



ODA/Management Review

The Most Important Thing

A Note From Joel

July 2020

We all have been following the impact that COVID-19 has had on our country, our families and our businesses. Recently, I sent you a questionnaire on the impact it has had on staffing your firm. The questions I raised address only a part of the picture.

I have been listening to friends, relatives and neighbors. Remember the term: "I work outside the home." Boy has that situation changed. The percentage of the workforce who now have been working "at home", has skyrocketed! It turns out that a much higher percentage of "at home work", has been happening for a while. Developments in Technology have opened that path.

What is the impact of this? Our employees are our most important asset. What must we do to invest in that asset in the light of this stay at home behavior?

We have all started by beefing up our communications and business management hardware and software. We have discovered numerous online communications, training and educational services.

But is that all there is? What is happening to the personal interaction between manager and employee, new recruit and veteran worker. How do we stay in touch with our people, how can we coach them and help them develop? How about follow up on the training seminar they attended online?

You get the idea. We as wise managers need to take advantage of this as an opportunity to build that organization of excellence. Do not rely on the internet to do your supervision.

Good Managing

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