



The Don Hutson Report

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Are you Leveraging the Power of Your Team?

(For the coming issues of The Don Hutson Report, be sure to check out our special offers at the end of the newsletter. Most are complimentary.)

If you are a manager or entrepreneur and you don't feel as though you are as successful as you want to be in leveraging the skills and talents of your team members, **YOU** have not reached your full potential! Let's talk about how we overcome this obstacle to the level of accomplishments you need to achieve – *even in a tumultuous business environment.*

When recently creating my *WRITE YOUR BOOK!* Program, I devised a formula for success for my participants. When preparing to write this issue of The Don Hutson Report, it occurred to me that this formula will work well for team improvement in any business or organization, so I wanted to share it with you. Here's the *Don Hutson Formula For Success*:

(Vision + Skills + Discipline) X Passion = Outcome

Component explanation:

1. **VISION** – The Bible tells us that with no vision the people perish; we were all created to be a success machine, but we must stretch, grow, learn and visualize progress to fully succeed. One of the most important parts of your job is to coach, train, and encourage your team members to be all they can be. The first step in this regard is for you to make certain that *they* are aware of *your* Vision – and they let you know that they “buy-in” to it. This will help them establish their personal *Vision* for action and results.
2. **SKILLS** – None of us can perform beyond our skill set or intellect. Another key responsibility we have as leaders is to give our people all of the professional training and motivation tools they need to succeed – especially the best and most current practices and skills that apply to your marketplace.

3. **DISCIPLINE** – Thoreau said “Motivation is the pull of anticipation and the push of discipline”. *Discipline* is the commitment to follow through in a timely manner with the unyielding determination to gain desired results. You can be a force in the development of sound discipline habits among your team members – *especially when you lead from the front and set a positive example!*

4. **PASSION** – Also known as “Fire in the Belly”, *Passion* is the inspiration to get it done! Passion coupled with inspiration to win can propel anyone to greater heights of accomplishment. Another responsibility of the manager is to inspire team members to reach down deep and grab the rest of their destiny! It can be a by way of a “*You can do it!*” one-on-one coaching session as a part of their formal training, or it can take the form of a simple suggestion that can inspire them to do all it takes to increase their *Passion* along with improving their performance. Again, leading from the front by expressing your Passion sets a goal for all to try to achieve. *Passion* is the great force multiplier!

5. **OUTCOME** – Outcome is influenced by processes. That is the reason why your leadership impact is so critical. Coaching our team members is, first and foremost, the internalization of positive habits for desired results. We need to work every day to instill and reinforce solid beliefs, encourage productive behaviors, and expect impressive results.

Leveraging, in this context, implies the exertion of effort for gaining maximum results from a person, situation or opportunity. Here are some suggestions for leveraging your team members’ potential:

1. Have a discussion with them about their “Relational Capital” (who they know and are trusted by), and how they are leveraging this powerful asset for the good of the enterprise.
2. Investigate their follow-up routine to be assured that it is prompt and effective.
3. Have at least quarterly meetings with each team member to see that their action plan for the year is indeed taking them toward or beyond their performance goals.
4. Use the deviation principle for motivation and reinforcing expectations for each team member. For example; “*Megan, I think you are doing a good job and I want to thank you for your effort. Considering what you have accomplished so far, I’m convinced that you have just scratched the surface as to what you could be doing! So, keep increasing your passion for our team effort and let’s see how much more you can*

achieve going forward.” This personal touch instills confidence and engenders another level of commitment.

5. Manage people in mass regarding policies and procedures so that they will all feel they are being treated equitably. But manage them individually when it comes to getting the most out of them and their efforts. We need to do *Strengths, Weaknesses, Opportunities and Threats* (SWOT) analyses with each staff member just as we do with our company. No two people are just alike, so it is up to us to orchestrate efforts that can generate the best results from each.

Try these team-building ideas. They can produce the provable results that leveraging the talents of each team member makes possible. Improvements in individual as well as overall organizational performance will follow.

I suggest that you try using the Don Hutson Formula For Success as outlined above to determine if this equation makes sense for you and your group.

(Vision + Skills + Discipline) X Passion = Outcome

At U.S. Learning, we have incorporated many of the issues related to doing business in today’s toxic environment into a brief video. In case you missed it before, you’re invited to watch it by clicking on this link: <https://vimeo.com/454526279>.

Some of the information included here might actually be “close to home” for you and your company. If so, you might want to share this video link with your team members and clients. The message is universal and could generate some thought processes that are potentially beneficial for all.

Have you thought about writing a book? Now just might be the time! Seize the opportunity to learn the process now through my “WRITE YOUR BOOK!” Program.

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