

Q. I'm a franchise owner with several locations and find myself so busy running the day to day, it's hard to plan for the future. I have some great people working for me who are dedicated and loyal. I'm especially grateful because I know it's an employee's marketplace and I want to be known as the best place to work in our industry. I don't know how to make that happen...how do I get the message out?

A. You're on the right track - irresistible employers know to attract and keep the best; they've got to show their love. People want to be a part of something great, they want to be kept in the loop, and they want to share in creating the success. They need to know the business won't succeed without them and their contributions are really valued. People who work in great places can't stop talking about it and are your best marketing strategy.

What stories are your people telling about your work place? How do you acknowledge right action? I read a blogger's commentary this week about team celebration at the Olympics. My blogger friend invited readers to banter on the topic of team sport, celebration and success. Take dog agility - handler and canine companion work closely, each has their respective job, navigating the course with skill and speed. At the finish line, huge celebrations occur with lots of doggy hugs and kisses, even if mistakes were made. What are your team's celebration rituals?

You don't need to have all the answers; you just need to ask the right questions. Influence your companies story telling – tap into your people power.

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