

LISTEN
UP
LEADER!

PAY ATTENTION, IMPROVE, AND GUIDE

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Listen (lis'en) v.

1. To apply oneself to hearing something.
2. To pay attention; give heed.

Up (up) adv.

1. From a lower to a higher position.
2. In or toward a more advanced state.
3. So as to increase or improve.

Leader (lē'der) n.

1. A person who leads others along a way; a guide.

Listen up!

We've got something to say!

First of all, we're overachievers!

Surprised? In your eyes we may look like average employees, but away from work we excel at many things!

And although you're our manager, supervisor, or team leader, for the most part you haven't discovered what it takes to motivate us to over-achieve at work.

Sure, you probably think we're good. Chances are we wouldn't still be here if we weren't. And hopefully you see that we're dependable, trustworthy, and that we usually do the job without much complaining or causing trouble. That's all true. But the fact is that

we could do so much more for both you and this organization.

With the right leadership from you, we could overachieve in our jobs the same way we do in other aspects of our lives.

When it comes to our children, for example, we have a passion to help them become successful in life, and we'll do whatever it takes to give them that opportunity. Our wives/husbands believe we would sacrifice everything for them, and they're right! We're involved in our places of worship. We're active in everything from Little Leagues to bowling leagues. And we often jump at the chance to take the lead in activities that are important to us and our families.

Why, then, are we "just average, everyday employees" when we could be so much more? Maybe you haven't helped us to be more. You know, we all could be the committed, energetic, dynamic employees you've dreamed about if you'd just take the time to LISTEN.

We could be so much more than just numbers to you. Yet you've never really asked us to be anything else!

Don't be offended. This book could have been written for any of the millions of people who have chosen leadership careers. We're writing this so that you can understand how, by working together, we can all increase our job satisfaction and ultimately achieve more success.

A lot of changes have occurred in the recent past. So many of our fellow workers have left to work for other companies, we can't recall all of their names. Our turnover rate – around 30% over the past several years – seems far too high. And when you bring in replacements, many of them are gone within 18 months. We've heard you blame our turnover problem on the "lucrative job market," "Gen-Xers," and the "demise of employee loyalty."

To be sure, those factors, which are common in most organizations, have contributed to the situation. And yes, *we* have contributed to the situation, too. But so have you. And we need you to take the lead in reversing this trend.

Keeping good people requires
thought and strategies – most
of which cost next to nothing.

And we're willing to share a few of our ideas because when good people leave, *we* have to pick up the slack. That means more work for the rest of us ... for the same pay.

Want to know the truth?

One of the main reasons people leave is because management isn't meeting their needs.

Get it? It's not because of pay, benefits, hours, job market, Gen-Xer values, or changing times.

Our pay is competitive. Most benefit packages are generally the same, wherever we look. Work schedules are reasonable. The job market may be good right now, but not so good that we'd leave a job where we're basically happy. And while Gen-Xers may be different in some ways, they tend to have the same basic needs as the rest of the team.

To be candid, many of our peers have left because you, their immediate boss, didn't provide the leadership they needed! Yes, you have more influence over our job satisfaction than anything or anyone else.

You control
the thermostat
for the climate
in which we work.

Let's get specific. Our workplace climate can be positive and motivating or negative and demotivating, depending on the example you set as a leader. Your leadership style is the single most important variable. It's what separates skyrocketing success from abysmal failure.

This book is written to help you lead us to those successes we all want and need. Please make an effort to really listen to what we have to say and to act on what you hear. If you do, we'll be better employees, who produce better results and deliver better service. Turnover will decrease. You'll be a hero. And together we'll make our organization an extraordinary place to work.

Listen Up, Leader!

We're depending on you to pay attention, improve, and guide!