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## WHY FOCUS ON FRONTLINE LEADERS?

Did you know that poor frontline leadership is a key reason for poor engagement, low productivity, and is also a key factor for employees feeling unhappy, uninspired and less empowered?

Over 60% of frontline team members report a loss of engagement, productivity, and turnover when there is poor frontline leadership.

Many new leaders were great clinicians, or technicians and excellent at what they do. Then they get promoted and then they get no development. There's an orientation or induction for new parents, pre-natal classes for new parents, marriage counselling for "nearly wed" couples, months of training before someone puts you behind the wheel of a car, train or airplane and in many areas of life where you do something new there is support or a way to learn how, but not often with leadership.

Leading for first time is one of the most significant psychological and emotional shifts in your career - it's totally different to individual contribution.

And if you're a frontline manager or leader then you lead more frontline team members than any other managerial level in the organisation. Let's think about that. You have the biggest impact as a result on team productivity, employee engagement, and customer satisfaction. That's a big impact.

Two things describe effective leaders - they get the job done and they are really good at relationships. The research behind this is really clear and well established. There are two types of behaviours - task and relationship oriented. In short if you lead others doing work and build relationships with them, good things happen.

A team can generate more info, knowledge and ideas on a topic than an individual and My Home Life, an international, award winning and evidence based program **My Home Life offered by the SA Innovation Hub**, provides the tools to tap into this. Why? Because more accurate, creative and higher quality solutions are co-created.

The My Home Life program is a leadership development program built around relationship centred care for customers, family and staff. And importantly, attending to relationships contributed more to explaining team outcomes than attending to the tasks of the team. This is why the My Home Life Program is just so relevant for us all.

This information was sourced from a newly published book by the Creative Centre of Leadership, *Be the Boss Everybody Wants to Work For – A Guide for New Managers*, by Bill Gentry.