

The Development Vessel

People Management

Strengths-Based Management

Think back to the last time you were talking to a friend on an activity you loved. The energy and enthusiasm in your voice were there, the hand motions and gestures were turned up to max and the power within you was moving. Your friend whether she likes that activity or not may not care, at the moment she is entranced. You're great at this activity, and you want to get stronger and show others what you are truly capable of.

Does your job reflect this attitude as well?

The organizations that always outperform always the ones where employees enjoy what they do. Enjoy what they do. Working hard is a part of becoming excellent, but without that passion and fire of a job tailored to your strengths, it becomes extremely difficult to maintain motivation to push yourself to do well. Human beings in nature want to be in situations where they can be the best and become successful. Every individual also has strengths and opportunities in their being, and effective organizations tie in a person's strengths to their role at work.

Focus on building strengths, not dancing around opportunities.

Successful organizations maximize a contributor's strengths. The questions successful executives ask are:

- Do we fully understand what this person's strengths and opportunities are?
- Do this person's strengths align with the job description?
- Are we managing around this person's weaknesses or actively focused on their strengths?
- Do we have others with strengths that can match up with that person's opportunities?

Identifying one's strengths is easy with the amount of aptitude tests available today. A popular one used across corporations is Gallup's StrengthsFinder 2.0 Book which narrows you down to five core strengths and how to maximize them. Once the individual understands what their strengths are, they can communicate it to their bosses, peers and family to be effective in work and in life.

The difference between an "average" performer and a "high" performer is how close their strengths match the job description. One who loves to meet and communicate with new people and is placed into a technical job behind a desk may not do as well as someone that enjoys analytical data and the logic that comes forth. Likewise, an engineer whose strengths are analysis and strategy may have a difficult time in sales where events can change in a moment's notice. Matching associates properly to their jobs will not ensure high performance; however, once that associate begins to become better by utilizing his strengths, he will become exponentially better.

For associates current in their role, managers can look on and ask "Are we managing around this person's weakness more so than their strengths?" People do not always leave jobs because they hate the company, they leave their jobs because they cannot utilize their strengths. Is the associate underperforming because she cannot work as well as the others, or is she just in the wrong role? Are their spots within the organization we can place her so she has the opportunity to excel? A manager who spends the majority of her time trying to incrementally improve on opportunities is ineffectively wasting her time; she needs to work on building strength that increases exponentially.

Finally, once an associate is placed properly, a manager can then look at matching up peers. One who has a strength in action and bouncing between different projects may have a weakness in organization and time-management. Pairing an associate that is strong in organization, analysis and time-management will help round out the team with both contributors working effectively.

Once all the pieces of the puzzle are in place, instead of managers fighting to fix opportunities, associates will actively build upon their strengths and maximize their contribution to the organization.

Jorrian Gelink

Peter Drucker Quote of the Month:

"My greatest strength as a consultant is to be ignorant and ask a few questions."

Web 2.0 Company Profile and Business Benefit

SlideShare



What is It?

An online network designed to upload and host your PowerPoint presentations for the world to see

Business Tips

Upload business documents for clients to read and review, post monthly newsletters

Add audio to your slideshow to create a webinar presentation: help others follow the presentation

Leave some open-ended questions so the viewer can contact you directly for more information!

Follow me on SlideShare:
[Jorrian Gelink](#)



Focusing on the Customer Experience

From 2002 – 2006, new cell phones were the must-have commodity. Hardware manufacturers kept churning out better and faster models, when Motorola upped Nokia, Nokia had to fight back. The Sony Ericsson was released as a phone with superior features and functionality changing the landscape. Motorola releases one of their best selling phones in a decade: Motorola RAZR. This phone was smaller, had a better camera and had technology crammed into it. Research-in-Motion is focused on businesses releasing multiple models of Blackberry phones. The wireless companies such as Verizon and AT&T were also innovating and coming up with more options and features for these multimedia –driven phones.

Then in 2007, Apple, a company known for developing easy-to-use computers and software released the iPhone.

Steve Jobs walks on stage to begin the Apple Keynote presentation. Is he going to start ranting and raving about how high end the processor was in this phone? Or the materials used to construct the shell? Maybe he'll go over how it has a better camera than its competitors.

Steve doesn't do any of the above; **he demonstrates how to operate the phone.**

The audience watches in amazement on how easy to use the large multi-touch screen is. They gasp as the phone is tilted sideways and the photo they were looking at also turns sideways. They clap at how easily accessible the new Visual Voicemail is and give a standing ovation on not only how advanced the phone is, **but much enjoyable and easier to use than every other phone in the market.**

In the end of 2009, Apple's iPhone gained 10% worldwide market share in the cell phone market. From 0% in 2007 to 10% in 2009 from a company that's core is not building cell phones, but creating an experience.

Looking at your company's mission, there should be an underlying message regarding the customer's experience. Any business without customers is just a hobby. Apple's mission is to build the best personal computing experience. Disney's mission statement is to "make people happy". Toyota's is to be "the most satisfying ownership experience in America". These three have different customers, but they all make sure to communicate what their mission is through the development of their products or services.

The next time your organization presents a product or service, think of the experience it will create and how it will help your customer live in a better world today.

Jorrian Gelink



Jorrian Gelink is leadership coach and "management architect" in the continuous study and analysis of modern management. Providing free resources such as his non-profit management consultancy site, Jorrian.com, Jorrian wishes others to achieve a higher level of excellence and understanding in the field of management within their industry.

Following Peter Drucker's work (the father of management), Jorrian adapts Drucker's ideas and effectively teaches it out to others in a format that is actionable and up to date to current events. Jorrian Gelink wishes to be a thought leader in management and leadership throughout his career and share his wealth of knowledge with everyone!

Feel free to add me to these Online Profiles!

[LinkedIn](#) - Jorrian Gelink

[Twitter](#) - Jorrian

[Facebook](#) - Jorrian Gelink

[FriendFeed](#) - Jorrian

[Delicious](#) - Jorrian

