

Hello everybody, Dennis Englebrecht for Digging Deeper. Just want to remind you all to send in your comments, questions, and any ideas you may have for any future blogs, or anything we can answer or help you with.

Today I wanted to talk about adding value to those you serve. When I'm talking about adding value, I'm really talking about really the basics of leadership. As leaders we serve those that are in our charge. What we want to try to do is really add value to the capabilities the enjoyment the spirit, the culture of all of those that are within our charge.

This has come to mind with me a lot lately, largely because of the pandemic. We're confronted with new challenges. Sometimes, we have to try to serve our members without being in person. I'm sure many of you have had some stay at homework policies as well and you've had to deal with remote folks, and that presents a new way, or a new challenge of how you can add value in your interactions with those employees.

When you think about this challenge of adding value, one of the things we may get into as managers is kind of the routine of management. We may add value through some of the meetings we have, for example. We may add value through our job reviews, through our weekly meetings, through other types of things that then become routine. I think routine sometimes can be the enemy of adding value because we get in the routine of checking this box, doing that thing and following sort of a routine that we get into, but in doing so, perhaps we're missing some of the areas where we really could add value to those under our charge.

One of the things I want to do is just sort of present a challenge to you of finding new ways to add value, new ways to figure out how you can help each individual with the areas where they need help, they're not as strong, they need coaching up or training, they need advice, or they need counsel. Those sorts of things. Look for new and better ways to do that.

One of the things that I've done, which has been successful for me during this period is I try to start each day with a value-added challenge. Try to come up with one new idea each day of a way I can add value to the membership, to the folks that we work with. Part of the reason for that is some of the standard ways we add value might not be available to us again, many oftentimes in person not being available to us, but even other things as our world is changing today. You may think about doing that as you probably do a to do list of some time. Add to your to do list, finding a new way each day to add value to each of the people that's in your charge.

Again, this is Dennis Engelbrecht, Digging Deeper.