

How to Attract & Keep Quality People

Adopt these four strategies to build a talented team that will deliver great results



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In the past 7 years, while Kobe Bryant was being hailed as one of the greatest players in the NBA, his team, the LA Lakers, hadn't won the NBA Championship for the first 6 of those years. It takes a team to win a Championship, not an individual, and it takes a great leader to bring the team together after a period of change and underperformance.

Phil Jackson was the coach, and in the 2009 NBA Finals, the LA Lakers won their first title in 7 years. Kobe Bryant was named the NBA Finals Most Valuable Player for the first time in his career. It takes a champion team to win a championship, and a champion leader to bring such talent (and egos) together for success.

Jackson had a history of such success. From 1989 to 1998 he had coached the Chicago Bulls whose players included one of the greatest professional sportsmen of all time, Michael Jordan. Chicago won 6 NBA titles during Jackson's tenure as leader.

In sports and in business, it takes more than a Michael Jordan or a Kobe Bryant to win championships, titles and trophies . . . it takes skilled players and a team mindset, led by a strong leader.

Here are four strategies to help any manager or leader turn an existing or slumping team into one that will produce solid achievements on the business score board.

Strategy 1 - Recruit Quality People

To attract quality people, it's imperative the manager or leader possesses the same qualities that are deemed attractive to the organisation and prospects.

Phil Jackson rebuilt the ailing Chicago Bulls with Michael Jordan in the 1990's and again with the Los Angeles Lakers and Kobe Bryant in the 2000's, knew how to attract and retain top talent despite huge pressures.

There are specific ways to solve the management and leadership puzzle. When people blend together by following the leader or manager who they respect and admire, a team will often perform well beyond expectations.



Strategy 2 - Hire and Train

Interviewing is a time consuming aspect of any leader's role. After prospects or candidates clear initial hiring phases, it is good training systems that help shape team members.

Strategy two separates great managers from the average. While many managers recruit and hire for technical competency skills, research has shown that an individual's personal values are the most important when leaders are training and developing them into team players.

Strategy 3 - Motivate and Support

When managers and leaders understand a person's internal drive, it is easier to motivate, support and direct them to perform well in their roles and fit into a team.

The personal qualities and behaviour of a new person can impact the performance of other team members. Characteristics such as integrity, punctuality, team work, respect, focus and having an open mind are very different as compared to the technical skills of a role or job.

To fully develop their people into effective team members, leaders must demonstrate these same characteristics by their actions and behaviour.

Strategy 4 - Terminate or Role Change

Strategy four is often the weak link for new leaders and even veteran managers because new recruits will test management.

It is the nature of some people to be combative and disregard proven leadership or authority. A strong manager will deflect criticism or cynicism because they know how to build strong teams even if that means recalibrating through a strategic firing or role change.

Like Phil Jackson, new team leaders and even veteran managers need to hold their high ground with tough love to break through old barriers.

By adopting and developing these four strategies, your skills to attract people, retain top talent and achieve great team results will soon show on the score board.



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is a highly rated corporate trainer, conference speaker, event MC and Conference Host. Learn 'How to Gain, Train and Retain a Dynamic Team' when he speaks 13 April at the Singapore Leadership Development Congress.

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