

Alison*s Art, Inc.

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L.E.A.D. Part 9: Personnel Protocols in the Workplace

Although **MARKETING BYTES Business Issues** have been geared so far primarily towards people who own or run their own ventures, these ideas can benefit anyone who works for a living. The interpersonal dynamics of the workplace can be like walking through a minefield. It is the purpose of this *Business Issue* to introduce the concept of *personnel protocols* for safe passage.

Workers, both employers and employees, can be very protective of their jobs. Very often fear, blame and territoriality can play a major role in interactions. There are many other personal issues that can surface, as well. The role of good leadership is to establish protocols for dealing with interpersonal dynamics.

The above may be challenging but essential to good business. The idea is for owners and management to provide a way for workers to:

- *Put personal issues aside*
- *Work together as a team*
- *Benefit personally and as a team*

How is this accomplished? Establishing personnel protocols at the start of the venture best does this. Do your founding materials include such documents? Have you created a *Policies & Procedures Manual* that establishes such protocols? If you are not sure, go back to your founding documents. Then review them:

- *Your mission*
- *Your organizational structure*
- *Your rules and regulations*
- *Your goals*

Now, it is advisable to create a *P&P Manual*. Unless a venture is a one-person operation, there needs to be a conscious effort to institute *personnel protocols*. Taking care of workers is one of the most important investments a business or organization can make.

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