

You Win With People

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When it comes to being a successful manager or leader, there is really only one thing you need to know: you win with people.

Everything you do as a successful leader will start with this very basic premise.

But what does it mean? How does one go about "winning with people?"

Simply put, "you win with people" means that your success will not be based on how smart you are, by how charismatic you are, or by how bold you are. Your success will be based on the quality of people you surround yourself with. If you surround yourself with smart, charismatic, bold people, you will be successful. If you surround yourself with slow-witted, dull, risk-averse people, you will fail. Many bosses feel the need to be "the smartest person in the room." But smart bosses understand the importance of having the people in the room be as good as, or better than, they are.

The phrase "you win with people" is one that has been uttered by any number of leadership experts and motivational speakers over the years. Dave often shares how he first became familiar with the concept through a book of the same name written by the Ohio State Football Coach, Woody Hayes.

Woody was known as a strict disciplinarian on the football field. But he was a complex man that many people did not understand or appreciate. Woody Hayes was more than just a football coach. He was also a military historian, a philosopher, and a great molder of people - a coach. Woody's book is the story of a new football coach who recruited a bunch of reasonably talented, but unmotivated and undisciplined football players.

The team lost many more games than they won and the coach was known as a lousy coach of a lousy football team. The next year he focused on recruiting players who were more talented and wanted to achieve; who were disciplined and focused on success for themselves and for the team. That team won many more games and soon he became known as a great football coach with great football teams.

Did the Coach in question change his playbook or coaching strategies? No, not really. Instead, he found that the players make the team and having great players made for great teams; and made him a "great Coach" as well.

Few people are successful unless a lot of other people want them to be. – Charles Browder

The premise is exactly the same in business. As a leader you have certain responsibilities to your company and your team. One of these key responsibilities is recruiting. If there is one area where you can assure yourself of success as a leader it is in the area of recruiting. By surrounding yourself with talented, motivated people, their

success and your success are virtually assured. The people who work for you have the ability to make you look like a genius or a goat based on their abilities to think, react, and produce. The better your players, the better your team. And the better the team, the more success you will enjoy.

The concept of “winning with people” is one that a lot of newer leaders don’t fully understand or appreciate. As a result, they must work harder to be only moderately successful. In a worst case scenario, they can’t overcome the shortcomings of their people and they, as well as the team, fail.

What stops most leaders from consistently hiring the very best people for their organization?

It might be that the job requirements are not clearly defined. Perhaps it is confusion between hiring for skill versus hiring for talent. But other times, leaders fail to hire the best people because they don’t understand the value of hiring top talent. They fear that hiring top quality people will diminish the credit they themselves receive for the successes of the team.

In reality, no one has ever been fired for hiring talented people, but many people have been fired for not doing so. Hiring talented people to support you can only make you better.

And that’s a lesson we can all learn.

An engaged and energized workforce leads to higher productivity, reduced costs, improved customer service, and increased profitability. Employee engagement happens when your Corporate Culture, Leadership Style, and Employee Expectations are in synch.

The Fusion Program from ECI Learning Systems is designed to align these 3 concepts in your organization – engaging your employees and creating positive energy that will propel your company to new heights.

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