



TriOpus Group

Shaping your company's talent

2007

This month:

**PUNISHMENT &
REWARD**



April 1, 2007 Issue 4, Volume 4

Over the centuries, leadership styles, unfortunately, mirrored the economic conditions of the times. During periods over abundant and jobs were very scarce, true leadership as we considered and rarely demonstrated. But how far have we really come? bring some level of security and dignity to employees and a lot of according to the *Great Place To Work Institute*, some of the best companies to work for today include Google, Genentech, Wegman's Food Markets, S C Johnson and Son, and Cisco Systems to name a few. In coming up with the list, the institute surveys employees using what is called the *Trust Index* which focuses upon the leadership in the company and the way employees are treated. Leadership and Management are different concepts. Leadership is more than seniority, it involves developed skills and abilities including treating employees with respect and motivating them in creative and meaningful ways. If your Managers need help becoming Leaders, TriOpus Group can help. Give us a call at **1-800-864-2721**.

have often when workforces were think of it today was often never Yes, laws have been enacted to progress has been made. In fact,

we need to send our employees better messages...



“So much of what we call management consists of making it difficult for people to work.”

~ Peter Drucker



WORTH

JUST BECAUSE YOU'RE NECESSARY DOESN'T MEAN YOU'RE IMPORTANT.

www.despair.com



“The key to being a good manager is keeping the people who hate me away from those who are still undecided.”

~ Casey Stengal

www.triopusgroup.com

With all the tragedy that has hit New Orleans in the recent past, you probably haven't spent an awful lot of time wondering where the strings of beads come from that the crowds clamor for during Mardi Gras. Me neither.

But recently, while flicking around the dial, I came across a documentary that profiled a company in China that makes these beads for New Orleans. What intrigued me about the Owner/Manager of this company was that he was straight out of the 19th Century. No, he wasn't beating his employees as you may have imagined Managers might have done to children in Dickens' England, or that plantation owners may have practiced on the slaves in the American south, but he did bear some similar characteristics.

This Owner/Manager was raised and educated in Hong Kong, spoke excellent English, and moved into China to start his beads factory. He was very proud of his operation and the quality of his beads, not that the tourists on the balconies of Bourbon Street would know the difference. His little business was earning him a tidy million and a half dollars each year.

But as a leader, he only had two techniques: punishment and reward. That was it. It was obvious from his comments that he felt that he didn't need to have any more 'leadership' skills. After all, he said that there were many more people waiting to take the jobs if the current workers didn't want them. Although he spoke constantly about punishment and rewards, his ace in the hole was punishment. Sounds an awful lot like the 19th Century, doesn't it?

The more I thought about it, though, I couldn't help remembering some of the leaders I had worked with over the years. A lot of them had only the same two techniques: punishment and reward or, as we often call them, carrots and sticks.

Don't get me wrong. Carrots and sticks are and should be essential parts of any leader's kitbag. But, unless you have a long line of available job candidates and you don't have to invest much in training new hires, on their own, carrots and sticks are not enough and they are expensive. If the only way you can positively motivate employees to achieve and over achieve is through money, or if you have to constantly replace people that you have had to let go, then that is going to cost your company a lot more than it needs to.

So, as a leader, what can you do? Your company or your team needs to offer a working culture that will create a 'kill to join' attitude in the marketplace at large. To help you get focused on that, think about the following questions from a leader's perspective:

- ✓ If you had an unlimited number of job candidates (as in the 19th Century), would you lead using punishment and reward alone?
- ✓ Beyond salary and perks, why would anyone want to work for you and your company?
- ✓ What are your company's values?
- ✓ What do your current employees say about you and your company?
- ✓ How do you know this?
- ✓ What do you have to do to help make your company the best place to work?

Discussing these questions with your colleagues is the first step in making sure that you position your company to attract the best employees available. After all, every potential employee in this the 21st Century will want to know your answers as well.