



New Manager
30 Day Guide & Checklist for Success

What Does it Mean to be a Manager?

Managers play an important role in the overall success of Publishing.com. They are responsible for leading a team of employees/contractors to meet goals and achieve performance metrics.

They not only lead employees within their departments, they help set key performance indicators and goals to grow the organization. They must also help develop, support, coach, motivate and reward their team and give both clarity and direction.

Managers directly affect the level of engagement and commitment an employee feels towards Publishing.com.

Important Fact: According to LinkedIn, 75% of employees who quit their jobs, quit because of their manager.



Characteristics of a Great Manager



What Makes a Great Manager?

1. Being Results Driven

Being results driven is the **most important** attribute of a great manager. Managers must be results driven and empower and nurture their team to be results driven. When a manager has the ability to drive hard for results and at the same time inspire high effort and performance, they are much more likely to achieve results. Having the ability to simultaneously drive for results and practice excellent people skills is a powerful combination that has a dramatic impact on a leader's effectiveness.

Additionally, great managers set achievable goals and create strategies to meet those goals. Setting **SMART** goals is an approach that uses objectives that are **S**pecific, **M**easurable, **A**ctionable, **R**elevant and **T**imely. SMART goals can easily translate into effective strategies. For long term goals or projects, dividing goals into smaller steps can be easier to accomplish and allows you to keep your team motivated throughout the project.



What Makes a Great Manager?

2. Communication Skills, Listening Skills & Ongoing Feedback

Great managers need to be good communicators. They must communicate clearly and concisely so each team member knows exactly what is expected of them. It is just as important for the manager to be a good listener. Active listening skills allow great managers to focus completely on a speaker, understand their message, comprehend the information and respond thoughtfully.

Great leaders provide ongoing positive feedback that helps employees understand what they did well while also identifying opportunities for improvement. They should talk with individual team members regularly about their professional goals. Great managers are committed to producing results but also understand the unique challenges and needs of their team members by making sure they feel recognized for their work. It is also important for managers to realize the importance of allowing flexible schedules to accommodate family obligations. A manager who promotes a healthy work-life balance for their team will inspire greater loyalty and ultimately higher productivity. Employees will feel more comfortable discussing concerns with a manager who will listen and give honest feedback.

Here is a great resource from Charlotte Mikkelsen on communication. [10 Laws of Effective Communication.](#)



What Makes a Great Manager?

3. Publishing.com as a Business Owner

Great managers should learn as much as they can about Publishing.com and be able to demonstrate an in-depth understanding of the overall business operations. They should also manage like and make decisions as if they are the business owners.

4. Conflict Resolution, Confidence & Leading by Example

A great manager needs to have strong conflict resolution skills since every team is made up of multiple personalities. Understanding how to mediate disagreements and resolve conflict in a way that makes everyone feel valued is essential to keeping projects on track and morale at a peak. Great managers must be confident to handle difficult situations and lead their teams effectively. They must also be confident in making decisions, while leading by example. Great managers have a strong work ethic that places value on working hard and performing at your best. Great managers “walk the talk” (their behavior and day-to-day actions match the expectations they have for their team members).

5. Delegation

Great managers must be great delegators in order to ensure tasks and goals are met within deadlines. They can identify each team member’s strengths and weaknesses and delegate accordingly to meet goals.



What Makes a Great Manager?

6. Positivity, Inspirational, Encouraging, Sincere & Supportive

Great managers must be good motivators and inspire their team members to grow and improve. To empower their team to succeed, they must make sure each team member feels valued. They must ask for input and engage their team in the entire process of each project. They must explain why the project is important to the overall operations. Great managers maintain a positive & optimistic attitude and they encourage their teams to do the same. Great managers help their team members excel in their careers by giving them credit when they perform well and by highlighting their achievements in staff meetings and performance reviews. Team performance is a direct reflection of great leadership.

7. Transparency, Resiliency & Honesty

They must also be resilient by leading effectively even during difficult situations. Being a role model for your team can help them develop the valuable skills needed to excel at their jobs. To be an effective role model, make sure you exhibit qualities you expect from your team, such as honesty, transparency and the willingness to take on additional responsibility. Great managers display a sense of honesty and integrity that allows employees to trust their judgment. A team needs to have open transparency and it starts with a manager who is honest and trustworthy.



Characteristics of a Bad Manager



What Makes a Bad or Ineffective Manager?

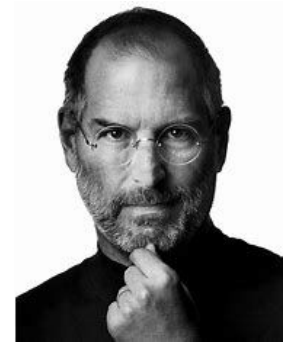
Qualities of bad leaders include micromanagement, manipulation, boundary-crossing, absence of empathy, lack of listening, excessive anger, encouragement of unethical actions, low emotional intelligence, and inability to deal with high pressure situations. There are many traits of ineffective leaders that can make workplaces toxic and stressful.



Steve Jobs:

There is a lot of controversy as to whether Steve Jobs was a great manager or a bad one?

[Steve Jobs talks about managing people - YouTube](#)



Media Examples of Bad Managers

The Micromanager – Bill Lumbergh from *Office Space* –

https://www.youtube.com/watch?v=jsLUidiYm0w&feature=emb_title



The Narcissist – Miranda Priestly from *The Devil Wears Prada*. [The Devil Wears Prada | Miranda's Most Savage Moments | 20th Century FOX - Bing video](#)

The Horrible Boss' – Kevin's Spacey's character is aggressive, sociopathic, and quick to anger, a boss who rules by fear and tyranny. [Horrible Bosses \(2011\) New Clip – Motivating – Bing video](#)

Swimming with the Sharks' – Kevin Spacey's character is toxic. [You Have No Brain – Swimming with Sharks \(1994\) – Bing video](#)



New Manager First 30 Days



Promoted or New to the Company?

Promoted

Internally:

If you are promoted to manager internally, your focus will need to shift very quickly from being an employee to being a manager. Your natural instinct may be to continue your previous daily tasks and to work alongside your team, but that is not sustainable nor is it helping your team to develop and grow. There may be times when you have to roll up your sleeves and help reach a goal. But ultimately, what it means to be a manager is to guide a team to reach goals so they can run independently.

New to the company:

If you are new to the company, it will be important to learn as much about the company and your team in the first 30 days.

In either case, be prepared to put in some extra time as you get up to speed.



New Manager First 30 Days Checklist



New Manager - 30 Day Checklist

The first 30 days in your role is a time to learn, assess, ask questions, and ensure you have all the tools you need going forward. Follow this checklist to set you and your team up for success.

Read books related to being a successful manager or managing like a business owner (see reading list on next slide).

[New Manager - 30 Day Checklist](#)



Manager Reading List

1. The book [“Double Your Profits in 6 Months of Less.”](#) by Bob Fifer directly speaks to managers being more cost effective and thinking more like the business owner.
2. The book [“The Advantage”](#) by Patrick Lencioni provides a foundation for conducting business in a new way—one that maximizes human potential and aligns the organization around a common set of principles.
3. The book [“The First 90 Days: Proven Strategies for Getting Up to Speed Faster and Smarter”](#), by Michael D. Watkins has some great information and checklists for your first 90 days as a manager.
4. The book [“The Vision Driven Leader”](#) by Michael Hyatt takes you step-by-step from why to what & then how.
5. The book [“LEAD NOW!: A Personal Leadership Coaching Guide for Results-Driven Leaders”](#) by John Parker Stewart and Daniel J. Stewart is a Leadership Development Model, this invaluable resource arms you with an instant leadership development solution complete with actionable tips across twenty-one Leadership Dimensions, encompassing four areas of great leadership: Create Purpose, Deliver Excellence, Develop Self & Others, and Lead Change.
6. The book [The Essential Wooden: A Lifetime of Lessons on Leaders and Leadership](#) by John Wooden and Steve Jamieson is an acclaimed guide to leadership excellence and competitive success from one of America’s greatest coaches: John Wooden.



In Summary

Your first 30 days are very crucial. So, manage yourself more skilfully and efficiently to get through the first 30 days, while laying an important foundation for a successful management experience.

Invest your time, attention, and energy on identifying your stakeholders' expectations and getting to the pulse of your team. Most importantly, make the best use of your soft-skills and gain your team's trust.

Remember that the people you manage are a direct reflection on you as their manager. How well your team perform can be a reflection of your effectiveness as a leader.

The best leaders groom employees and help them grow. In addition to overseeing others' work, you now have a hand in their career development. Take the time to learn about your team members' short-term and longer-term goals. Explore ways in which you can help them reach those goals.

Offer support that helps them develop new skills and elevates their performance. It takes more time than just downloading a to-do list, but you will end up with a more engaged, successful employee – which is a great reflection on you as a manager.

Remember that becoming a successful manager is not always intuitive. It's ok to ask for help. It is also helpful to find an experienced manager as a mentor within the company.

