

Transcript for The Career Accelerator podcast, Episode #3: How To Deliver Results Through Your Peers

Welcome to THE CAREER ACCELERATOR, the podcast where you will find tips and tools to deliver results through others. Hello. The episode for today is how you can deliver results through your peers. I'm your host, coach Percy Cannon.

In our last episode you learned how to maximize the odds of embracing a service mindset as part of your corporate manager role. My key suggestion was to make WHAT'S IN IT FOR THEM an important element of your corporate DNA. I indicated that WHAT'S IN IT FOR THEM is not a slogan, an idea heard in a podcast, or a tip or tool read in a blog. WHAT'S IN IT FOR THEM should become a permanent choice in the way you work with others. And one way to make it permanent is to embed this service orientation as part of your WHY, as part of your Personal Mission Statement.

In today's episode you will learn a creative tip which you can use to deliver results through your peers in other areas within your organization.

Is it hard for you to trust some of your peers, especially those with whom you often interact at work? Throughout the close to four decades that I've been working in the corporate world, first as a manager and now as an executive coach, I continue to see a huge opportunity for people from different teams to learn how to achieve results through others. Instead of trying to align their priorities and find ways to join forces behind a common objective, managers from different areas tend to work in silos, prioritizing their individual objectives over the collective ones. Are you seeing this in your organization? The few managers who learn to work with and through colleagues from other areas tend to be the ones who achieve better results and accelerate their career growth.

Abraham Lincoln said "I don't like that man. I must get to know him better."

As a corporate manager, not liking a colleague is not an excuse to avoid them, especially if you depend on their support to achieve your goals. Otherwise, how will you get to know them and gain their trust so they will want to work with you? How will you find WHAT'S IN IT FOR THEM? How will you find common goals?

Two-and-a-half decades ago, as a Brand Marketing Director in a large corporation, I wanted to improve the teamwork between my area and Sales. We had an important goal in common: Deliver the company's revenue objectives. However, the relationship was not smooth. There was too much finger-pointing and too many activities not delivering the expected results. I felt this internal friction was not allowing us to capitalize on the external opportunities to grow our business.

My first attempt to improve this situation was to approach the sales leadership inside the office. This was a step in the right direction, but it was not enough to significantly move the needle.

I then decided to embark on a mission to gain the trust and improve our capability to work as a team with the salespeople who directly called on customers. They were the ones who had the best pulse on the market and competition. They were also the ones who had to execute the brand

marketing programs generated by my area. I searched for the right opportunity to meet with them. After some digging, I learned that field salespeople were required to stop by the office at the close of every Friday to drop off their weekly sales reports. I know I'm dating myself, as this was in the pre-internet days... I also found out that several of them would meet afterwards for a TGIF celebration at a pub near the office.

One Friday afternoon I showed up at the pub. Not being part of the Sales team, they were surprised to see me there. With a beer in my hand, I asked them if I could join their table "in listening mode." After a few minutes of small talk, I asked them about their recent sales calls. I made a point to show my true desire to learn about our business through their lenses. I wanted to know what they thought was working well and what needed to be improved. I heard all kinds of interesting stories from them. There were numerous insights that I took note of, mostly related to our different products and their respective competition. I also asked for their feedback on the Brand Marketing programs they were being asked to execute, and what my team could do to help them sell more.

Throughout this and other follow-up TGIFs, the field salespeople felt listened to. Asking them for their unfiltered feedback, within the informal pub set-up, helped to tear down the walls that existed between our departments. Trust was further built when they saw how their feedback was being incorporated in the Brand marketing activities they were asked to execute. This rapidly became a productive practice to enhance teamwork between our areas, and several of my team members followed suit in future TGIFs with Sales. They saw the value of gaining direct access to insights from the sales force.

As a side note, to make sure that these events did not interfere with my personal life on Friday evenings, I always asked my wife to pick me up from the pub at a reasonable time. This gave me a good excuse to leave early without hurting anybody's feelings...

Reaching out to peers and listening to "What was in it for them" worked well for me in this case. It helped improve the delivery of those goals that were common to Sales and Marketing. A similar practice can also improve your capability to deliver results thru your peers.

I hope you enjoyed today's episode. In the next one, I will share tips on how you can deliver results through your boss. If you like what you heard today, let me ask you to please rate this podcast and share it with your coworkers and friends. Also, please use any of the links shared in the Episode Notes at the bottom of this podcast to download the transcript of today's episode, order my book, ask questions, suggest topics of interest, request a free consultation call with me, or connect on LinkedIn.

This is coach Percy Cannon, working to **help you make the rest of your life...the best of your life®**.

Thank you for listening to THE CAREER ACCELERATOR, the podcast where you will find tips and tools to deliver results through others. Stay tuned for our next episode!

Percy's BIO:

Percy provides corporate managers and leadership teams with customized coaching programs that help them develop the skills and capabilities needed to significantly increase their business results through others and accelerate their career growth.

Percy is an "alumnus" from three multinational corporations, Procter & Gamble, IBM & Microsoft, with whom he spent close to three decades.

Since 2011 he has been helping corporate executives, managers and employees **make the rest of their life...the best of their life®**.

Percy has worked in the United States and across several countries in Latin America as an Executive Coach, Leadership Team Consultant and Keynote Speaker, serving companies such as Microsoft, Procter & Gamble, Citibank, Tiffany & Avianca.

Percy is a Certified Professional Coach from Wainwright Global, Authorized Partner for "The Five Behaviors of a Cohesive Team" and "Everything DiSC" and certified as a "Go-Giver" speaker & coach.

He published his first book in 2012-13 in English (*The Business Apostolate: Insights to Define and Achieve Your Mission in Life*) and in Spanish (*El Negocio Más Grande de su Vida*).

Percy is a Consulting Partner with Grupo Azimuth and the Chapter Director for the COO Forum in Southeast Florida.

He has lived in 9 different cities and 5 countries, and speaks English, Spanish and Portuguese fluently.

Percy is married, has 3 children and 6 grandchildren, and is a passionate runner & reader.

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