### ROCC your staff... Resourcing, Observing, Coaching and Caring, pg. 1

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"First-time supervisors struggle immensely with how to go from an individual contributor to a leader and coach."

Cheryl Bachelder, CEO Popeye's Louisiana Kitchen

# The out-there principle.

Leadership entropy: People default to doing the things that require the least input of energy and effort.

By staying in their offices or leading only from up-front, leaders miss critical opportunities to lead and coach.

- 1. Provide systems and processes that get yourself and your leaders "out there."
- 2. Define physical paths that engage leaders in the most important leadership responsibilities.
- 3. Require documentation that ensures leaders perform the most important leadership tasks.

# Failure to get "out there" has negative outcomes:

- 1. Neglect critical needs
- 2. Overlook opportunities to improve
- 3. React after the fact
- 4. Treat staff like tools

#### Resource

It is my job to make sure that my staff have the right people, the right number of people, and the right equipment to facilitate a great experience for our guests. If they need additional resources, whether people or things, it's my job to make sure they get it.

### Observe

It is my job to watch carefully, to ensure my staff are doing their jobs correctly, that the equipment is working properly, and to identify where there might be problems ahead, or how we could change our systems to make this experience better for everyone.

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### **Coach and Correct**

It is my job to stand shoulder-to-shoulder with my staff and encourage them when they're doing well, and provide real-time feedback that will help them to do better right now. The best feedback comes during the experience, so adjustments can be made right away. Great coaches don't watch quietly from the bench. It is my job to step in, stop the activity, and speak truth to my staff when I see them doing something wrong. I must ensure that they know if they're not doing something right, and more importantly, giving them instruction so they can change it.

## Care

It is my job to know and support my staff, both personally and professionally. I must engage in a way that I know what matters to them, challenge them appropriately, and invest in their growth. My team will serve the best and provide the best experience for our guests when they feel that they are known, valued, and equipped.

For more information, visit www.ericdwoods.com/ROCC

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