

Turning Talent into Performance

Sponsored by VTC, Early Mountain Vineyard (host) and the Madison Chamber of Commerce, Thursday, October 4, 2012 1pm-4pm

The true measure of a leader is not how high he climbs the mountain, but rather how many people he brings along with him.

Like athletic coaches, good managers have a knack for identifying the talent of individuals on their team, then applying each person's talent to achieve a top performance. To empower employees a great manager spends time guiding, coaching, directing and sharing information. If you are dedicated to improving the performance of your team, first take a look at your abilities as a manager. Employees don't quit companies; employees quit bosses.

Become the catalyst for a high performance team by:

- **Being the hunter** -- not the hunted. Hiring the wrong person is a costly mistake. Always be on the lookout for your next great employee. Practice interview skills that uncover a potential employee's true ability, motivation and attitude.
- **Talking like a coach** – not a cheerleader. Focus your employees so that they continually work toward the goal. Measure the quality of their work by results, not good intentions.
- **Making accountability a process** – not a slogan. When you shine a bright light on accountabilities, your star performers will stand out, your average employees will be inspired to achieve more, and the inadequacies of your low performers will be revealed. EVERY employee should be brilliant at the basics.
- **Developing employees' full potential** – not micromanaging their every move.

To register, please call Tracey at the Madison Chamber of Commerce 540-948-4455 or email tourism@madison-va.com. Stay after 4pm for a glass of wine or other beverage and network (that's the only charge, seminar is FREE)!

SPEAKER: Bobbie Walker, Partnership Marketing Education Director for Virginia Tourism Corporation, works directly with Virginia destinations and attractions, conducting training programs to continually improve the visitor experience.

"I always welcome your feedback and questions. Please feel free to contact me anytime to discuss your team performance plan."

Email me at bwalker@virginia.org OR call me at 804-356-2576

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