

## Connecting employees with your vision

"If only my employees would ..."

How many business leaders have held their head in their hands and exclaimed this phrase, or some variation, such as, "Why don't they think like I do?" or "Why don't they understand?" I suspect most every owner or executive has.

So what is causing this gulf of understanding? The answer is as simple as one word — connection. Research shows that your employees want their company to be successful, to think like you do and to treat the business as you would.

They simply need to read your mind!

Of course this is not possible, so you have to put forth the effort to get your message out and get your workforce to own it. It has been observed that every successful endeavor is two-thirds planning, two-thirds execution and two-thirds communication. But as you can see that adds up to two of you! Unfortunately the need to get it done shortchanges the planning and communication. It sure seems easier at the time!

Successful endeavors begin with communication, not end with it. Start with a clearly articulated vision, to define where your company is going. Then, based on this foundation, identify your critical success factors, build your goals, create strategies and develop action plans. Ensure your plans are tied to measurable goals. Establish clear expecta-

tions for these goals and — most importantly — reward your workforce based on how well these expectations are met. Here are the steps in making this connection:

**Vision-Critical Success  
Factors-Goals- Strategies-  
Action Plans-Expectations-  
Rewards**



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Many companies complete the steps above through actions plans but continue to pay their workforce based solely on the tasks they perform or the time they put in. There are no consequences for underachieving or upside rewards for doing more, faster and/or better. This last piece in the chain, the link of rewards back to the vision, is the powerful reagent in the organic chemistry of your business. Properly designed reward systems will connect your employees' wallets with your vision. You will find that this connection will result in you saying, "My employees are thinking just like me."

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