



# Maximum Leadership & Management

# Checklist

**13 Keys to  
Business Success**  
for placement firm owners

from the experts at

**THE  
RECRUITER'S  
COACH**



# The Unique Importance of Leadership Skills

Leadership and management are very different skills. Each is vital to the success of your firm. Few people are skilled and comfortable in every aspect of leadership and management. The key is to be self-aware and self-honest so that you fill the gaps through:

- Your own development where you are less skilled. This is where advisors and coaches can be critical
- Delegating to other employees who complement you

Ignoring any of your leadership and management deficits will cost you money, stress, and satisfaction since their impact will continue.

Leadership is ultimately about impact and influence on people- both yourself and others. It answers the question, “where are we going, and why?” Leadership functions include purpose and vision. And, most importantly, modeling the behaviors you want to see in others. For example, if you want people to follow through on their commitments, you need to do the same. If you want people to listen, you need to listen.

# Leadership Skills

# Checklist

**Engage and inspire** Do you have a clearly articulated purpose and vision that's regularly communicated? This allows you and your team to know where you're going and why. This is critical to engage people to produce superior results and positively impact others.

**Learning Mindset:** How often do you seek to understand and learn rather than assuming you know it all? Nobody can ever know it all, and you want others to practice of habit of learning and understanding instead of arrogance.

**Acknowledge mistakes:** Do you regularly admit to your mistakes with people who are impacted? It's essential to take ownership and apologize for actions that harm others. Then take corrective action to make it right. This builds trust and respect and encourages others to do the same.

**Accountability:** How consistently do you hold yourself (It starts with you) and others accountable to agreed-upon actions and results. Accountability is more about ownership than consequences. People learn, grow, and thrive when they take ownership and are harmed when they don't.

**Set the example:** How consistently do you do what you tell others to do? The most effective leaders "walk the talk." People often ignore what they hear but never ignore what they see. Leading by example, allows you to build credibility, trust, and respect in yourself. Others follow the level you have in yourself.

**Openness and authenticity:** How willing are you to openly share your thoughts and feelings with people you trust? This increases self-awareness and opens the door to growth and development. When you model openness and authenticity, you imbed it into your culture so that others feel safe to do the same.

**Emotional regulation:** How consistently do you calm yourself when emotionally triggered (either upset or overly enthusiastic) before making decisions and taking action. This is a crucial element of "emotional intelligence." Strong emotions cloud rational thinking and can lead to impulsive acts that you later regret.



# The Unique Importance of Management Skills

Management is about things rather than people. The word manage means to take charge or control. Since people ultimately have free will, you don't control them; you influence them, which is leadership. Management refers to goals & strategies and the systems, processes, and technologies to achieve them. It answers the question, "what will we do" and "how will we do it"? The best managers know that "the devil is in the details!"

The most successful firms choose to address their problem areas. Otherwise, these issues will derail their effectiveness.

# Management Skills

# Checklist

**Goals & Strategies.** How well is your purpose and vision translated into clear strategies and goals? Purpose and vision need to be made tangible, or they won't be executed.

**Metrics.** Do you have the appropriate metrics to track the activities and results that matter most for your firm's success? Measurement leads to greater awareness, ownership, and action.

**Constant Improvements.** How often do you adjust systems, processes, and technologies to improve them and to address gaps between actual and desired activities and results? This management step is critical to meet goals and to keep a competitive edge.

**Consistent Actions.** How effectively are your goals and strategies converted into quarterly, monthly, weekly, and daily actions that occur in a logical order? People need to have clarity on the most important tasks that need to be accomplished today to be productive.

**Results Tracking.** Do you compare actual activities and results to planned activities and results regularly? This provides objective data to identify what's working and not working quickly. The data allows you to make appropriate adjustments to strategies, goals, and activities.

**Communications.** When do you communicate the above information to your people? Continuous and accurate information allows people to learn, share ideas and concerns, and take ownership of their jobs.



# Brad Wolff

brad@recruiterscoach.com

Hi, I'm Brad Wolff, the Managing Partner of PeopleMax. As a founder of two successful placement firms, I lived in your world for 15 years. I experienced how difficult it can be to succeed without feeling like you're in a constant grind. Common challenges I faced included:

- I was limited to the perspectives of myself and my people
- Many things that used to work became ineffective
- I faced problems for which I couldn't find a good solution

I yearned for the outside perspectives and input from qualified and trusted advisors with industry experience but couldn't find the right ones. Eventually, my passion moved from running a placement firm to helping placement firm owners. It's a thrill for me to help people solve their most pressing challenges so they can make more money with less stress.

I combine 15 years of firm ownership experience with 10 years in successful national placement firms. I have placed people in direct hire, temp, and contract positions on both a contingency and retained basis. This has taught me

- How to leverage firms and recruiters who excelled and failed, for long-term success
- The key differences in the most successful placement firms
- The right training and development to turn potential into performance

I have helped owners of small/mid-sized placement firms accelerate and magnify their success through:

- One-on-one business advisory and coaching to solve the most pressing issues
- His unique formula of making more money with less stress
- Mastermind/peer advisory groups
- Relevant group training and development programs

## next steps

To activate your full potential, book at 15-minute clarity call with me.

Just go to <https://calendly.com/peoplemax/15min> and find a time that works for you!