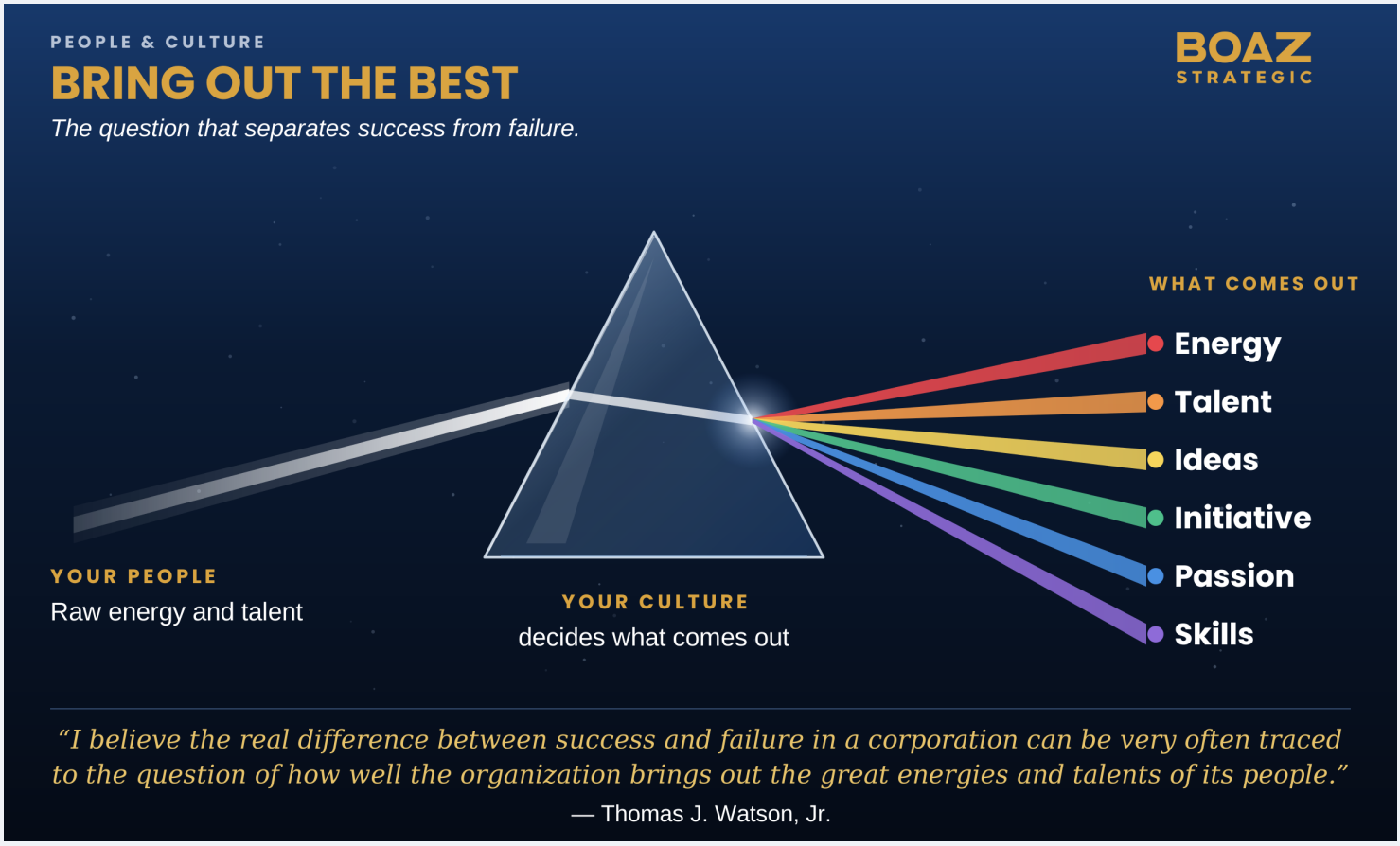


Bring out *the best.*

> *"The real difference between success and failure in a corporation can be very often traced to how well the organization brings out the great energies and talents of its people.*
>
> — THOMAS J. WATSON, JR.

Thomas J. Watson, Jr., who led IBM through its greatest period of growth, once said that the real difference between success and failure in a corporation can very often be traced to how well the organization brings out the great energies and talents of its people.

Read that again. He didn't say strategy, or capital, or even the product.

Think about the people on your team right now. Somewhere in that group are ideas nobody has asked for, skills nobody has noticed, and a level of energy they only bring out when they feel trusted and needed. Every organization is full of untapped potential. The question is whether your culture lets it out.

That's the leader's job. Culture is simply what people experience every day: whether their ideas are welcomed or waved off, whether they get room to stretch, and whether someone notices what they're good at.

Some of the best moves cost nothing. Ask people what they'd do differently, and then listen. Match the work to their gifting instead of their job title. Say thank you out loud, and give credit where it's earned.

What's one thing you could do this week to help them bring it out?

At Boaz Strategic, we develop leaders who bring out the best in their people.