

Monthly Marketing Morsels

April 2014

A SEASONAL QUESTION FOR OUR FIRST MORSEL OF SPRING...HOW WELL DO YOU MANAGE?

I'd like to share some input with you from recent article in *Harvard Business Review* (**Why Good Managers are So Rare** by Randall Beck and James Harter).

As important as the decision is to hire and work with the right manager (or be the right manager as well), a Gallup poll reveals that companies fail to choose the right person 82% of the time. Gallup concludes that executives continually struggle to unlock the mystery of why performance varies so immensely from one workgroup to another.

The key finding in the article for me was the identification of five key talents of great managers:

- They **motivate** every single employee to take action and engage them with a compelling mission and vision.
- They have the **assertiveness** to drive outcomes and the ability to overcome adversity and resistance.
- They create a culture of clear **accountability**.
- They build **relationships** that create trust, open dialogue, and full transparency.
- The **make decisions** that are based on productivity, not politics.

Keep this list handy. It can be used as a checklist when selecting someone to manage, or to help you manage a project. It is a trigger to provide direction on any project. And it also makes a good checklist for your own performance goals.

The grass is returning. May it not grow under your feet. Happy spring everyone!

Skylimit Marketing's extensive professional experience includes:

- Marketing Planning
- Copywriting for any medium (Print, Broadcast, On-Line)
- Public Relations
- Sales Promotion
- Media planning and buying
- Project management
- Social Media strategy
- Focus Group Facilitator

Jack Cantwell -
CLA Business Person of the Year.

Each client is different.

Each working relationship is different too.

There is no obligation to explore the possibilities.

Call Jack Cantwell at Skylimit Marketing **717-269-0288** for a free consultation.

You can also email jack@skylimitmarketing.com or visit www.skylimitmarketing.com

