

THE NEED FOR DEFINED JOB ROLES

- DLB Consulting, LLC

Your business' Strategic Objective tells everyone what the future of your company looks like. Have you defined what your company will grow into in the future? Once the strategy is in place an organizational chart can be constructed listing the levels of operations, such as President, Management, and Staff, and making sure that all business activities are covered by the positions listed. This enables the company president to clearly define the *result* of each position identified.

Job descriptions tell what the job duties and qualifications are. But by defining the position's results each employee is aware of the results that they and others will be held accountable for. The results define the expectations of the tasks the employee performs. For example, a receptionist's duties may include answering the telephone, greeting clients, and transmitting messages in a professional manner to the staff. However, the receptionist's position results are to assist in acquiring and obtaining customers for the company by facilitating communication with people who contact the company. Know the results allows the employee to realize his/her goals and your expectations. The receptionist realizes that the main objective is to serve customers by being professional, helpful, and connecting them with the right person, and his/her performance is measured by how successfully this goal is attained. A clearly defined job result gives meaning and purpose to any position.

Have you defined what your company will grow into?

Job descriptions also give employees responsibility and ownership of their accomplishments. The job result of a certain position may not be met immediately, as it takes into consideration the strategic plans to grow the company, but the employee realizes where the company is headed and how his/her role is integrated into the company reaching its goals. There is an excitement to being included in something that is bigger than ourselves. It is self-fulfilling to be needed in a position that helps the employee become a better qualified person.

It's exciting being involved in something bigger than ourselves.

Understanding the importance of each job role to the company's success makes defining the job result just as important to each employee. It becomes a tool to having employees that are responsible, accountable, goal oriented, better qualified, and self-fulfilled in their positions. It's a win-win situation! Put it to work for your company.

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"A successful career will no longer be about promotion. It will be about mastery."
-Michael Hammer

This suggests that we should focus our business on being the best we can be! To be the best in our industry — to deliver our product or service in a way that out does the competition and out does the expectations of our customers!