

EXERPT FROM NEWSLETTER ARTICLE BY MARY TINAT (www.wordformers.com):
"ARE YOUR PERSONNEL ASSETS OR LIABILITIES?"



Are Your Personnel Assets or Liabilities?

One of your greatest assets is one that's often overlooked. I'm talking about your personnel. Not just their training or professional experience but something even more intricate – their emotional tone.

Every person is in a particular emotional state or tone at any given time. Although they may change tones for short periods, people are chronically at a specific level. Like a musical scale, these emotional tones can be high or low – with each emotional tone having an inherent set of predictable and observable personality characteristics. We refer to this as the Tone Scale.

At the higher or more upbeat tones like enthusiasm or cheerfulness, people are more honest, communicate better, produce more and take a more positive view of life and are therefore an asset. As they descend the scale, they become more unproductive, negative and dishonest are are a liability.

The overall tone level of your business is determined by the combined tones of your individual employees. Furthermore, their tones can be raised or lowered temporarily by what's occurring around them and even by the tone level of the people communicating to them. To see this in action, let's look at how the tone of a manager can affect the productivity and emotions of his staff.

Imagine an executive who needs his employees to make an important quota by the end of the week. On the last day, they still have a ways to go and he tells his manager it's vital to finish before closing time.

An enthusiastic supervisor would most likely see this as a challenge and devise a solution. He'd treat his staff as a team and they would work together to make it. Given a realistic quota, they would probably be successful.

On the other hand, if the manager were a chronically angry person, his operating basis might be to browbeat the staff into making the quota. When the executive walks into the office, he shouldn't be surprised to be greeted by resentful silence and very little production.

Of course, your best route to success is in hiring people who are high toned in the first place. But this is a topic we'll cover in a later newsletter. For right now, let's say you take a look around your business and you have some employees who are in the lower emotional tones. How can you turn these employees into better assets for your business?...