



# Business Builder

Tips & Techniques to Help Your Business Grow

## People Do What Their Leader Does

By: Irwin Pollack

People take clues from their boss. The leader sets the tone and the standards. Over time, the team, the department, the office and the store will begin doing what the boss does.

So, if you're always late, expect your staff to start showing up for work late. If you're sloppy and don't put things back when you're finished with them, expect your staff to do the same. If you are dishonest and lie to customers, your staff will become a group of people who think lying to customers is the normal way to conduct business.

But, there is some good news. Your staff will also mimic the "good" things you do as well.

If the boss gets to work on time, the staff will try to do the same thing. If you clean up after yourself, your staff will begin to mimic your cleanliness. If you're polite to customers (and to your employees), it's amazing how the workers in your store will be pleasant and courteous to the people who visit your business.

If the boss allows "C" performance, average performance is what the boss will get. But if the boss strives to produce a superior product, provide excellent service and treat people with dignity, then the people under him/her will do their best to excel as well.

There's a reason why they call the boss the "leader." You set the standard for everyone under you. Are you setting a standard of excellence in your business?

For more business tips, visit our website  
[www.wgra.net/business\\_builder.htm](http://www.wgra.net/business_builder.htm)

