

# The most important 'P' word — **people**

By Monica Wofford

**P**ersistence, perseverance, and purpose. These three "P" words are important to leaders, but not as important as a fourth "P" word — people.

Leading is not managing. It is about people. Managing is about controlling. And as almost everyone knows, it is not possible to control people.

You manage things; you lead people. Leading is about people and inspiring them to do what needs to be done. Effective managers are good leaders.

So, how is leadership done? How do you inspire quality

work that is perhaps even more than you asked for?

The answer is simple: Acknowledge, recognize, and respect the unique nature and value of each of the people with whom you work. See each person's uniqueness and treat him according to who he is. See her value and respect her worth to the team.

The answer to leadership is simple, but its implementation is not easy.

- **Be interested in 'growing' your staff.** And get involved in their growth as much as they are.

Growth can be personal or professional. Some managers/business owners might argue, "Why should I care about the growth of my employees? Isn't it enough I give them a paycheck?"

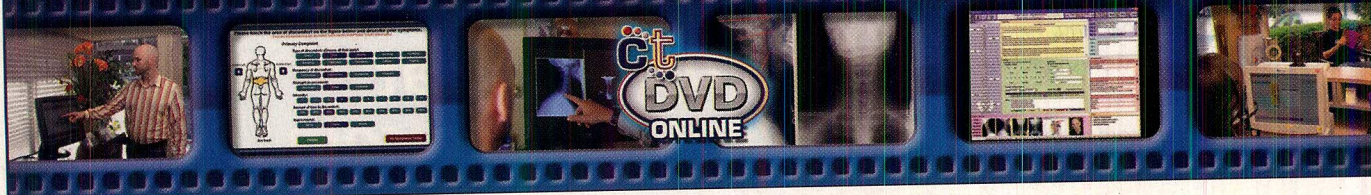
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