

The start of a new year always finds us looking for a “fresh” start as the calendar rolls forward. As a manager, it is an excellent time for self-evaluation snapshot. Settle back with a cup coffee and ask yourself, DO I:



- ... Instill that the key is not just to lead, but BE THE BEST!
- ... Reward effort not just results.
- ... Listen for problem solutions when hearing obstacles.
- ... Hide from risk even if it could raise you above the crowd.
- ... Motivate beyond money.
- ... See the daily “snapshots”, or just the big picture.

- ... Make hiring easy by finding the “right” people and not just bodies.
- ... Build teamwork through respect.
- ... Give responsibility and not just accountability.
- ... Create small achievable goals that will result in a larger achievement.
- ... “Hear” or merely listen?
- ... Teach that the more we know about a product the more we understand how it is different.
- ... Recognize that familiarity often breeds repetition, not discovery.
- ... Encourage department heads to create something NEW each month.
- ... Recognize “value” in people, not just the bottom-line.
- ... Respect the individual’s “benefit” by not expecting them to be something they cannot.
- ... Grow the staff through feedback, not micro managing.
- ... Enrich the staff with a sense of purpose, not just “demand” blind accomplishment.

Do I respect the flow of information? Investors set expectations from the ownership. Ownership sets expectations from the Market Manager. Market Managers set expectations from the Department Heads. Department Heads set expectations from the staff. **The staff builds audience and revenue!** As a result, cost of operating rolls downward, while the revenue rolls upward.

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Success Comes From...
The Courage to Create
The Confidence to Commit
The Cooperation to Complete
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