

Manager, Leader or Coach

Is there really a difference?

And the answer is...absolutely!

Leadership is the ability of an individual to influence, motivate, and enable others to contribute toward the effectiveness and success of the organizations of which they are members. That is really saying they have a big picture job and have to look at all aspects to ensure they are obtaining the effectiveness, success and results that they are responsible for.



Management is the art of getting things done through people. They usually focus on five areas:

planning

organizing

leading

co-ordinating

controlling

They are more involved in doing process than a leader who is more involved in creating the process.

A Personal Coach may use inquiry, reflection, requests and discussion to help identify personal and/or business goals; develop strategies, relationships and action plans intended to achieve those goals. What we're really saying here is personal coaching focuses on the power of goal setting, developing strategies to obtain the goals, building strong relationships with the people he or she is coaching, and holds the people accountable to achieving of the goals they set. This is a long-term process that has powerful returns on the financial and time investment incurred.



The big question that every manager, leader, and coach must ask themselves is, "What am I doing with my time?" **Am I spending time helping and building people, or managing facts, figures, forms and problems of the day hoping for a transformation of low to middle producer into a top producer?**

As we have asked this question to hundreds of managers, the responses usually show that little time is spent on building and motivating Sales Associates, and lots of time is spent on other processes that produce little to the bottom line profit of a company.

The next area that every manager, leader and coach must understand is they are working with emotional people and must understand what challenges the Sales Associates are experiencing. Some managers don't want to hear about any challenge except business challenges.

Be careful what you wish for!

Sales people are 85% emotional and 15% logical. If management does not lend an ear to the emotional challenges, how can they help remove the blockage? You're living in a dream world if you think your job is only to address business challenges. The day will come, as many managers are already seeing, that people start to look for other companies that have more of a caring, nurturing, and building culture. Very few people that leave really tell their manager why, and sadly many managers don't even want to know. If you are a manager and unwilling or incapable of listening to your Sales Associates to all of the challenges they are experiencing, find a different job.

What do you think Sales Associates are looking for from Management? Here are some choices, choose one:

Be Managed

Be Left Alone

A Firefighter

A Buddy

A Coach



What did you say? Let's explore the possibilities. Does anyone like to be managed? Well maybe some sports celebrities would say yes, but they are looking for a manager to get them the best contract. Quite different than a real estate manager. Most Sales Associates don't want to be managed by anyone.

So if you chose to be left alone, some top producers may say yes, but most would feel they are paying a portion of the commission to the company for something, and it's not to be ignored.

That's what top sales people feel about being left alone.



How about a firefighter? Are you primarily someone to run to when the daily challenges come up? Managers have to be firefighters when there is a fire, but to assume that's their job and always will be, is not empowering or training people to fight their own fires. Many years ago when I was earning by CRB designation, I learned that I was a firefighter and thought that's what my job was. I was not

building people, just babysitting. When I changed and started to ask them for solutions, rather than me always telling them what to do, not only did my world change but so did theirs. The line at my door disappeared and my people became problem solvers.

How about a buddy? Yes, you should have a good relationship with your people, but it's a buddy relationship to go party with, have fun with, and share the complaints of the day with.

You can't be a boss and a buddy.

Managers and leaders have to address difficult situations and when that involves your best buddy, you're in for a real lesson in management 101. By the way, top Sales Associates aren't looking for a buddy.

That leaves us with a coach. Let me first say that all **good managers are not always good coaches, and all good coaches are not always good managers.** There are two different skills sets for managers and coaches.

Being a coach involves dedication and focus on helping people achieve the desired goals they want in life. It involves learning the power of removing distractions and focusing on the people. So are Sales Associates looking for a coach? We say "Yes they are!" They want people that see potential in them that they don't see in themselves and have a way to bring the potential out causing increases in overall productivity. Isn't that really our job? When you think your job is more in managing processes than building people, you've missed the mark and need to have a check-up from the neck up, I think that was a favorite of Zig Zigler, guess I'm showing my age.



So with all of this said, did you come to any conclusions on what you are? Or better yet, **what do you want to be?**

You've all heard the saying that "Tomorrow is the first day of the rest of your life." Well, it is. Choose what you have left wisely. Think about all the people you can help and dedicate your life to helping them become the best they can. You will have no greater payoff than many telling others that

"You saw more in me than I saw in myself, and because of you I have achieved greatness."

Have a good life, coach.

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