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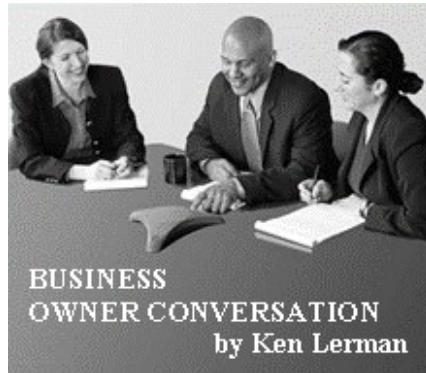
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# Your 20/20 Vision of Employee Talent Value

## *Respect It; Coach It; Reward It?*

From the August, 2009 issue of *East Wichita News*  
by Ken Lerman

Employee talent focused on annual business objectives is the value added in your business. Therefore, respect it, coach it, reward it. To improve business performance and improve your return on investment, you must increase the effectiveness and efficiency of your employees.



how you want your business to be perceived by clients, suppliers, government and by your employees? Do you require a role model performance and behavior from your management to that vision?

How unfair and wasteful to hold management and employee talent responsible

for any performance they are not aware of, inspected and evaluated on, coached and developed in.

A very amiable and bright Bill Faflick serves the Wichita School District as the Director of Athletics for High Schools. His questions for his coaches is: "What is your 20/20 vision of the students you serve today?" To turn this question toward your business, how are you, the coaches, developing your employee talent into men and women for the year 2020? How will they perform and interact with others eleven years from now, based on what you are teaching and developing in them this year? What a concept and contribution for everyone!

Many say U.S. business talent isn't valuable, intelligent or motivated—slight work ethic with no appreciation for the job opportunity and little loyalty in return for it. To those people, I say NO! You aren't "Doing More With What You Have" (title of my Fall keynote presentation to the Label Printing Industries of America).

### *Career Paths*

Is there a career path for your talent—a discussed skills development plan for your employees? Do they know where they and their responsibilities fit into your business? Have you developed a business vision of

### *Performance Reviews*

Do you and your management thoughtfully and carefully approach performance review and evaluations? Do supervisors take the time to prepare for each review? They are important to your employee and more important to the effective, efficient, profitable operation of your business. Correct poor performance immediately.

### *HR Strategy*

Employee cuts, layoffs, furloughs, and shortened work weeks are now commonplace across all markets, segments and geographies. Use this humbling economic period to upgrade your human resource strategy by disregarding the superfluous and the silly policies that lead to "politics" and begin focusing again on the simple, straightforward strategies of strong employee performance and fair reward.

Are all—ALL—compensation increases reflective of individual job performance to

refreshed, relevant, documented and prioritized job descriptions, regardless of the position or person vs. their business politics? Double standards will kill performance in your business. As the Bible says, "it is the pestilence that wasteth at noonday."

How do you select and secure your talent? Strategically and carefully—or like you've always done it prior to tighter markets? Right now you have a marketplace full of competent, experienced talent wanting to perform in your business and a young talent pool wanting an opportunity at a challenging, fulfilling career. Is your business a fertile ground for talent growth and development?

### ***Open Minds***

We are fortunate to have a diversity of talent in our businesses. Do we benefit from it? Diversity has little to do with age, color, gender, nationality or race. Diversity is an open mindedness to another thought or opinion that may differ from yours. Many talk diversity—very few practice and benefit from it.

Finally, how do you orient new talent to your business? Do you reinforce attention to their documented, easy-to-understand and prioritized job description and business vision of purpose and self? Do you make them aware of a 90-day probation period? Do you have a coach sit with them?

Visualize how you want your employees to perform and develop in your business—then do what you, the owner or senior manager, can do to get them there. One glance at your P&L will show you why this is important.

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