

LEADERSHIP

When people ask me for my take on what makes for a successful marketing function, I will always say people.

As leaders, we need to make sure we are doing our part to set our teams up for success. When things are working well, it's important to celebrate and recognize what is going right. But we can't then sit back and assume that our teams will simply sustain the success. In this current era of burnout and quiet quitting, it's more important than ever to have a pulse on how our teams are doing and be open to ways to improve team culture.

Here are a few priorities that come to my mind. What would you add?

TOP 4 CONSIDERATIONS FOR LEADING A TEAM IN 2023:

1 Unify around purpose.

I believe that one of the top reasons for quiet quitting is team members not feeling connected to the organization's purpose. People are inclined to just put in their time and nothing more if they are unable to see how their work directly contributes to something meaningful. It's up to leaders to instill a clear sense of purpose throughout their team and ensure that each team member understands how their work contributes to the bigger picture.

2 Keep communication open.

Having a culture of open communication has never been more important. Hybrid work environments provide less opportunities for ad-hoc "water cooler" moments to understand how people are doing. Therefore, leaders need to proactively foster open communication. This can be done in different ways: more 1-on-1s, townhalls, anonymous surveys, etc. What is important is that a leader has an accurate gauge of how their team is feeling and team members can provide honest feedback in a way that feels comfortable to them.

BY
DAVID POSTILL

3 Provide recognition.



It is a universal need to feel seen and heard. When people feel like their efforts are not recognized or their ideas and opinions don't matter, it's natural to disengage. While it's important to celebrate successes and acknowledge effort, it's also essential to recognize when challenges arise.

4 Foster a culture to do great work.



Promoting a healthy and productive team culture takes work. While team members can benefit from a leader's experience and subject matter expertise, they equally need to see a leader demonstrating emotional intelligence and empathy. I have found that the most productive work cultures occur when a leader is able to provide team members with the autonomy and freedom to be creative and do their best work while keeping the lines of communication open, recognizing challenges and successes and being responsive to feedback.

LEADER- SHIP

BY
DAVID
POSTILL

I share these four points not because I think I always get them right, but rather because they provide good criteria to self-assess whether I can be doing better. I recognize that it's all easier said than done. There is no handbook for leadership right now, but by staying open, self-assessing and trying to improve, we can make significant headway in preventing burnout and quiet quitting.