

## **What does Good Management means?**

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A leader has countless challenges to get his plans off the paper and build a successful operation. The obvious: it is impossible to predict the unpredictable, but a good leader must develop his management method on foundations that provide a basis to overcome obstacles and, above all, security to minimize exposure to risks and losses.

The first element for good management is the adoption of communication with transparent intentions and expectations. The leader must provide communication that conveys trust and is trustworthy. The cohesion between the information said, and the expected action ignites a good relationship between leaders and followers.

All interpersonal relationships are built and enriched over time. Even if the leader adopts engaging and efficient methods in the company's hiring and onboarding processes, it will be through the day-to-day experiences and the recognition of value, both by the leader and the subordinate, that relationships become strong and profitable.

In this process of building and exchanging experiences, the leader must observe, identify and retain the essential employees for delivering the company's value. The leader should not assess the cost of an employee by their salary; he also should consider the potential profit that this employee can bring. The leader should also consider the marginal cost of their existence in the organization, from recruitment to the experiences acquired throughout time. Its importance to a team's collective is an intangible and essential component for building a successful team.

Each employee must understand their role in the organization, what the company expects of them and what they should expect in return. Expectations are defined based on communication based on clarity, objectivity, and easy understanding. Every expectation must be agreed upon as a contract, where the parties involved dialogue and certify that they understand and accept their rights and duties. Misalignment of roles and expectations can be lethal for an environment that seeks efficiency at work. In complex and problematic environments, the scenario becomes even more dangerous. When employees are not clear about their responsibilities and role, they will hardly have excellent and responsive performance at the right time with the appropriate action.

Problems touch and intersect businesses all the time. They are even problems that justify the existence of a company, such as restaurants that feed to stop hunger, mechanics who repair vehicles, statisticians who describe predictive formulas,

lawyers who resolve disputes, and so on. The greater the ability a company has to solve its problems, whether internal, external, or the issues of its customers, the greater the chance of success it has. In other words, adopting efficient and fast methodologies, whether for complex or straightforward situations, must be seen as fundamental practices for good business management. The pursuit of maximizing deliveries combined with quality will allow the business to expand healthily and sustainably.

To achieve an excellent level of quality for delivering value, it is necessary to adopt the best way to isolate, analyze and diagnose the causes of a problem. In a company, many activities take place throughout the day in an organic way and a large universe that never stops working. This universe continuously receives positive and negative inputs from all sides. At this point, the leader must be ready to identify which negative inputs must be blocked or dealt with before they can impact the company. Isolating the problematic element is essential for a detailed analysis without causing interruptions in the functioning of the rest of the company.

To isolate and address issues, companies must have well-defined and documented processes. It means that, by adopting a standardization of the way it operates, the company acquires instruments to act in adverse conditions. Therefore, to create efficient processes, the leader must map the company's people, activities, and objectives. It is necessary to design an efficient path for information or a product to travel from point A to point B, considering possible deviations, problems, pauses, or blockages. The process can't be an endless beginning in the organization.

In addition to building an engaged team with defined roles and expectations and a company with efficient processes, a good leader must add to this formula the fuel to make the engine work: its value proposition.

To build a successful business, the leader must define for himself and all his followers a clear strategy to deliver his value proposition. In this strategy, the leader must, fundamentally, answer why their product/service exists, for whom it exists, and how it should be conceived. In addition, it is also necessary to answer the elements of innovation that the product or service seeks to offer its consumers.

People, processes, products, services: they are all fundamental elements in a company's composition and must be intrinsically linked together by a unique component called purpose. The creation, or discovery, of a purpose in an organization, is the great asset of good management. It is from a purpose that employees connect to the organization, and it is through a purpose that the organization relates to its consumers.