

# How Business Owners Can Groom Employees to HELP the Organization Grow

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I remember my father once telling me, “Help isn’t help unless it’s wanted.” I had just watched someone struggle with something I could do well; so I was sure that their lack of ability was the perfect opportunity for me to step in, save the day and be of “help.” That was many years ago and I have since discovered that everyone makes assumptions regarding what is best for others. We do it in our private lives and it spills over into the workplace.

Helpfulness is described as providing useful assistance. It is a bonus if that assistance comes with a kindly disposition. Helpfulness is a well-honed skill, and the principal reason for business progress and growth. Clients purchase from those whom they believe have the ability to assist them.

As business owners we must learn to listen to what the market says it wants. Next we must train employees to look at situations with fresh eyes, and apply knowledge previously gained to accurately and confidently diagnose problems and communicate plausible solutions.

As owners, managers, and co-workers take accountability for each other’s progress, everybody, including the customer, wins. Everyone in the organization gains awareness of the overall objective and must agree to augment each others strengths to diminish deficits. Managers have to create a culture that supports and rewards the 6 C’s of Helpfulness if there is any hope of preparing employees to provide useful assistance. The Six C’s are: confidence, common sense, communications, credibility, courtesy, and character.

1. **Confidence**: Plays a critical role and comes from challenges overcome. Employers, who create strategies to build poise and self-belief in the minds and hearts of their workers, unleash an enormous power for growth.
2. **Common Sense**: Confidence without common sense is dangerous. An owner who reasons and writes so as to create shared understanding among everyone expands comprehension and fosters universal understanding. This in turn shows the employee how to make their case.
3. **Communications**: Through the use of intra- and inter-personal skills workers employ a process by which they give and transmit meaning. The more highly developed these skills, the greater the possibility for a true connection among people.
4. **Credibility**: Smart people always “consider the source.” The trust customers place in your organization is directly linked to the believability of the source, message or reputation of the company. To reinforce the necessity of preparation, ante up and pay for the education, training and certifications necessary for employees to garner credibility in a competitive marketplace.

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5. **Courtesy:** Etiquette and manners demonstrate respect for the customs of society. These courtesies are often extended to include ethical, respectful conduct. Employers set the expectation of courtesy by the way they *talk to*, *refer to* and *treat* their employees, customers and suppliers. Their intentions are also made apparent in their writings and use of technology. Because cultural differences exist relative to courtesy it is wise for global and regional firms to understand and convey those differences to employees. No company or employee intentionally offends those whom they want to help.
6. **Character:** We live in a time when our national economy seems daily eroded by examples of corporate greed. These abuses of power and mismanagement are headline news everywhere. Symptoms of bailout fatigue describe America's frustration with "cash hemorrhaging" companies flying in on private jets seeking government assistance. But quietly, without notice or fanfare, thousands of US companies operate with integrity. They communicate that the acceptance, justification and legitimization of fraud is an unacceptable slippery slope that will not be tolerated. To build a company that is worthy of consumer trust, instill real values and create hiring practices that seek men and women of character.

Employees are hired to help the business grow. Just because you're hired, doesn't mean you're help. It is the business owner's responsibility to determine and communicate what is and is not helpful; and to create mechanisms to further develop, monitor and coach employees to optimal levels of usefulness.

Today's economic conditions are a sobering reminder of the necessity for a well-prepared, highly efficient workforce who seeks opportunities to respectfully; if not cheerfully communicate their ability to be of assistance.

By crafting and documenting policies with teeth; creating opportunities for employee development, structuring time for regular oversight and modeling the 6 Cs of Helpfulness, you groom your employees to enable the organization's growth.