



MAXIMIZE VALUE

COACHING TOP PERFORMERS



MAXIMIZE VALUE CONSULTING



CONTEXT

Our world has changed. We don't live in an era where employees seek to demonstrate loyalty. Where they seek to start a career with one company, climb the ladder and retire with the same company 30 years later. Today's employees thrive on unprecedented agility and the marketplace is now impacted by motivation and engagement more than ever before. Retention is a real problem that really connects to your bottom line. When it comes to retention, let's major in the majors.

**TODAY, COACHING, GUIDING, TEACHING,
AND LEARNING FROM TOP PERFORMERS
IS A MUST. DON'T LET YOUR STARS GET
STAGNATE OR WORSE, DISENGAGED.**

**FORGET TO COACH YOUR TOP PERFORMERS
AND THEY WILL FORGET ABOUT YOU!**



COACHING PROCESS

1. OPPORTUNITIES TO GROW & ADVANCE

Top performers are top performers for a reason. They want to develop. As their leader, it is your responsibility to provide opportunities for them to step out of their comfort zone and take-on new initiatives.

2. GIVE THEM TEACHING OPPORTUNITIES

Who doesn't like to help others succeed? In this step, you will identify what best-practices your top performers have employed and how you can leverage their success to teach the rest of your team-members. Empower your stars to coach the team on how to execute some of their unique best practices.

3. HOW CAN I HELP?

Position yourself as a servant to all of your direct reports, especially your most valuable assets. What other resources can you provide to help them earn a new certification? Would they like more training in a certain area? How can you add to their rolodex? Perhaps you can help them increase their income or provide more autonomy? Do whatever it takes!



4. PROVIDE ENCOURAGEMENT

Do you know how to gauge if someone needs encouragement? Check to see if they are breathing. If they are, then you know you need to share your courage with them. Everyone needs encouragement, and yes, even your stars want to know that you recognize their valuable contributions.

5. REWARD RESULTS!

It has been said the most frequently cited reason for leaving a company is a lack of appreciation. In most companies we serve, the top performers have been the top performers for many consecutive quarters. With that being the reality for most companies, we need to identify creative ways to honor top talent and recognize their tremendous efforts. Make time to encourage your high-level producers and reinforce their progress. Give them positive feedback and demonstrate how you value their strengths. You can do this formally or informally. Daily or weekly. Just make sure this is a priority.

RETURN VALUE

In the past, managers could get away with allocating time coaching the struggling and the middle-of-the-road performers. Today's landscape is different.

It's true that top-performers make companies significantly more profitable. It has been said, a company's greatest asset is their employees. But we'd beg to differ. **A company's greatest asset is their great employees.** Let's make sure we treat them as such.

Conceptually understanding the coaching model is a tremendous starting point. Knowing how to execute the coaching model with timeliness and tact requires you to advance to another level of influence. Maximize Value exists to serve you in not only comprehending the leadership concepts, but executing them in your business. Ultimately, you will be the leader equipped to ignite the habit change and performance enhancement your team needs.



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