



5 Steps to Growing Great Staff

Presented by Chelsea and Mike Ashcraft

Step 1 = Love Them

• **L_____ = Love:** Love is the foundation for everything. It's about loving your mission. It's about loving your staff. It's about loving them enough to look out for their best interest. It's about loving them enough to call them on their "stuff." It's about loving them enough to train them, empower them, and get out of their way so they can be magnificent.

Step 2 = Recruit Them

• **Identify Hiring Traits.** There are great humans out there that are NOT a good fit for your organization.
• **Immersion Ideas:** What ideas can you consider for immersing them in your culture before they apply and during the entire hiring process?

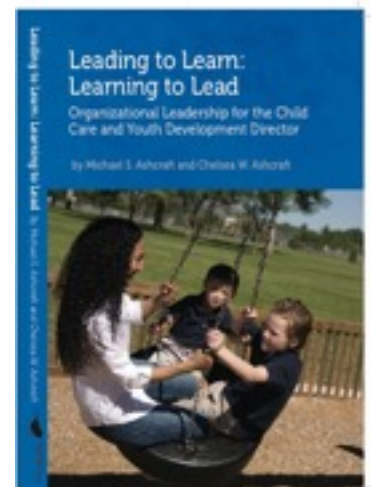
• **Write an Ad:** What are some traits/values your organization should hire for? Hire for a _____, train for aptitude.

Step 3 = Equip Them

• **Orientation and Ongoing Training.** Training is continual and constant - unrelenting reinforcement of your standards. Provide them with the knowledge and information they need in order to give them more power and control.

• **Everything Speaks.** Pay attention to details. Everything in your environment, relationships, and experiences is telling your staff what is valued in your organization.

• **Eliminate S_____ Cinderellas.** What are some things that are sending the wrong messages to your staff about what is expected and what is valued in your organization?



Growing Great Staff

•**Hold Them Accountable:** Give them permission to make mistakes, IF they recognize mistakes, admit their mistakes, learn by their mistakes, and share their lessons with others. When necessary show tough love. Working on your “stuff” can be difficult. Provide positive and constructive feedback that is ongoing, clear, concise, and concrete.

•**Coaching:** Even the world’s greatest rely on people observing them and giving them the gift of feedback and coaching. It is all about love. When necessary show tough love. Accountability provides the balance necessary to be able to

E_____ them.

Step 4 = Empower Them

•**Empowerment is all about love:** Empowered staff have better job satisfaction, communication, efficiency, success, and joy at work. Empower them to meet their goals that are aligned with YOUR vision. Create a workplace that is safe for thinking.

•**Flip the Hierarchy:** It’s all about servant leadership (AKA L_____ in action).

Step 5 = Ritualize Them

•**Identify your core values:** Then introduce your staff to the new boss.

•**Create Rituals to Create Culture:** Develop stories, create rituals of playing, eating, singing, and dancing; develop silly secret handshakes; develop call-and-response rituals. Develop secret code words (Make like a Sponge, or a Jedi, or a Purple Cow); celebrate desired behaviors; create clothing that creates culture.

•**Celebrate:** What you celebrate defines your culture. Celebrate behavior that exhibit your values. Celebrate hard work. Celebrate positive feedback. Celebrate service.

•**Your Turn:** What are some examples you might want to implement for how to ritualize your people into your values?



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