

## People Matters: Making the Most of Your People



### Top 10 tips

1. **Give praise ten times more often than you criticise** - but don't do it through an email. A handwritten note is far more powerful because it demonstrates a personal effort.
2. **Employees can be a great source of potential new recruits.** Incentivise them by paying a bonus 6 and 12 months after the person they suggest has joined the organisation.
3. **You can never achieve good service standards through a set of rules:** You have to trust the people who are delivering the service.
4. **Recruit personalities, rather than skill sets.** Skills can be taught - but personalities are difficult to change!
5. **You get a lot more respect from your team if you are prepared to publicly apologise after you have messed something up.** (If you are so perfect that this never happens, then create a mess-up so you can apologise for it!)
6. **Good technological systems to improve teamwork are developed by everyone involved.** If you expect a supplier to deliver an off-the-shelf solution then you are bound to be disappointed.
7. **The more discretion people have in managing the way they work, the more committed and productive they will be.**
8. **Managers seldom have an accurate view of how they spend their time.** Typically they spend half of their time in meetings and 6% on the phone - but 40% involved in 'unconstructive business'.
9. **A better work-life balance allows people to work more effectively** - and helps your company to attract a higher calibre of staff.
10. **Female customers are far less likely to make purchase decisions based on product or service specifications.** They prefer to buy on trust and relationships, so they make much more extensive use of their contacts to get references and recommendations.

Taken from an article published by The Sunday Times, July 2004