

**NAMM<sup>®</sup> | U**



Grow Your Business





## The Problem Of Control

1. We all want it
2. It doesn't exist
3. It limits our potential to grow



## The 3 Deadly Sins of **Control**:

If I let go,  
they will  
screw it up.

FEAR

I feel bad  
making  
someone else...

GUILT

I'm the only  
one who can  
do it right.

PRIDE



## The Problem Of Control

**You might just be a control freak if...**

1. Your company isn't growing.
2. You are always stressed out.
3. You can't leave for a week without things falling apart.
4. It seems like everything depends on you.
5. You can't keep good team members around.



## The Problem Of Control

### Learn how to empower your team and...

1. Your company can start to grow.
2. You can experience less stress.
3. You can leave for a week without things falling apart.
4. There are more people helping make important decisions.
5. You can keep good team members around.



# 4 Ways To Empower Your Team

1. Define The Win



## 4 Ways To Empower Your Team

1. Define The Win
2. Delegate Authority



## 4 Ways To Empower Your Team

1. Define The Win
2. Delegate Authority
3. Choose To Trust



## 4 Ways To Empower Your Team

1. Define The Win
2. Delegate Authority
3. Choose To Trust
4. Create Shared Accountability



## 4 Ways To Empower Your Team

- 1. Define The Win**
2. Delegate Authority
3. Choose To Trust
4. Create Shared Accountability



THE TROUBLE WITH NOT HAVING  
A GOAL IS THAT YOU CAN SPEND  
YOUR LIFE RUNNING UP AND DOWN  
THE FIELD AND NEVER SCORE.

— *Bill Copeland* —



## Involve Your Team in Goal Setting

- The moment I hand you MY goal, it becomes YOUR quota.
- Front end involvement yields back end **commitment**.
- Set S.M.A.R.T. and/or H.A.R.D. goals



NAMM<sup>®</sup> | U



Grow Your Business



*Break up your big goals into smaller 'first down' goals to keep your team motivated and on track.*

**NAMM**® | U



Grow Your Business



**Celebrate Victories  
With Your Team  
Regularly.**



## 4 Ways To Empower Your Team

*“What’s **rewarded** is **repeated**”*

*“What’s **rewarded** is **repeated**”*



## **4 Ways To Empower Your Team**

### **3 Easy Ways to Celebrate Victories:**

1. Pizza Party/Meal/Event Tickets
2. Bonuses/Gifts/Time Off
3. Public Affirmation/Awards



## 4 Ways To Empower Your Team

1. Define The Win
2. **Delegate Authority**
3. Choose To Trust
4. Create Shared Accountability

NAMM<sup>®</sup> | U



Grow Your Business

IF YOU DELEGATE **TASKS**, YOU CREATE **FOLLOWERS**.  
IF YOU DELEGATE **AUTHORITY**, YOU CREATE **LEADERS**.

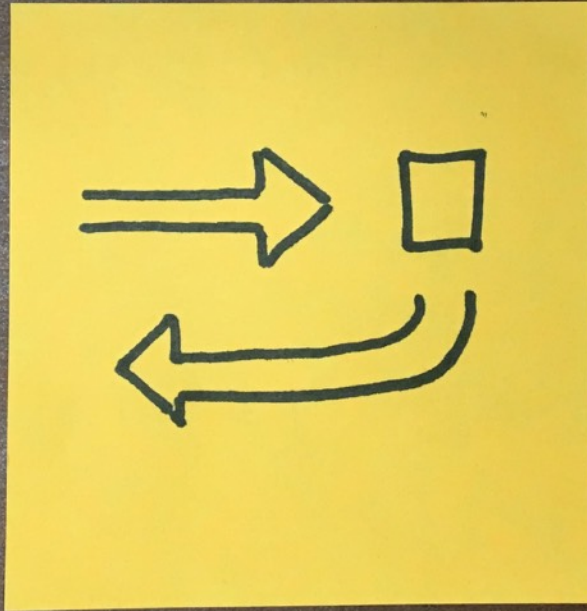
-CRAIG GROESCHEL





## Manager

delegates  
task  
“square.”

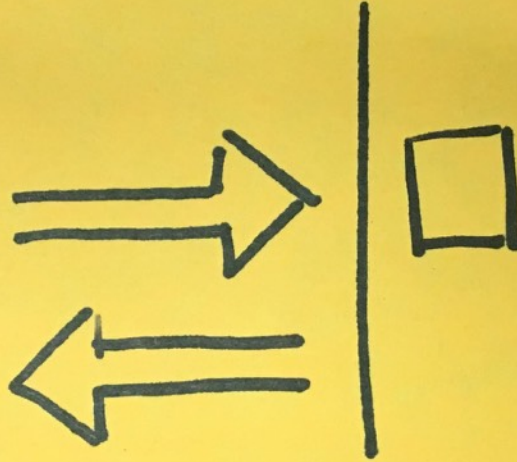


## Follower

completes  
“square” and  
returns for  
further  
assignments.



**Manager**  
delegates  
task  
“square.”



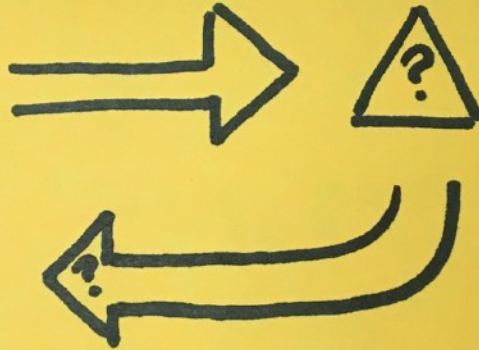
**Follower**  
hits a barrier  
and returns to  
you without  
completing  
“square.”



## Manager

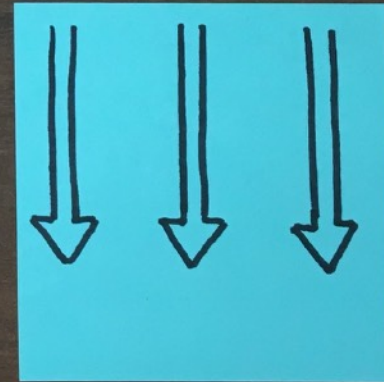
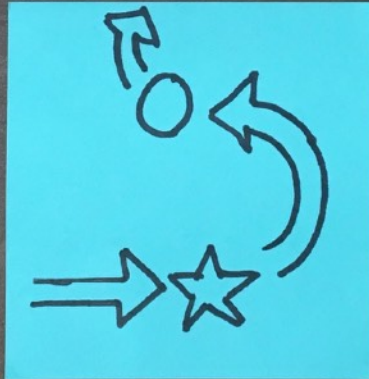
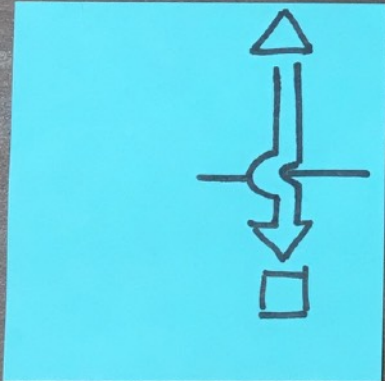
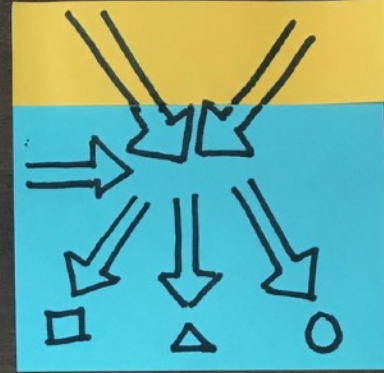
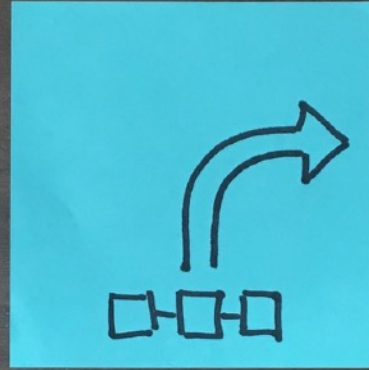
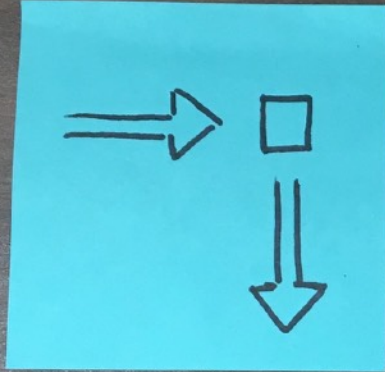
delegates  
task

“square.”



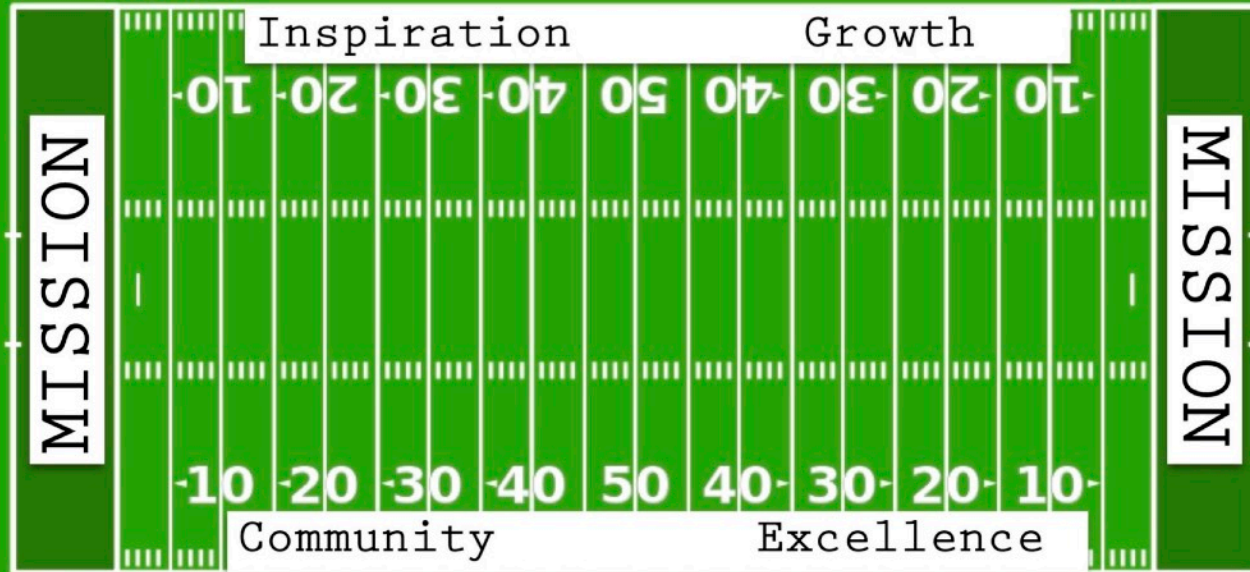
## Follower

sees “triangle”  
and doesn’t  
know what to  
do, returns  
with question.





**VALUES** define what is in bounds and what is out of bounds so your team members know where they are allowed to make the call.





# The Delegation Tree



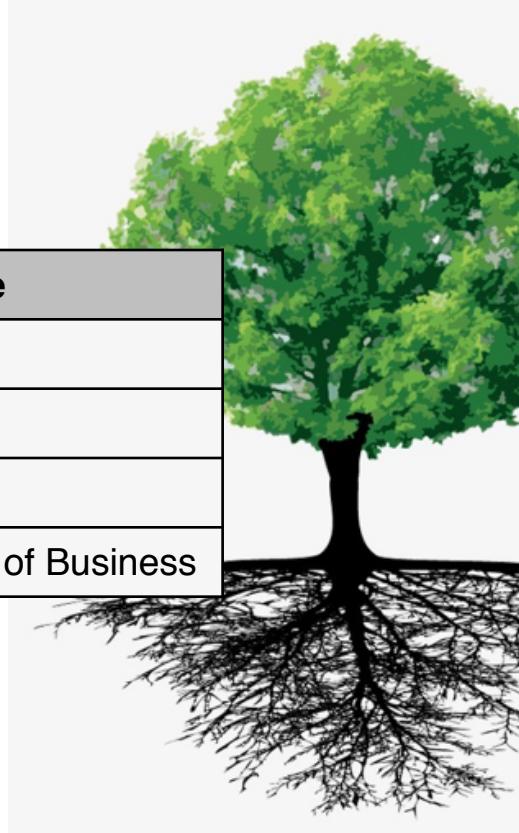
*Susan Scott - Fierce Conversations*



# The Delegation Tree



Level	Team Member Role	Manager Role	Example
<b>Root</b>	Advise	Decide	Location of Business



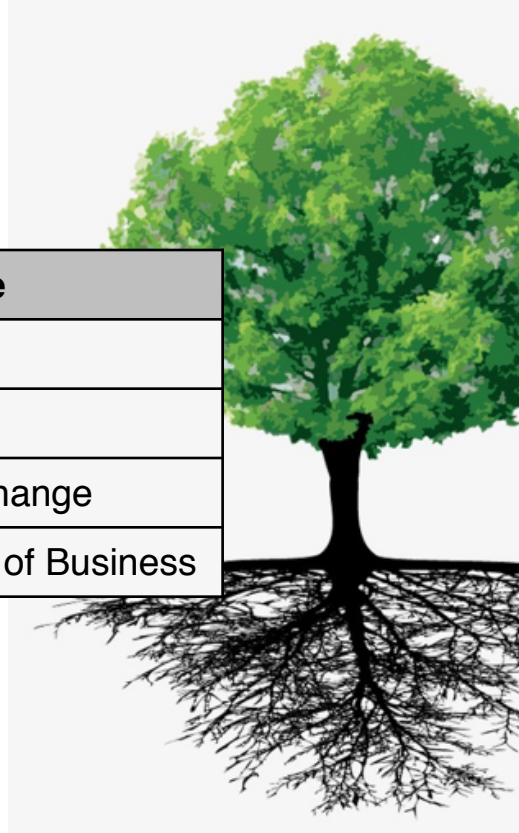
Susan Scott - Fierce Conversations



# The Delegation Tree



Level	Team Member Role	Manager Role	Example
<b>Trunk</b>	Decide/Inform/Act	Approve	Policy Change
<b>Root</b>	Advise	Decide	Location of Business



Susan Scott - *Fierce Conversations*



# The Delegation Tree



Level	Team Member Role	Manager Role	Example
<b>Branch</b>	Decide/Act/Inform	Know	New Line of Retail
<b>Trunk</b>	Decide/Inform/Act	Approve	Policy Change
<b>Root</b>	Advise	Decide	Location of Business



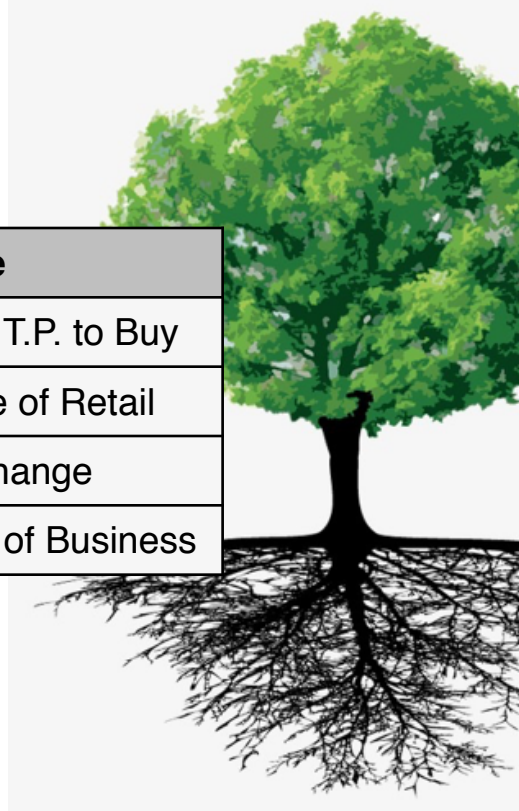
Susan Scott - *Fierce Conversations*



# The Delegation Tree



Level	Team Member Role	Manager Role	Example
<b>Leaf</b>	Decide/Act	None	Brand of T.P. to Buy
<b>Branch</b>	Decide/Act/Inform	Know	New Line of Retail
<b>Trunk</b>	Decide/Inform/Act	Approve	Policy Change
<b>Root</b>	Advise	Decide	Location of Business



Susan Scott - *Fierce Conversations*



## 4 Ways To Empower Your Team

**“YOU DECIDE”**



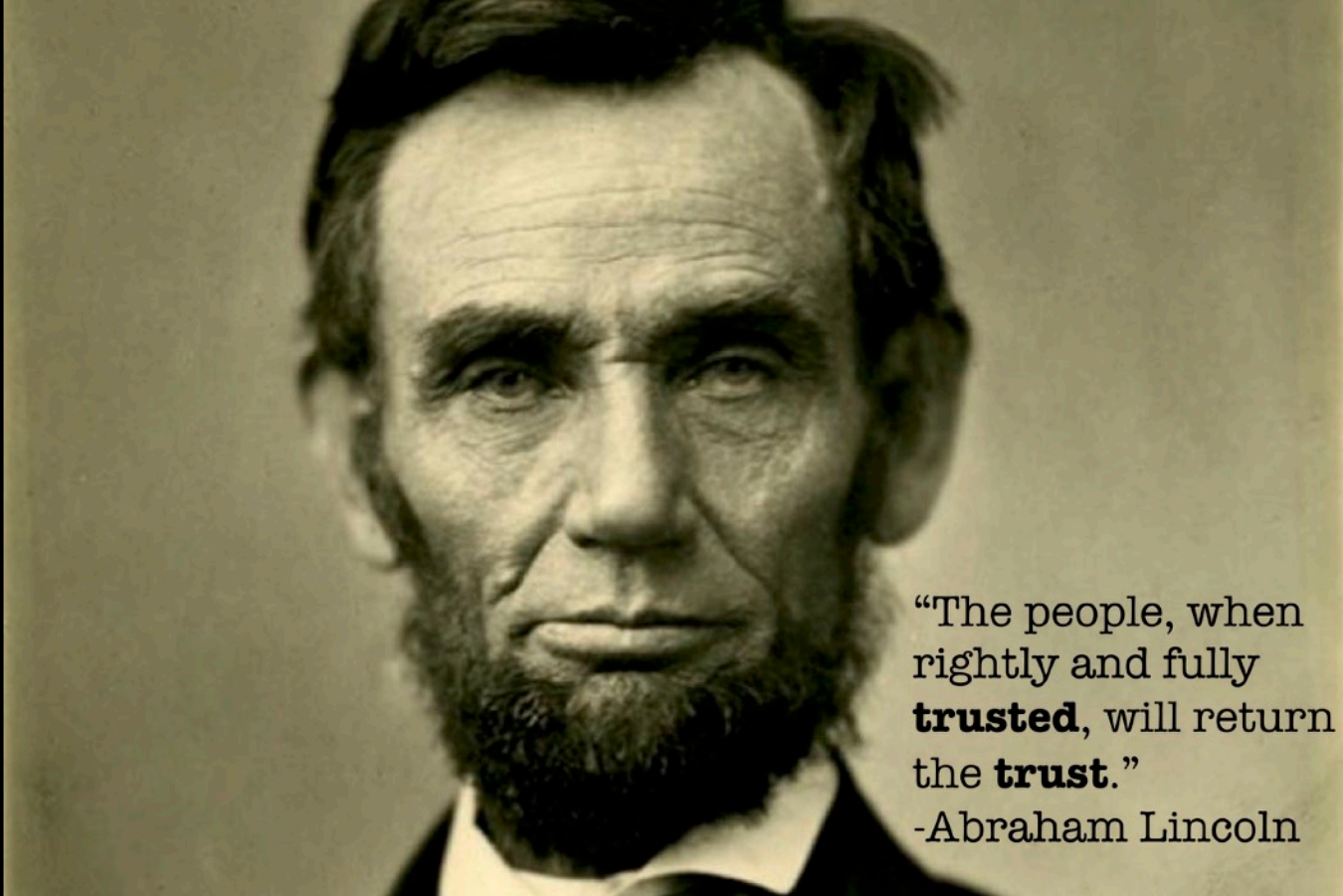
## 4 Ways To Empower Your Team

1. Define The Win
2. Delegate Authority
- 3. Choose To Trust**
4. Create Shared Accountability

NAMM<sup>®</sup> | U



Grow Your Business



“The people, when  
rightly and fully  
**trusted**, will return  
the **trust**.”

-Abraham Lincoln



## 4 Ways To Empower Your Team

“In the context of building a team, **trust** is the confidence among team members that their peers’ *intentions* are good, and that there is no reason to be protective or careful around the group...”

- *Patrick Lencioni - The 5 Dysfunctions of a Team*



## 4 Ways To Empower Your Team

“This description stands in contrast to a more standard definition of trust, one that centers around the ability to predict a person’s behavior based on past experience. For instance, one might ‘trust’ that a given teammate will produce high-quality work because he has always done so in the past.”

*Patrick Lencioni - The 5 Dysfunctions of a Team*

**NAMM**<sup>®</sup> | U



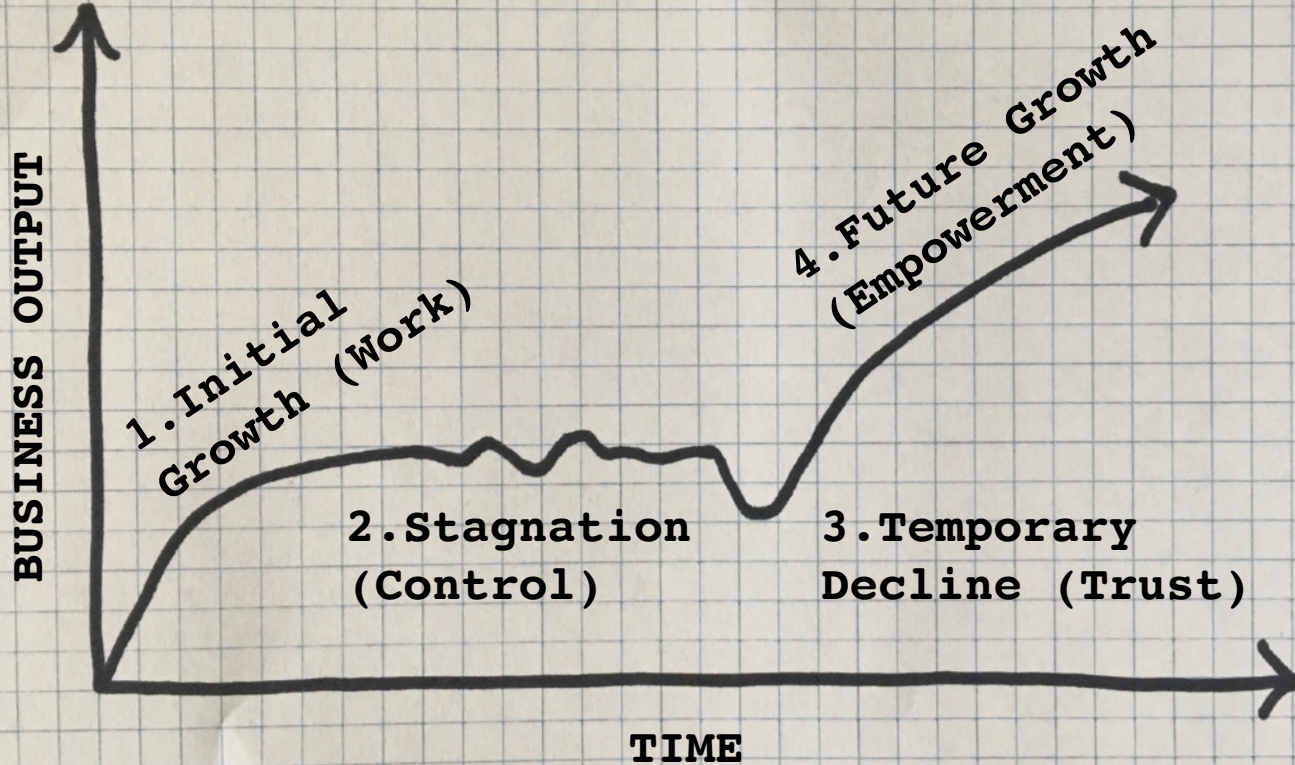
Grow Your Business

**Your best teacher is your  
last mistake.**

Ralph Nader



# PHASES OF BUSINESS GROWTH VS TRUST





## 4 Ways To Empower Your Team

1. Define The Win
2. Delegate Authority
3. Choose To Trust
- 4. Create Shared Accountability**



## 4 Ways To Empower Your Team

### **How lack of accountability hurts your team:**

1. One person's inaction hurts the whole team.
2. Sliding standards impact customer experiences.
3. Lack of feedback from supervisors is demotivating.
4. Failure to achieve goals.



“The best kind of **accountability** on a team is peer-to-peer. Peer pressure is more efficient and effective than going to the leader, anonymously complaining, and having them stop what they are doing to intervene.”

*-Patrick Lencioni*





## 4 Ways To Empower Your Team

### Creating Shared Accountability is S.I.M.P.L.E.

**S**et Expectations

**I**nvoke Commitment

**M**easure Progress

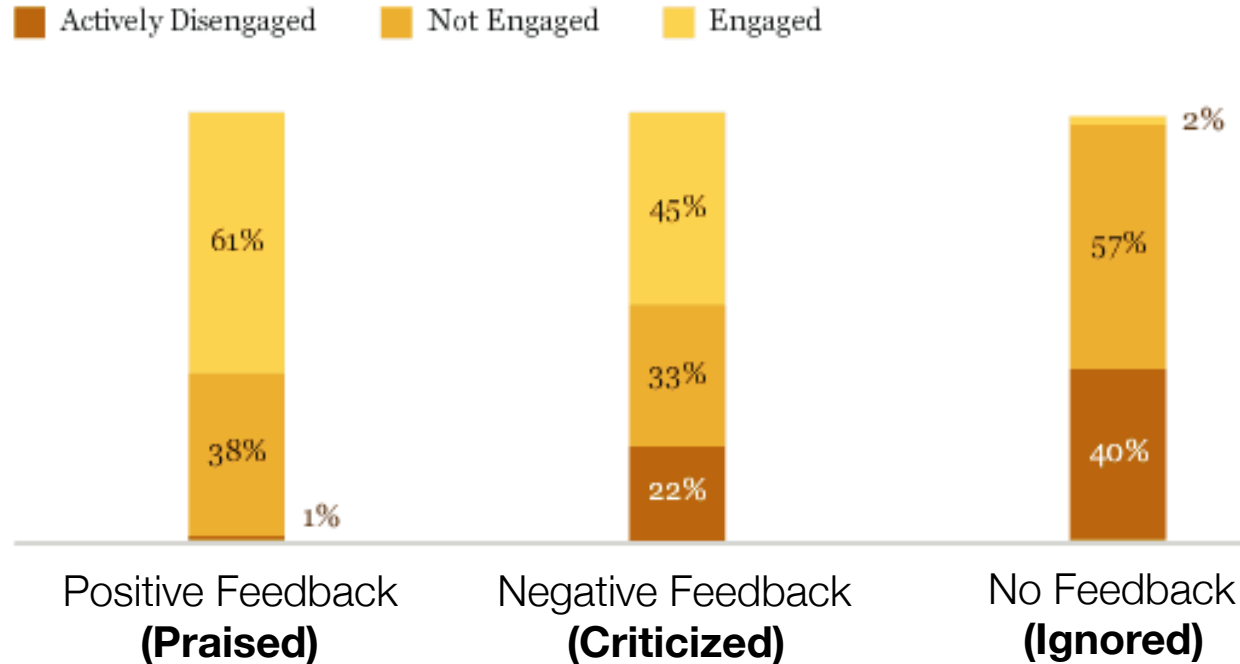
**P**rovide Feedback

**L**ink to consequences

**E**valuate Effectiveness



# 4 Ways To Empower Your Team



## Increasing Engagement:

2009 Gallup, Inc poll of 1,003 US employees on their engagement vs supervisor's dominant feedback style.



## 4 Ways To Empower Your Team

“...customers suffer when they are served by disengaged employees and consequently flee in droves.”



## 4 Ways To Empower Your Team

1. Define The Win
2. Delegate Authority
3. Choose To Trust
4. Create Shared Accountability



## 4 Ways To Empower Your Team

### **“So what, Will?” (What’s at stake?)**

- Your bandwidth/stress level/sanity
- Your team members’ morale
- Your customers’ experience
- Your company’s future



## 4 Ways To Empower Your Team

### 1st Step Towards Empowerment:

#### **Ask your team for help.**

- “What would you like to learn how to do?”
- “Would you say I lean toward praise, criticism, or neither when it comes to giving feedback?”
- “What kind of feedback can I give more or less of?”
- “What part of our goals are you the least clear on?”
- “How would you like to be rewarded for significant performance?”

**NAMM**® | U



Grow Your Business

**“LEADERSHIP AND LEARNING  
ARE INDISPENSIBLE  
TO EACH OTHER”**

**~ JOHN FITZGERALD KENNEDY**





## **Leadership Resources: Books**

1. The E Myth Revisited (Michael Gerber)
2. EntreLeadership (Dave Ramsey)
3. The 5 Dysfunctions of a Team (Patrick Lencioni)
4. The Ideal Team Player (Patrick Lencioni)
5. Good To Great (Jim Collins)



## **Leadership Resources:** Podcasts

1. The EntreLeadership Podcast
2. Andy Stanley Leadership Podcast
3. Craig Groeschel Leadership Podcast
4. The Tim Ferris Show
5. Invisibilia



Please rate the session you just saw on the NAMM App.

Choose the session, look for the clipboard and enter your review.



Thank you!