

# 10-13-20 Don't Frustrate Your Team with Your Innovations

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## SUMMARY KEYWORDS

business, framework, growth phase, team, frustrated, innovator, create, path, idea, leader, scale, understand, innovate, weighing, empowering, startup, moving, constantly, productivity, productive



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



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I am always happy to have you with me,



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I am excited to dive in on a couple of topics



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that have really been



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weighing on me lately a little bit, something that's been weighing on my mind that I want to share



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with you all, hopefully,



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right? The whole point of this podcast is to impart



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some knowledge upon you, or just to



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empower you to take action on what you already know. Okay?



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Many times, I'm not sharing something with you that you haven't already thought of, or that you're not already aware of. It's not it's not any of those things. But it's simply the fact that I'm empowering you to trust your gut and empowering you to know that the path you're going down is your path. Right? And so many times we question things, because we feel like it's not our path. But in reality, it is just, it's just not a comfortable path.



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Right? So



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let me dive into what's been weighing on me. And hopefully, right, which usually, I'm getting the feedback that that's what it's doing. Hopefully, it will help you take a step forward or avoid a pitfall. As you move through and start grow, develop your business, your team yourself,



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wherever you are. Hopefully, this helps you. So



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I've been working with a client and I've been watching this client go through changes in her



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business.



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Now, this business



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isn't a startup, her business is mostly in the growth phase. Okay, growth that hasn't fully solidified, could have solidified several years ago, but just hasn't, because of some just some missteps. Okay. And inherently because of COVID, and all the things that are happening, her industry is changing a little bit, right. I think most every industry out there has changed. And so she's going through some changes, and there's some volatility as



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a result,



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this female business leader, I'm telling you, she is smart, she is strong, she is capable, like there are no hesitations. There's no doubt in my mind, when I say those things about her. She's just fantastic. She came up with a great business idea. She validated It is been working, and she's been working hard to grow and scale it. Okay. But the problem, really the problem is that because she is really, truly only an ideas person, okay, she's an innovator. She's a thought, innovator.



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Nothing gets done under her leadership.



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And I mean, nothing. Now, remember how he talked about, you know, how many episodes ago we talked about? The fact that a good business has an innovator and an implementer? Right? It came from the book rocket fuel, if you haven't checked that out, check it out. Well, the problem is that in big meetings, all she wants to do is talk about this idea, or that idea, or this over here, that over there. And all the while her team is dying. And I know this because I keep asking her questions. Okay, well, what, tell me about this meeting, how'd it go? Well, you have these great ideas and went through it, but no one seemed to grab a hold of ideas. And they kept



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asking these questions about how we do it.



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I didn't want to talk about how we do it, I



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just want to talk about the exciting part of the idea.



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So that's how I know her team.



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Her team,



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you know, is dying.



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Because if she sharing five or six different ideas and every meeting, and it's new, it's five or six new ideas every single week. It's not the same ideas, it's different ideas. Her team is dying, if they're asking her how, because they constantly want to be able to go execute on what she's bringing to them. And they can't. So I know, because I've watched this happen. And this is what you know, I've explained to her and this is what I'm gonna explain to you. If you're living through this, or you are the leader doing this. I know that that team is freaking out. Because they need to have some focused direction on the path they need to go down. There's a little volatility, right, if there's a little change in the industry, everyone wants to know, well, what are we going to do about? This? is common sense, right? Hey, the road is closed ahead. Okay, well, what are we going to do about it? What's our plan? It's very simple. We make plans all the time. When something happens, adjust our course, or the original plan that we had



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coming out of the gate, right? That's just natural. That's life.



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We as leaders, it doesn't matter whether we want to innovate, or whether we want to implement it doesn't matter. We're responsible for setting the path. And it's great that she wants to innovate, love her innovation and ideas. She has some amazing ideas. But if she wants to grow a company, she can focus she can only focus on one idea, making it successful in one key way. Okay. Maybe two or three plus, let's say three ways,



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right?



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Three is a good number, but not 20 ways,



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not 30 ways.



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Right? We can't do that. But that's what she's doing. Because she's an innovator. She loves the idea more than the action. But she's got a team of people who are what?



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They're implementers, they're executioners, they're the reason



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why anything gets done in the company,



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because they go do what she directs them to do the doers. But if she's not giving them direction, they don't



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know where to go.



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They just want to know the path to go down.



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So that they can go and start taking that action and moving forward and feeling successful and feeling like they're accomplishing something. But that's not happening right now. So this amazing leader is so frustrated, she's extremely frustrated right now in our conversations. And she doesn't understand



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why they need her

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to map out the steps that they're gonna take.

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But the honest frustration is coming,

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not necessarily from the fact that she has to stop innovating to map it out the honest truth is that she doesn't know how to help them be productive. Because here's the thing, she hasn't mapped out all of the strategy in her mind, she just came up with the idea.

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But they're asking her how to act on

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the idea. And she doesn't have that answer. She doesn't have any of the answers for all the ideas she's bringing forward. And so then she says she's frustrated because they they want her to tell them what they need to go do. And she's not frustrated with them that they're asking, although that's what she's saying. She's saying she's frustrated with the ask. She's not frustrated with the ass, she's frustrated that she cannot provide the answer.

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Okay,

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she hasn't built her own productivity framework. So she can't set the expectation with her team on how they're going to be productive.

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Does that make sense?



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If all she's doing is constantly coming up with wild and crazy, innovative ideas, which are amazing, but they're not, they can't all be implemented, they can't all be done, then she's not being most productive because she's has to wear the hat of innovator and implementer she's only wearing one hat, which means she's not being fully productive in a way that her team needs her to be. So when it comes to her team asking for that direction on how I mean, on our call, she's telling me, you know, she's snapping at the team. And she's, you know, maybe I'm not gonna say belittle, but she's, she's, like, incredulous that she's like, why are you asking me how to do this? I'm not even there yet. Or you should know how to do this. If that's the path we go down. That's your job, right? It's some of these things. And so my conversations with her have been very clear about, hey, look, you, you can't blame them for wanting to understand how to do it, they just want to please you, they see your excitement in the idea, they want to please you, you are their supervisor, the entire point of working for you is that their loyalty you they want to please you don't be frustrated with that loyalty. Understand that your actions and attitude are



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actually creating the situation.



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If you go in and lead



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differently, you will get different results. Remember, I always challenge you and tell you, you must look in the mirror. Before you look outwardly to blame someone else, you must look at yourself and say, What have I done to cause or contribute to this problem? And so I'm challenging her to look in the mirror and say, Hey, you have to look at yourself, what are you doing that's causing this, you can't be frustrated, when you created the problem, you'll be frustrated yourself, that's fine, can be frustrated with them. But ultimately, frustration isn't going to get you anywhere. So let's just solve for it. Okay, so here's the deal. The key is that there's nothing here that can't be fixed, right?



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And, and so that's fine, we can totally fix this.



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So what I want you to understand is that you have to have a productivity framework, you have to understand the role that you're playing in your business, so that you can then lead your team effectively. Now, if you're in a startup, probably don't really have any employees, and that's fine. But you need to think about the way in which you're going to lead your team and the way in which you will be that leader. You have to understand the hats you're gonna wear and the hat you're gonna expect other people to wear. You have to understand that as a CEO or a founder or anyone with influence in the business that you have that



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you have influence.



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And so you must carry that carefully.



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You must be very cognizant of how you apply that influence, because it's powerful. And it



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will either build your business or it will destroy your business.



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It will either help you recruit and maintain talent or it will absolutely help you destroy and lose every talented person you have. And I know that sounds crazy, but I promise you it's true. So Here I am talking to you because we just talked about mastering the nine right? tool we just talked about recently, we talked about that productivity framework. And I wanted to give you a real life example. The you have to master the nine part of mastering

the nine is creating a productivity framework and your productivity framework in your startup, right? The idea generation phase, the throwing things at the on the wall to see what sticks, right,



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is extremely different



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than being in a growth business, that productivity framework changes, right? startup, your productivity framework is what's going to work, what's gonna work, what's gonna work, what's gonna work, let me innovate, let me change, let me adjust, let me adapt, let me constantly be moving right? In the growth phase, it's okay, we've got it, it's validated. Now let's scale the heck out of it. Let me teach you how to do that. Let me focus on how we scale not, let's come up with this idea. And this idea and this idea and this idea, right. And that's a great example of how your productivity framework is going to change based on the phase your businesses in.



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So when you go from



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trying to generate revenue, creating that one idea to generate revenue off of, to then scaling that idea, it means no more crazy, innovative extra arms of the business, you have to pick one, you have to run with it, you have to develop it, and you have to master it. Why? Because you already know that idea works. So stop trying to create 1000 other things, that's your ticket to success in your business, punch it. Stop trying to test things that may or may not work. Take your revenue, invest in what you know, your customer wants. So you can scale that is the name of the game. And once you scale, you can create more products and more offerings. Right? So here's what I want you to realize, you have to have a pretty heavy framework, you have to and you have to adjust that framework as you go through the business phases. Okay, so another half day. If you don't, you're not going to stabilize or create this pillar in the growth phase.



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And then you're going to fail.



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So don't fail. Don't get frustrated. Don't be frustrated with yourself. Don't get frustrated with your team. Don't frustrate them. Just step back. See the changes you need to make in your leadership based on the changes in the business



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and be the leader your team needs you to be fix your



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productivity framework. Okay, that's my challenge for you. Fix your productivity framework if it's off, let's get it on track.



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Go and be legendary.