



Tom's

# Schin Sights

## Hello, Friends!

April showers bring May flowers and sometimes the showers just continue into May until you've had enough, then a bit more til your lawn is too high to get mowed in one sitting... May is a fun month. It's close enough to the end of the school year, and on the cusp of summer, but not quite yet. We get to take walks, enjoy some sunshine, look forward to the inevitable sneeze fest of pollen, and poof summer. It's enjoyable, but somewhat rushed (story of my life).



From a business standpoint, it reminds us that the year is half over. Where are you with your business goals? You know, those ones you were supposed to prep in December/January, but probably didn't get finished til March? How are those working out? Did you start on any of them? You've got basically four months (we all know once we get past Halloween, it's a rat race through the holidays).

So here's Tom's question. You said you were going to do something with your leadership development (and related – how your people are plugging into your company culture, how you're engaging your workforce better). **Where are you on that journey?** Did you start? Did you push it back in lieu of 'business priorities?' If it's the latter, I'll put this out there – why aren't those three elements (leadership development, company culture, and employee engagement strategies) baked into your business priorities? (I feel like this is as close to a dangling participle I can come up with – but also not sure what a dangling participle actually is.)



## Latest on Culture

Beyond the share below, culture is always on the radar. I get a lot of questions from people who are just starting their solopreneur journey as they look to short cut things to get to efficiency and profitability. There are no short cuts on culture. There are lessons learned every day, and small adjustments that speak to who you are as a leadership team, and as an organization. Culture requires focus and effort, each and every day. The moment you take it for granted, you're going to fall back several steps (and you might not realize it for some time). Business needs are business needs, and I will keep screaming from the mountain tops that strategy on culture, needs to be baked into your business strategy if you're going to get it right. Otherwise, it'll always be seen as an afterthought. Don't let it be.



## Latest Blog

Coaching – are you looking at it from the lens of discipline/performance issues? Or are you looking at it from the lens of growth and development? Some may say a little bit of both. There are advantages to being clear about its intent – both for the end user recipient, but also for you (if you’re the one paying for it). My latest blog piece talks about those respective lenses, and how you might think about positioning learning opportunities for your leaders. [Read the full post here.](#) OR you can catch some [YouTube clips](#) for quicker versions.

## Leadership thought of the day

Just coming off a conference presentation this week. I find my gas tank in the red, with the bell going off. Hard to imagine, but extroverts have a threshold too. These moments give me a reminder to pause and reflect about what it’s like for introverts to operate in and around high energy. When you’re on, you’re on, but when you’ve hit your limit, wow!

As leaders, it’s a balancing act. Finding time to instruct, motivate, inspire, influence, direct, all while finding the right timing and cadence to deliver. We don’t always get it right, do we?

Take note of your introverts and extroverts. Take note of how and when their tanks are full or empty and acknowledge it. It’s almost an “I see you” moment and it’s quite meaningful. We’re not perfect, but when we can go into conversations and leadership spots where people can see that we’re trying



Finishing off my How I Made Your Leaders presentation

to do right by them from their point of view, it matters 100%. And to my introvert readers – I can't apologize for being me, but I can say sorry for being too over the top from time to time. 😊

## Sharing

My friend Tom shared this with me recently. Really good conversation on this [All About HR](#) podcast discussing the building of strong organizational culture. It's about a half hour listen. One thing he mentions up front is the need for intention – which I agree with. I'd add that you need action to go with that intention though in order to build a thriving culture. I can mean well 6 ways all week, and twice on Sunday, but without meaningful action behind that intention, it won't mean a thing. [Listen in here.](#)



## What's new and exciting? LOTS

TWO BIG THINGS I'm stoked (def – genX trendy phrase) to bring a new email series to you all. It's called "Leading with Sch-Influence" – and yes, I'm doing my best to keep up with these Schin-tastically fun names. What is Leading with Sch-Influence you ask? *(I can read your mind, and you DID ask that exact question)*

Well, I'm glad you asked – it's an email series (roughly bi-weekly) of leadership tips. It's different from Schin-Sights in that it's solely focused on bringing you ONE practical tip or thought you can apply in your leadership delivery that day or week. It's quick, to the point, and should only take you a minute or two to get through. The best part? It's FREE. You can sign up on my web site, or [CLICK HERE](#). No muss, no fuss. Hope you enjoy – but let me know how it resonates and if it's helpful for you in your journey.

What else is coming? You're SOOO kind to stay with me on this. Over the summer months, [Tom Horne](#) and I will be bringing you an exciting new podcast called "This Meeting Should Have Been a

Podcast.” It’s going to be great conversation, some flare for the dramatic, good laughs, and great guests, conversations, and probably more quirky named elements to keep you on your toes. More to come!

What else do you need help with that you’re not doing on your own? [Let’s talk](#). (I’m enrolling for my next group coaching cohort now – next group starts in June.)

Have other questions, or just want to connect? Email me at [tom@buildbetterculture.com](mailto:tom@buildbetterculture.com)

Tom

PS – As always, email me what you liked in this newsletter. This one was longer than usual - LOTS going on! Please share this with friends too! Tx



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