

Improving your leadership skills

As discussed in the last issue, business success relies on a good leadership, and there are a number of characteristics and skills in successful leaders. If you need to improve your leadership skills, you can do this on your own or by working with others. The following are additional ways you can improve your leadership, which in turn will lead to more effective decision making and progress towards achieving your business goals.

Coaching

This is a structured form of learning over a set period, where a dedicated coach trains an individual in a set task or skill. It has clear, measurable goals, and is useful for business leadership because it's difficult to improve leadership skills in an isolated one-off training session.

Mentoring

One-to-one relationships where knowledge, skills and perspectives are shared within a business provide an efficient and cost-effective training method. It can often help to motivate and improve the skills of both the mentee and the mentor. Unlike coaching, it is an ongoing process of development. A mentor-mentee relationship may be informal or formal. The type you choose for your business will depend on your staff, business requirements and resources. Regardless of whether the arrangement is informal or formal, the mentor-mentee relationship must be based on trust and open communication.

If you are a small business, you may find it difficult to find mentors internally. In this case, you may encourage your staff to look externally for a mentor, either through similar businesses, industry associations, or mentoring programs.

Workshops and training

Group training sessions and workshops can be a cost-effective way to train a number of your staff in leadership skills. You can also search for courses at TAFE, or university business certificates or online courses. Training your staff is an investment in your business. Your staff are your most valuable asset, and making sure they are trained with the skills and knowledge they need is essential for meeting your business goals. Training helps you get the most out of your staff and increases their job satisfaction, which can help you retain staff and avoid the expense of recruitment.

It's important to include training in your business planning and budgeting. Consider whether changes in your business may require you to offer training. As an employer, you are legally obliged to ensure you provide staff with work health and safety training so they know how to do their jobs safely. You may also need to provide industry-specific training relating to your business.

Networking

Networking is about interacting with people and engaging them for mutual benefit. There are operational, personal and strategic networks. Networking opportunities can come through conferences and events, business contacts, industry associations, networking groups, online networking, personal contacts and social events. Observe and speak with other influential leaders to find out how they developed their leadership skills. You can also try to emulate their leadership style. ✨

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www.business.qld.gov.au

www.flowersqueensland.asn.au/knowledgecentre



MARKETING SNIPPET

If you're trying to compare Facebook ads vs Google ads, unfortunately it's like comparing apples and pears - they are two very different platforms with different benefits. The best thing about Google ads is that there is intent; your ads will be shown to people when they are actively searching for information. This means that they are more likely to generate higher levels of leads, sales or conversions. The drawback is that you will pay a premium; Google adverts generally cost more than Facebook ads.

When Facebook ads are shown to people, they are not actively searching for information on that topic or product. However, it is one of the most advanced (and cheapest) ad targeting platforms available. This means that you can run really targeted ads with small budgets and still see good results. While Google does have some targeting capabilities for things like age, gender and location, it is nothing compared to Facebook's platform where you can target people based on their relationship status, their income, job title, interests and more.

If you are a new business or product and want to start building brand awareness or test different target audience segments, then Facebook is the platform for you. If you want to start generating some cash flow with immediate sales and leads, then Google is where you should be at.

~ BeKonstructive Marketing