

PEOPLE

STAFF DEVELOPMENT



VIDEO
TRANSCRIPT
SEVEN



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript Seven

Staff Development

We're now going to talk about staff development and the massively important role this plays in the success of your business.

Businesses will succeed and move dramatically up to a special level because of their investment in staff development.

Equally, I've seen companies fail day after day because of their failure to recognise and acknowledge the importance of investing in their staff.

Good staff development is about investing today in staff.

You see, I would say a business owner not only has an opportunity to invest in their staff, but I would say it is a fantastic responsibility as well. So investing in your staff is absolutely crucial and key to the success of your business, and if you've invested wisely, the dividends will come back a hundred-fold.

It's acknowledged that there are five key steps to staff development.

Number one, make the decision. Make the decision to invest in staff development. Make the decision to understand and comprehend the massive difference it's going to make to your business. And I use the words "invest wisely" because it is going to be a cost, not so much in writing out a check but in the time it takes to do it.

But the dividends returned to you are massive.

So first of all is to make that decision. Some people would say that climbing Mount Everest begins with a single step. We would say that it begins with the decision to actually do it. So make the decision to invest in staff development, and you're well on the road to getting the job done.

The second point is identify the best trainer in your company, because staff development does require training. And for that you need to identify somebody who's got that vocation, somebody who's got that generous spirit, somebody who's got that heart, somebody who's got the patience, somebody who's suited to delivering your message. That's all.

We're not asking them to split the atom. We're just asking them to follow through on the core values of what your business stands for, and that new staff get to understand that and that they buy into those core values – so to identify the best trainer.

Video Transcript Seven

Staff Development/Continued....

Third step is to hire staff who want to grow and develop.

And I realise straightaway we've got two issues here. We have new staff and existing staff.

Let's first of all talk about hiring new staff.

In hiring new staff at the interview stage, it is critically important that you focus on staff development. And you'll find that the applicant will nod and say "I'm all for it." But you know what? They may not understand exactly what you mean, but you must cover it and you must explain what you mean.

And what I mean by "staff development" is I want people to develop and grow. And for that, I want them to change; I want them to be different from how they were yesterday. And not everybody wants to change; not everybody is flexible.

And also you want them to grow in which direction? In the direction of your business in addressing your corporate values, which you should be happy to give them a sheet of and let them see exactly what those core values are, and to get them to acknowledge that they need to buy into those.

Now, what about your existing staff?

It is important that, having decided that you'll invest in staff development, that you go and do an appraisal and do a review of your current staff, focusing on their willingness and ability and enthusiasm for wanting to grow and develop, because that is what the company needs.

And in the process, if you find some staffer who says, "No, I'm quite happy as I am," you have a problem. You need to direct their thinking to the point where, if you're failing, "You and I have to part company."

Because why? We need them all singing from the same hymn sheet where we need all the staff all growing all developing simultaneously.

Video Transcript Seven

Staff Development/Continued....

Step number four is demonstrating to the staff that we're serious.

And having maybe mentioned it at the interview stage and hopefully in our confirmation letter this company is committed to staff development – and spell out what you mean by that – here we are now on their first day and it's important we remind them yet again.

And if they find that painful, that's the reality. So we let them know what “staff development” means, which means we're into showing them how to do things, we're into showing them and checking that they understand it, and we're interested in growing and developing and changing and being flexible and adjusting their style, adjusting the way they do things to comply with the company's core values.

That's important that we demonstrate to them on day one that we're serious.

It's also important that at the end of the first day to call the person to one side and review what they've seen throughout the day; review what they've observed, review what they've noticed is different. And you would have failed if they haven't noticed that we're into staff development.

It's also terribly important that you let them know that this is for real. It's not just something we're going to give a try. It's not just a gimmick. It's for real. The company is into it for all the right reasons.

Checking what the staff are doing.

It is so important that, having outlined and specified what it is you want the member of staff to do, that you take the trouble to check that they've just done it.

And it is so easy not to want to trouble them. It is so easy for fear of confrontation. It is so easy not to do it for fear you might offend them, and so easy for managers to say, “What I told him to do was quite simple and straightforward. What is the point of checking?”

Video Transcript Seven

Staff Development/Continued....

The point of checking it is threefold.

One, to catch them doing the right thing so you can show some genuine appreciation for what they've just done.

Secondly, if they've done something exceptional, maybe to give them some recognition amongst their colleagues for something exceptional they've done.

And the third thing, which is just as important, is: What if they haven't done it right?

It gives you the opportunity to make a little adjustment, to make a little correction there and then. And you know something? If that's what we're meant to do, to check on what people do, it is so important that we do it every day of their lives.

There's got to be a process in place where we check on what people do.

So we would say this is a critically important element in staff development that you promise them that you'll check them, that you do check them, and that you catch them doing great and wonderful things; and equally, catch them doing something that's not quite right and you redirect them.

So those are the key steps to staff development. And if carried out properly, would certainly help grow your business.

DON'T FORGET TO WATCH THE "STAFF DEVELOPMENT" VIDEO.