

# DRISCOLL LEARNING

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## How To Transition Into A Leadership Role

Congratulations, you're transitioning into a new leadership role! While this may seem like a challenge, there are things to consider for a more seamless transition. As a new leader, the first impression you make with your team is crucial.

**Get things started off on the right foot and remember the following:**

### Mistakes Are Inevitable

No one is perfect which means that you'll make some mistakes. Own up to them with your team. Apologize for the error rather than make excuses. Further, you'll want to correct the situation quickly and then put it to rest.

### Awkward Moments

New leadership roles can render some awkward moments. Your team will be used to the way things have been run in the past and it may be a challenge to win them over.

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Are You Ready To Transition  
Into A Leadership Role?

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## Increase Your Emotional Intelligence In One Step

People are generally more reactive than proactive which often can be a good thing. For instance, avoiding an accident while driving with quick reflexes, or your reflexes when a spider lands on you. (*I know I personally move like Bruce Lee when one gets on me*)

However, there are times when you allow emotions to govern your actions. For instance, think about how you react when you get a difficult email, an unfair assumption, or the moment when you get blamed for an issue at work that you don't agree with.

A little reflection in these situations can help us to increase our emotional intelligence.

To define, Emotional Intelligence is the ability to recognize, understand, and use the power of emotions to facilitate high levels of collaboration and productivity. It is the foundational competency every leader needs to grow. Emotional intelligence, in essence, is the ability to effectively manage emotions. *Emotions precede actions.* When you are happy, you smile. It is not the other way around. Emotional intelligence is what drives our actions. This can be learned or trained, and if you work at it, you can have an outstanding outcome.

***One tip to increasing your emotional intelligence is known as “the pause.”***

If you take a bit of time to just pause, like a few seconds, you will handle situations differently.

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People are often resistant to change. Don't let the awkwardness deter you from leading your staff well.

### Different Opinions

Not everyone will agree with your decisions. Listen to the differing opinions of your team, validate their concerns, and adjust your plan if you see a need. As a leader, you will not always make everyone happy.

### Stay Accessible

Make yourself accessible to your team. If you want to be an effective leader, then people need to feel comfortable enough to approach you. Take a sincere interest in your team and get to know them. Your efforts will be noticed and appreciated.

### Provide Consistent Support

Encourage, support and coach your team in order to train them in their roles. If you choose a bossy approach, then you could lose their interest and respect. Listen to your staff and consider their feedback in order to foster continued growth.

### Be a Fast Learner

As a new leader, you should attempt to learn your role quickly. Utilize the resources provided by your company and embrace any training they may offer. Don't be shy to ask questions if it helps you to transition as a leader.

### The Golden Rule

Treat people like you want to be treated, as the old saying goes. Reflect upon how you felt as an employee before you took on the new leadership role. Try to think of things to implement that would improve your team's overall work experience.

As a new leader, you must believe in yourself and the message you have to share. The confidence that you exude will give your team a greater peace of mind. Finally, lead them well, and give yourself and your employees some grace during the transition.❖

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected. All rights reserved.

*"If you want to achieve excellence, you can get there today. As of this second, quit doing less-than-excellent work."* ~Thomas J. Watson

## Social Media Marketing Predictions – 2018

- ☞ Online adults aged 18-34 are most likely to follow a brand via social networking (95%). (Source: *MarketingSherpa*) Think about your audience and where they are most likely to follow your brand.
- ☞ 71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others. (Source: *Ambassador*) Use social media to increase brand engagement and win new customers.
- ☞ Visual content is 40 times more likely to get shared on social media than other types of content. (Source: *HubSpot*)
- ☞ The best time to post on Facebook is 3:00 p.m. on Wednesday. Other optimal times include 12:00–1:00 p.m. on Saturdays and Sundays and 1:00–4:00 p.m. on Thursdays and Fridays. (Source: *HubSpot*)❖

## Market With Your Own Color

**B**iologists tell us that only a few animals can see color. Of course, humans are one of those special creatures. As a savvy marketer, you won't want to take this ability to see color for granted. It's important to people.

It's much easier to remember something if you can associate a color with it. Expensive advertising campaigns will often work to connect a color with a company name. Coca-Cola has long used the color "red" in their marketing. Hertz likes to use "yellow." 

Pick a color for your business and use it in all your marketing materials. Using a chosen color over and over in your marketing also helps to tie your messages together. It stamps your promotional pieces with their own identity.

In the days before most people could read, an arrangement of colors could signify a name. It still works.

Source: Dr. Kevin Nunley



### Continued from page one – **Emotional Intelligence**

Your reactions will adjust because you take a few moments to simply pause and reflect. This will take some work because we are programmed to react quickly.

Added stress or irritations can govern our behaviors & ability to think clearly. The pause will help correct the over exaggerated reactions that often ensue.

Pausing is a good habit to practice and master. You'll see that success will follow when difficult situations need to be handled.

#### **How to use the pause for the win**

The pause will work best if you take a moment to stop and genuinely think before you speak. While this doesn't sound hard, you'll want to be sure that you give it some practice. It won't be second nature for most people.



#### **Ways to pause**

Try to do the following in order to utilize the “art of the pause” skillfully:

1. Go for a walk
2. Take a few deep breaths
3. Resist the desire to act out rudely
4. Stop and reflect
5. Give yourself some space between the situation, even if it's an email

Nothing about this is self-centered. It is actually good for you and those around you. The benefits will be seen in your decision making both personally and professionally.

#### **Further reflection**

After you have used the pause, take some time for reflection. Ask yourself some questions such as:

- Why would I have felt that way?
- What is the purpose of that type of attitude?
- How can I handle things better in the future?

#### **Now write it down**

When you have a successful pause for a situation, take some time to write it down. This will help make the pause a habit.

The pause is a wonderful way to increase your emotional intelligence and stand out in the workplace as one that is proactive rather than reactive. ♦

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## **One Minute Ideas**

### **American Heart Month**

February is American Heart Month!

The American Heart Association wants to help everyone live longer, healthier lives so they can enjoy all of life's precious moments. And we know that starts with taking care of your health. American Heart Month, a federally designated event, is a great way to remind Americans to focus on their hearts and encourage them to get their families, friends and communities involved. Together, we can build a culture of health where making the healthy choice is the easy choice. Why? Because Life is Why. ♦

Find our more at the [American Heart Association](#)



**American Heart Association®**

*"You may only succeed if you desire succeeding; you may only fail if you do not mind failing." ~ Philippos*

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## Top 10 Actions To Building A Stronger Sales Team

- 1) Clear communication.** Use the KISS principle (keep it simple) – it does not have to be complicated to line out exactly what is expected of them daily, weekly, monthly and quarterly.
- 2) Motivate your current sales team with incentives,** rewards and, most importantly, acknowledgements of a job well done. In many of my interviews with dissatisfied sales professionals, they lament the fact that their achievements are not noticed nor seem to matter.
- 3) Praise in public,** criticize in private.
- 4) Promote from within.** Nothing motivates current sales team members more than knowing they, too, can be promoted when they prove themselves worthy.
- 5) Be accessible.** Having a manager actually listen and be available may make the difference to that sales rep as to whether they close or lose the sale.
- 6) Assign mentors to new hires.** A seasoned sales reps can help the new hire avoid the rookie mistakes and accelerate his/her ramp-up time.
- 7) Offer training consistently throughout the year** to your sales team. Always keep sharpening the saw.
- 8) Have a book of the month** that all read and discuss. Hundreds of excellent books exist that relate to selling and business success. (Contact me for a list of top books if you'd like).
- 9) Build your bench.** If you see top talent from your competitors in the field, begin a relationship with them, so you can contact them when you have an opening. It's not IF you will have an opening – it's when. People get promoted, move, quit or are fired.
- 10) Continue your relationship with your external recruiter.** When all internal efforts are exhausted, or you need professional help hiring top talent, you'll have an ally ready to go to work for you. ♦



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## DRISCOLL LEARNING – Seminar Schedule

For more information, visit our web site at [www.driscolllearning.com](http://www.driscolllearning.com)

Session Title	Time	Date(s)
The Sales Connection Breakfast (Now always on the 1 <sup>st</sup> Friday of the month @ Dublin Chamber Office)	7:30AM – 9:00AM	Friday, February 2 <sup>nd</sup> Go to <a href="http://www.thesalesconnection.org">www.thesalesconnection.org</a> for details & registration
Professional Sales Development	9:00AM – 12:00PM	Wednesday, February 7 <sup>th</sup>
Business Briefing: What is Talent? Talent Selection & Job Benchmarking	9:00AM – 11:00AM	Friday, February 16 <sup>th</sup>
Professional Sales Development	9:00AM – 12:00PM	Wednesday, February 21 <sup>st</sup>
DISC & Driving Forces Certification Process	4:00PM – 4:45PM	Monday, February 26 <sup>th</sup> Go To Meeting (email Bryan for details)
<b>FREE</b> LinkedIn Training	9:00AM – 10:30AM	Tuesday, February 27 <sup>th</sup> Go to <a href="http://www.thesalesconnection.org">www.thesalesconnection.org</a> for details & registration

All sessions held at: Dublin Entrepreneurial Center 565 Metro Place South, Suite 300, Dublin, OH 43017