



Sagency

THE GROWTH-MINDED

LEADER'S PLAYBOOK

If you've ever thought that everything would just "click" for your organization after you hit a major milestone, you've probably experienced the range of emotions that accompanies the peaks and valleys of performance. The elation from reaching a new revenue record or market share goal eventually turns into confusion and even disorientation as struggles return to challenge your team.

Even if you feel like you're doing everything right, it can be difficult to get off the roller coaster and start really winning. Investing in your team, and the way you approach struggles, productivity, communication and planning, will create greater bottom line results in your business.

What will following the playbook do for you?
Quite simply, it's *Better Results. Less Frustration.*

Here's what that means in concrete terms:

- » Fewer mis-hires and fewer resources spent on turnover
- » Leadership team unity, clear vision, strategies, and increased accountability
- » Consistent achievement of challenging goals
- » Development of leaders who are prepared to coach the next great leaders at any level
- » Happy, engaged, productive employees who have a personal stake in helping your company succeed
- » Increased customer and employee retention
- » More time for what matters most, both personally and professionally

Throughout our work, we've identified six key elements that directly impact your company's health, growth, & bottom line. We call it the **Growth-Minded Leader's Playbook**.

We're sharing it with you, so that you know how to prepare your organization to reach new heights.

Create a culture
where everyone
knows and **does**
was it takes to
win as a team.



Along with each key element, you'll find a checklist of opportunities for maximizing your organization's capabilities in that area. To get a baseline, go through the checklist associated with each element. This will identify your opportunities for maximizing growth potential.

Once you've identified what you're already doing, the opportunities for improvement become clearer. Just don't underestimate the power of this exercise because of its simplicity.

Addressing and checking off even one more box can give you an incredible return on investment.

1 Dream Team



Getting the Right Talent

According to a three-year study of over 5,000 hiring professionals conducted by Leadership IQ, 46 percent of new hires fail within 18 months on the job. Why? Because traditional hiring methods do not provide a complete or accurate assessment of a candidate's potential. Intensifying the challenge is that many businesses aren't attracting top quality candidates for their open positions. Finding exceptional talent that is also a great fit for your culture can feel almost impossible. **Are you doing the right things to build your dream team?**

Let's Take Inventory:

- Do you have a process for clarifying roles and performance metrics before making a key hire?
- Do you use job benchmarking to fully understand exactly the type of person and skills necessary to excel in each open role?
- Do you use a reliable, science-based assessment to ensure the people you hire are a great fit for the culture and role?
- Once you realize someone on your team is not the right fit, do you take decisive action?
- When you have a job opening, are you regularly interviewing candidates who are clearly in the top 10% of their skill set?
- Do you have an effective system for engaging passive candidates in conversations about roles within your organization?
- Do you know what turnover is costing your company both in opportunities and hard costs?

If you left any of the boxes above unchecked, you have an opportunity to make a big impact on your hiring process.

Get in touch to discuss how you can use Sagency's strategic approach to find and evaluate talent and build your dream team. Contact us today at **888-877-4651** or **info@sagencytalent.com**

2 Clear Playbook



Unity, Vision, and Strategy

Strong, cohesive leadership is the bedrock of enduring, healthy organizations. Beyond growth of the bottom line, quality of leadership has been linked to well-being, a climate of safety, employee engagement, organizational performance, and more. But, in addition to high-functioning individual leaders, healthy organizations need a leadership team that is unified.

Leaders must be clear and in agreement on their "North Star". They understand the fundamental reason the organization exists, live out the values, and implement core strategies to guide the way.

Let's Take Inventory:

- Does your leadership team operate from the same strategic playbook to keep the organization focused on the activities that are most profitable and impactful?
- Do members of your leadership team trust each other, commit to excellence, pay close attention to results, and hold each other accountable?
- Do leaders intentionally over-communicate to avoid confusion?
- Do members of your leadership team feel comfortable or empowered to say no, engage in healthy conflict, or disagree?

If you left any of the boxes above unchecked, it's time to get crystal clear about where your leadership team, and ultimately your organization, is headed and how to get there.

Sagency can help an organization articulate the culture, purpose, core business, visions, and strategic filters to get everyone on the same page, and increase impact and profits.

Contact us today at **888-877-4651** or info@sagencytalent.com

3 Execution



Crushing Strategic Goals

Once leaders in healthy organizations have developed a clear and concise playbook, they must communicate and implement those plans. This is where team members can feel a surge of frustration, because each team member may be compelled to implement differently, or on varying time frames. Prioritization, clear expectations, and tracking progress will not only keep the team accountable, but will lend more confidence in the execution of your strategies.

How does your organization stack up?

Let's Take Inventory:

- When you look at your organization's to-do list, would you classify most of the items as "wildly important"?
- Is your list of wildly important goals limited to two or three items at a time?
- Do each of those goals have a clear outcome, and target date attached to them? (Ex. From X to Y, by when)
- When a new idea comes up, are you strict about keeping focused on the two or three goals already in progress, instead of immediately putting another initiative into the mix?
- Do your smaller initiatives (sub-goals) directly support and ensure the success of your two or three wildly important goals? (Alignment is not enough.)
- Could your team tell you, at any given moment, whether they are winning or losing at their goals that day?
- Are team members focused on today's activities that will directly impact goals, or are they focused on the results from yesterday?

***Concepts in "Execute to Win" are based on Franklin Covey's "The 4 Disciplines of Execution".**

If you left any of the boxes above unchecked, you have an opportunity to grow your impact in profits through disciplined execution. Contact us today at **888-877-4651** or **info@sagencytalent.com**

4 Succession Strategy



Investing for Today and Tomorrow

Succession planning is an important part of a successful organization's strategic plan. As such, great succession strategies incorporate the vision of the organization's future, while strengthening the organization in the present by developing its most valuable resource; its high-performing employees.

The stakes for getting succession right are enormous.

Organizations that develop their next generation of leaders through coaching and leadership skill development have a distinct competitive advantage.

Let's Take Inventory:

- Are you confident that there are individuals ready to take over each key role should they be vacated?
- Have you identified the individuals who should be developed for key roles in the future?
- Is your succession planning done in a way that enhances the performance of individuals in their current roles while preparing them for expanded responsibility?
- Have you over-communicated about succession planning to improve retention and reduce misunderstandings and hard feelings?

If you left any of the boxes above unchecked, you have left your organization's future vulnerable when a vacancy occurs in key roles.

Sagency's succession planning services will help you get the most out of your workforce now, while preparing individuals to transition into roles of greater contribution in the future.

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5

Great Coaches



Developing Strong Leaders

The research is clear: A leader's ability to engage and coach employees is the single greatest factor in realizing a team's potential. And yet most managers only receive a fraction of the talent, skills, loyalty, and spirit their team members have to offer. And why is that? Because most leaders aren't properly equipped for the great responsibility of leading people.

It may be tempting to put leadership development on the back burner in favor of more pressing short term goals or putting out the most recent fire... but you'd be missing an opportunity to secure your organization's future success. Once YOU begin to invest and grow your staff, you then need to help THEM invest and grow THEIR staff. It can't stop with you. So how does your organization stack up?

Let's Take Inventory:

- Do you know the level of engagement and fulfillment of your workforce?
- Do you have a system for selecting managers who have the capacity to motivate and engage their people?
- Do you have a system for creating more effective leaders and managers within your organization?
- Are managers and leaders provided coaching regularly?
- Do managers and leaders coach regularly?
- Are managers and leaders trained and equipped to become great coaches?

If you left any of the boxes above unchecked, you have an opportunity to make a huge impact on your organization's success, both now, and for the future.

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6 Winning Culture



Building a Winning Tradition

Not every team knows how to win. It's as true in business as it is with sports teams. Having the best talent is not enough. It's a good start, but creating a strong culture is the best way to experience high levels of performance year after year.

Let's Take Inventory:

- Have you codified your culture so every employee knows what behavior is expected of them?
- Do you keep score at the company-wide, department, and individual levels?
- Are you confident that all employees understand, and are motivated by, the organization's core purpose and vision?
- Do all team members hold themselves, and each other accountable for commitments and results?
- Does each team member have clear goals and do they understand how their goals impact the success of the company?
- Do you continually seek the results of projects, or activities, evaluating for areas of improvement?
- Do teammates trust each other enough to be vulnerable, ask for help, admit mistakes, and ask questions?
- Are conflicting issues addressed with proactive, transparent, and kind conversation?

If you left any of the boxes above unchecked, you have an opportunity to clarify your company's vision, culture, and the specific behavior required to WIN.

Ready to unlock the potential in your culture? Contact us today at [888-877-4651](tel:888-877-4651) or info@sagencytalent.com

If you were unable to check all the boxes on this game plan and you are ready to do what it takes to build a great and enduring organization, give us a call at [888.877.4651](tel:888.877.4651) or email us at info@sagencytalent.com.

