



Motivating and focusing your management team

By Paul Chapman

To thrive in a difficult climate your management and staff need to be totally behind you. They need to have a clear understanding of the company's goals and the role they need to play. They need to be motivated to make it happen.

Ask yourself the following questions:

- Do your managers have a crystal clear view of where the company is going, what it needs to do to get there, and what they need to do?
 - Does each manager have a bonus scheme that is relevant to your current circumstances?
 - Does each manager know the difference between important and urgent?
 - Do managers have the skills, tools and resources to deliver their goals?
 - Do you have systems and Key Performance Indicators enabling you and your managers to measure success and highlight problems whilst there is still time to correct them?
 - Do you praise and reward managers for excellent achievement and effort?
 - Are managers who can, or should, do better told about it - do they get training, coaching and direction to improve?
 - As an MD or business owner, are you good at delegation?
- Are you consistent - or prone to 'flavour of the month' initiatives
 - Do you communicate with your team well?
 - Do you consciously spend "quality time" with your managers so that you understand their issues and concerns?

If the answers to the above questions are in the negative, consider meeting me to plan and implement effective solutions.

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About the Author

Paul Chapman had over 20 years' experience of marketing, sales and general management in the UK, Europe, USA and the Far East in both blue chip and early stage companies. He held managing director and marketing / sales director positions in 3 very high growth companies. He has experienced an IPO on NASDAQ, is a member of the Institute of Directors, and has been a company mentor with the Universities of Southampton and Surrey. He joined the Azure Partners board in 2004.

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