

It's All About Your People

Jack Welch was the legendary CEO for 30 years at General Electric and turned it into the most valuable company on the planet. In his books and lectures, he credits much of his success to those he hired and the hiring/evaluation criteria for those people. He felt it critical to spend over 50% of his time on talent acquisition, development and evaluation. I would venture to say that not many in our business spend half that time doing the same.

So, he used four criteria for evaluating his staff at GE. Here are those 4 "E's"-

Energy- He looked for high-energy people, those always on the go. These people possess boundless energy and get up every day "ready to attack the job at hand". They also "move at 95 miles/hour in a 55 mile/hour world".

Energizers- he felt strongly that these people know how to spark others to perform. They know how to outline their vision and then get their staff excited to do it. He used to find those that chose to give credit to their teams versus themselves, while at the same time accepting responsibility when things go awry.

Edge- Welch felt that people with an edge are competitive. They know how to make difficult decisions, such as hiring, firing and promoting, and at the same time not allowing the degree of difficulty to stand in their way.

Execute- He felt that this is the key to the entire model. Without measurable results, the other "E's" are of little use. Executers recognize that activity and productivity are not the same and they can convert energy and edge into action and results.

Now is the time to use the 4 "E's" to evaluate you and your staff for performance this year. Determine what changes are necessary and develop a plan towards 2021.