeding it on Tuesday, and you're feeding it on Wednesday and it starts over again. Right, you put in a rotation. That's the easy way to solve being at all You assign days, it's the same exact example, when you're talking about your business right now, if you're overwhelmed, let's get you past that. Because your job as the leader is to provide clarity and gain alignment around the goals and the roles.



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So



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take care of your mental space, and sit down and list out very clearly exactly what you want to have happen in August.



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What needs to happen in your business?



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What are the measures? What are the metrics? What does good look like? What will you define as a successful August?



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When you get to the end of the month? What does what will you have achieved? If you're going to consider ABA successful? What will your business look like? And then work backwards. So you can already say, Well, if I'm sitting at the end of August, and I see these things in my business, I'm going to consider myself successful. If you say that, then now work yourself backwards and say, well to get there then I have to achieve these three things or these five things in my Perfect, okay, that's what you clarify to the team. And then you say, and then in order to get their team a has to do this, and Team B needs to do this, and team c needs to do that.



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You don't have to define it for the entire year.



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Okay, there's a lot of things happening and changing.



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My challenge to you today is to define it for the month of August, you get very comfortable doing it, then. And you get very comfortable to finding it for one month at a time. And then by the time you pick your head up, and look at the next month, you will have been at the end of the year, and you'll look back, and you will have successfully created plans to deliver every single month.



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And that's what it's about, right? It's causing,



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how do I eat an elephant one bite at a time. That's what you're doing. You're building a plan one month at a time. But we have to provide clarity as leaders and we have to provide and establish the alignment around team goals and roles if we don't, everyone's gonna be out there floating. We're not being the anchor they need us to be and we're not gonna driving our business forward because we don't have a concerted effort around the common goals. And not everyone understands what they're supposed to be doing. So that's what I'm gonna leave you here with today. Get alignment and clarity, you have to provide that you are the leader, you must provide that to your team.



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If you were unsure, you have to figure



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it out first. But I want you to kick off August providing clarity and alignment, telling every team what they're responsible for, what their role is, and what they needed to deliver to.



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And then the end of the month,



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you got to celebrate them, okay? Or you got to look in the mirror if they didn't hit it and say, What did I not do? How did I not clarify that? What did I not do to help them be successful, and you fix it for the month of September, ideally, and full transparency. You don't wait till the end of August to look, you look at it every week. And if you're off kilter, you make adjustments, okay? It's constant minor adjustments along the path and to end up at the point that you want to arrive at. Okay, so we don't wait In the month of look at the numbers, we look at them regularly and we make small slight adjustments. Okay, and that's when we were always looking in the mirror. I didn't tell them that the right way. Did I educate them on that? Did I provide the right amount of clarity? Did I get them aligned around it that were they believing in why we're doing it the way we're doing it. You always look in the mirror first, and then you do the tweak in the adjustment. so that by the time you do hit the end of August, if you're doing it that way, in full transparency, I will tell you, if you do it that way, you will achieve what you set out to achieve. Because you say close enough to it to make the adjustments in order to get the results you desired. And then you

guess what, then you get to celebrate. And that's a dang good thing to have happen at the end of August. We all need those wins. So set yourself up for success and set yourself up for that. Okay. Maintain clarity and alignment of team goals and roles. That's your challenge. I want you to kick off August strong. Get your mind right Then go talk to your team. Go and be legendary.