

#cfrresults

Honestly It's Not For Everone

Insights from Cross Financial

That is the slogan the Nebraska Tourism Commission introduced for our state in late 2018. Interesting, right?

When people from other states hear the slogan, I usually hear remarks about the fact that Nebraskans don't like having neighbors too close, so they keep it from looking attractive for vacationers and future residents. Not true, but an interesting take on the slogan.

Seek What Fits

As a lifelong Nebraskan, it's for me. I love it and have always made the choice to stay right here, at home. So, why the differences in peoples' perceptions of beautiful Nebraska?

For me, 'it's not for everyone' focuses on the idea that if you visit Nebraska you are likely to discover it is a wonderful place to live, work, learn, and play. What is it exactly that is not for everyone? When something fits well with your expectations and values it quickly becomes a comfort zone. It's familiar. It's predictable. It's trusted. It feels like home and home is where the heart is.

Coaches Get It

Let's take the slogan and apply it to coaching and mentoring. Honestly, it's not for everyone, but if that is where your heart is, you will love being a coach and mentor.

We're not all equipped to be a high performing coach or mentor, but we certainly want to work for one. They see our value, they see our potential, they know our weaknesses, and they challenge us



to achieve more. It is that clear understanding of who we are, that gives them the ability to influence our performance.

My high school English teacher always encouraged me to try harder. She wanted me to put in the time to get it right. She told me I had more ability than was showing up in my assignments. She was right. The potential was there and she recognized it. But in high school I had no interest in words and language. It was just a class. Now, decades later, I find myself drawn to mobile apps and games that focus on the meaning and origins of words. I am captivated by how effective stories are told and I spend time daily structuring communications and wordsmithing stories. It took way too long, but I love working with words.

Every organization needs exceptional coaches and mentors. So, what is unique about the great ones?

Coaches Leave Impressions

An easy way to identify the characteristics that set great coaches and mentors apart from the pack is to look back on our own experiences. The managers we remember for a lifetime are typically the ones that had a positive impact on our skills and knowledgebase. For

Continued on back...

Not For Everyone, continued

me, the following characteristics were present in every coach and mentor that helped me build my skills.

- **They showed confidence in my ability to perform at a higher level.**
- **They were always focused on positive outcomes.**
- **They genuinely cared about me as a team member and an individual.**
- **They were willing to proactively share their knowledge and experience.**
- **They were able to communicate and demonstrate their performance expectations.**
- **They provided frequent interactions, instruction, and assessments of my development.**
- **They held me accountable for the performance and development.**
- **They encouraged me to think beyond my current conditions.**
- **They wouldn't let me settle for just getting the minimum accomplished.**
- **They kept me focused on goals and future achievements.**

If you feel drawn to any of the following characteristics, share your interest with your manager. It's time to draw up a plan to

expand your leadership knowledgebase, skills, and responsibilities. Coaching and mentoring...honestly, it's not for everyone, but the great ones are worth their weight in gold. They help employees develop in an environment driven by trust that is familiar, predictable, and comfortable.