

Tough at the Top

Resource #12



Resource #2

The team is the engine of the business. Ignite yours. Chapter 2: The Reality

It's difficult to keep track of everyone we work with. We have those people who have been there for years, almost it seems since the floating of the ark. We also have the new starters... what were their names again? Everyone is as important as everyone else; as a leader we need to know everyone. And ideally, we also need to know what makes them tick.



Adam knows what he wants but he doesn't understand the dreams of his people.

“You'll have to stop thinking of it as touchy feely rubbish if you want to get anywhere,” the fortune teller warned.

***“All right,” said Adam meekly from the depths of the table cloth.
“What do I call it then?”***

***“Does it need to have a name? It's actually more of an attitude...a philosophy.
It's about being genuinely interested in the well-being of others.”***



In order to engage people, we need to understand them. In the 1930s, Dale Carnegie's iconic book, *How To Win Friends And Influence People*, describes three things: how to build rapport and make people like you; how to influence people to your way of thinking; and how to be a leader. One of his 30 principles was "Become Genuinely Interested in Other People". In his book, he identifies our people as any organisation's key asset, and explains why genuinely getting to know them should be as high a priority as learning the technical aspects of one's job. (The important word here is 'genuine'. You can always tell if someone isn't being genuine, can't you?)

First, describe how well you know your team members, and how comfortable you are with your level of knowledge?

How interested are you in your people, and how do you demonstrate that (hint – how do people know you care about them)?

What do you want to do more of, to increase, maintain or begin to demonstrate an "interested on people" attitude?