

People Matters: Making the Most of Your People



Top 10 tips

1. **Give praise ten times more often than you criticise** - but don't do it through an email. A handwritten note is far more powerful because it demonstrates a personal effort.
2. **Employees can be a great source of potential new recruits.** Incentivise them by paying a bonus 6 and 12 months after the person they suggest has joined the organisation.
3. **You can never achieve good service standards through a set of rules:** You have to trust the people who are delivering the service.
4. **Recruit personalities, rather than skill sets.** Skills can be taught - but personalities are difficult to change!
5. **You get a lot more respect from your team if you are prepared to publicly apologise after you have messed something up.** (If you are so perfect that this never happens, then create a mess-up so you can apologise for it!)
6. **Good technological systems to improve teamwork are developed by everyone involved.** If you expect a supplier to deliver an off-the-shelf solution then you are bound to be disappointed.
7. **The more discretion people have in managing the way they work, the more committed and productive they will be.**
8. **Managers seldom have an accurate view of how they spend their time.** Typically they spend half of their time in meetings and 6% on the phone - but 40% involved in 'unconstructive business'.
9. **A better work-life balance allows people to work more effectively** - and helps your company to attract a higher calibre of staff.
10. **Female customers are far less likely to make purchase decisions based on product or service specifications.** They prefer to buy on trust and relationships, so they make much more extensive use of their contacts to get references and recommendations.

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