



DESIGNING STRATEGIES

Business Strategies for the Design Industry

A Maurer Consulting Group Publication

Volume 5 • Issue 21 •

March/April 2008

Where have all your leaders gone? Are they really gone, or have you just totally overlooked them in your search for someone from outside with an MBA, designer suit and slick haircut? Many times leaders are hiding in plain sight within your organization and you simply didn't notice them. Some may have been with your company for years, dedicated employees learning the ins and outs of the business. They are the ones keeping things operating smoothly and handling issues from other employees that you never even hear about.



These hidden leaders bring seemingly insignificant issues to the surface where they can be dealt with, or make suggestions to improve processes, productivity or your bottom line. From their unique points of view they can clearly identify ways to save the company money or make processes and

systems more effective. Other employees bring issues and ideas to these unsung leaders because they respect them, knowing they will find a way to deliver the message and make things happen. Do you have any potential leaders hiding in plain sight?

Visualize



Even the smallest companies need good leaders if they plan to grow and be successful. It is surprising how many small companies stay small and fail to grow in size and profitability because the owner/founder has not yet realized that he or she is the bottleneck

hindering their progress and success. Until that death grip is released and leadership is shared, growth will be impossible.

At some point, one person trying to control every facet of a business will bring even a thriving organization to a screeching halt. Dreams and goals of becoming a larger firm with multiple locations, exceeding tens or hundreds of millions in revenue, and having a global presence are not possible if an owner cannot let go and share leadership responsibilities. Time is spent working *in* the business, not working *on* the business to help achieve its vision. It takes a team to make visions into reality; a team made of worker bees, managers and leaders. No one of those parts can be successful without the others.

Analyze

Now that you're thinking about who you may have overlooked as a potential leader, what are you going to do about it? How will you determine if they are interested in a leadership position, or if they have what it takes to be a leader? Is there even a process by which potential leaders can be identified and put into the hopper for development? Do you have a leadership education and training program and budget in place to hone these leaders? If not, why not? What are you waiting for?



Leaders are made, not born. If not already doing so, management needs to provide challenges that will motivate and teach employees to become leaders. Current leadership needs to motivate employees, assess where they are now within the organization, and

where they want to be in the future. Then, help them get there. If you don't already have one, create your leadership strategy in this year's plan and budget. With the looming shortage of quality employees right around the corner, why not capitalize on your homegrown leaders? There is no time like the present to start identifying and developing your leaders of tomorrow.

Strategize

Maurer On The Move in `08

April 24th

The Facilities Show
Navy Pier, Chicago, IL

Topic: *Managing an Age-Diverse Workforce*

April 30th

'Coverings' – Orlando, FL
Topic: *Branding: It's Not Just for Cattle and Major Corporations*

NOTE: If you have questions about an event or topic, please contact Terri at: tlmaurer@maurerconsultinggroup.com

There is no such thing as leading from the top. You LEAD by example every day. It's all about making a difference by daring to be different in a constructive way.

Michael Capellas – CEO of Compaq



While you're planning your training and/or marketing calendar for 2008, don't forget to include Terri Maurer. Two of her most popular programs, "*Managing An Age Diverse Workforce*" and "*The Changing Marketplace: Selling To The Generations,*" were presented to sold out crowds around the country this year.

To bring one of Maurer's educational seminars or training sessions to your region or company, contact Terri directly at Maurer Consulting Group at 330.666.0802 or tlmaurer@maurerconsultinggroup.com.