

# Newsflash

Linda A. Swerling ▪ [linda@level2solutions.com](mailto:linda@level2solutions.com)

**June 20, 2007** – A slightly different format as we discuss what it takes to be an effective leader in a service business.

## LEADERSHIP EFFECTIVENESS FOR SERVICE BUSINESSES

The expectations and pace for leaders of service businesses have grown almost exponentially over the past few years. The need to develop new business while delivering to current clients has left partners on the road and focused outward – to the detriment of those back in the office trying to deliver on their commitments.

### Project Management

Leaders must understand and respect the need for project management.

- Build a staff and infrastructure to plan and deliver projects
- Launch a project with your vision of the successful outcomes so they see how their work contributes to the end result
- Set goals, deadlines, roles, dollars, and hours expectations at the beginning of a project
- Name a true project manager who will act as internal traffic cop for each project

### The Weekly Staff Meeting

Virtual workers, telecommuters, and flextime make a weekly staff meeting to communicate needs, goals, and operational issues essential.

The weekly staff meeting may have to be a weekly call.

- Set a time – and keep it if you expect the staff to as well
- With the right agenda and management, it may take only 15 minutes to cover critical issues for the week, schedules, and related information
- Select different staff members to run the meeting each week – it will give them practice

and a greater respect for what's involved in communicating

- Keep discussions on topic – leave other items for offline

### Operations Can Help

Use technology to keep projects running smoothly.

- A calendaring system so every knows where people are and what the deadlines are
- Tracking system for deliverables of a project so everyone shares key data
- Databases that house critical information – clients, projects, and key contacts, special billing instructions
- Tools that allow staff to access information rather than requesting reports

### Teamwork

An important part of being an effective leader is the ability to help the staff create the bonds needed to work together as a team. Don't assume it will happen without your intervention.

Hold an offsite retreat/workshop occasionally to reassess where you are and bring the staff together to plan to move forward.

- Hire a facilitator to prep and deliver the retreat
- The facilitator speaks with each of the employees individually or in small groups to glean information in a safe environment
- Meet with the facilitator to assess and plan for the meeting – some issues will be handled outside the meeting
- Listen during the retreat – and follow up quickly

The role of an astute leader is to eliminate obstacles. Ensure that you don't become one.

If you want help bringing leadership effectiveness to your service-based business, please contact us at 617-277-0222 or [linda@level2solutions.com](mailto:linda@level2solutions.com).

**Level II  
SOLUTIONS**

Business Operations & Financial Management  
For Growing Businesses Worldwide

PO Box 1502 ▪ Brookline MA 02446  
617 - 277 - 0222 ▪ [www.level2solutions.com](http://www.level2solutions.com)