

Hello there. Thank you for joining me. My name is Theresa Cantley and I am a Business Growth Strategist and Resilience Expert, Resilience Specialist, and I work with small business owners to help them to scale their business by building processes. And I wanted to talk today, I get this question a lot from my clients that I work with one-on-one or people that just ask questions, but people ask this question a lot, and it has to do with centered around employees and getting your employees to uplevel what they're doing. Getting their employees to do their job even better. And as I said, I get this question a lot, especially right now with everything that's going on. People are just kind of all over the place as far as shutdowns that have happened, things that are different now with unemployment, and just things that are just going on in general. Okay.

I know it has impacted a lot of businesses and it has impacted a lot of the performance of employees in businesses. And the thing that I always tell people is, "There is no magic to this. There is no magic answer," but one of the biggest things that I find when I work with business owners or managers of teams, the biggest thing that I find is there are no processes set up to set their employees up for success. In fact, I had a conversation with one of my clients recently where they kept going through employee, after employee, after employee in specific positions and when we started digging into things, we realized that they needed to fix some of the processes they have related to their employees.

So, the three things that we want to make sure that we have, the three processes because here's the thing. When we talk about building a resilient business, one of the big things or two of the things that you want to have in your business protected are number one, your employees. Okay. And number two, you want to make sure that you have processes in place so you can pivot and you can communicate and connect with people should things happen, excuse me, should things impact your business.

So, the three different types of processes that you want to make sure that you have in your business as it relates to employees so that you can help them to elevate what they're doing and really step into their highest potential is number one, a really good onboarding process. So when you have new employees that come in, a really good onboarding process to get them to understand most importantly the purpose of the business, but also their purpose in the greater purpose of what the business is all about. Also, just understanding key things that makes you, you. Your business, makes your business different. Okay. And just key things that they need to know so that, again, they understand really what the business is about. It's not just about the product. It's not just about the service. It's about much more than that. So that's the first one.

The second one that you want to make sure that you have is an education process. Okay. And this is your training. How are you going to you train people on what it is that you do and how you do it so that they can do it the same way? And that's one of the ways that we can get our business to function when we're not there is to teach people how to do it the way that we would do it, okay, and to really understand what it is that you need to have done. I see this time and time again where people want their employees to do things, okay, and they have a certain expectation and they get super disappointed when they don't do it the way that they want it done, but the thing is that there is no process set in place to set them up for success so that they can do it the way that you want it done.

So, making sure that you have some kind of education process, training process, that you're consistently teaching them things, whether it's about the people that if you own a retail store, whether it's about the artisans or the people that make the products that you sell, if you're a restaurant, maybe it's about the dishes that you're making. Okay. What goes into them? Is there any particular story behind it with the recipes that you're using? Whatever it is. But making sure that they understand and they have that education piece so that they can take ownership of their role.

The third thing is the elevation piece. This is where they can really take all of the things that they're learning from the onboarding process, and the education process, and their own skills, and start to have greater mastery of them. This is the piece that a lot of people miss. Okay. They might have the onboarding process, they might have the education process, but then there is nothing in place to continuously elevate their employees' knowledge, skills, ability, and create that super exciting experience that employees want to have so that you can continuously attract really good employees.

So, it's the piece that a lot of business owners miss because everybody's so focused, and it's the same thing with customers, we're so focused on getting new customers, new leads, and then new employees, but then what do we do to continue to take care of them? What do we do to continue to connect with them? What do we do to continue to develop that relationship? So that elevation piece is super important to take that ownership of whatever they're doing and really grow it. Okay. It also becomes key if you are in the stage of your business where you want to scale it. Okay. You want to scale it beyond where you are right now. You want to really step into being that visionary CEO, that visionary leader, and not just a business owner.

So, if you are struggling with your employees, if you are struggling to motivate them, like I said, right now, there is so much external stuff coming into our businesses, whether it be the changes with payroll, the changes with unemployment, the PPP loans, the closings, and the openings, and the shifts, and the whatnot. Plus add that layer of everybody trying to get vaccinated and trying to stay healthy. There's a lot. There's a lot that people are dealing with. And you have to remember that as leaders to really understand that there's a lot coming into the business, a lot that is impacting people. So the more we can connect with them and put these processes in place, the more they will be able to excel, and feel better, and feel like they're coming into a place that they don't just work at, but they can thrive at. Okay.

So I hope this helped you. Remember, three processes that you want to have to make sure that you are helping to create that space so that your employees can rise to their highest potential and be a part of that greater vision of helping you to build the business that you want.

So, anyway, I hope you have a great rest of your day. Also, I have a free MasterClass coming up. Every month, I do a free MasterClass. They're an hour long, and this one in particular is all about processes. So, if you want to know more about this MasterClass, it's ... I know when we say processes, people cringe, but we are really going to dig into how you can grow your profitability and your revenue, as well as attract better people by understanding the processes that you need to create in your business to do exactly that.

So, to get more information to register it's next week, February 17th, but to get more information, and register, and join me, you can definitely click the link below, click the link in my bio, and I can't wait to see you there. All right. Have a great rest of your day and I will see you soon.