



Podcast #029

Skillsets Needed for Business

Hello listeners, it's Nicky and Liz from The Marketing Menu, here to share some top tips that you can put into practice straight away for your business. And actually, today's subject will help you as much personally as it will for business, isn't that right, Nicky?

Yes absolutely! Following on from several podcasts which have been about understanding your customer and reading body language, we thought we would build on that by looking at business skillsets.

Just before we start, this is a good point to let listeners know that we are offering our Create a Customer Identikit as a free course available from our website www.themarketingmenu.com, which is another tool to use to understand your customer, and which is proving very popular as we've had over 600 downloads so far!

Yes, we're feeling very generous and this particular course really builds on several of our podcasts where we have talked about the importance of knowing who your customer is so that you know what marketing messages they will respond to. So pop over to the website, listeners, and enrol for free.

So, back to this week's subject which is about recognising your business skillsets.

Yes, we've talked before about how understanding what makes you tick and recognising how others tick, perhaps your customers or colleagues, is a great tool.

Maybe you have a great idea for a new business but have yet to take the plunge. Or maybe you're working in marketing and have some training, but you need to be able to convince others about your ideas to achieve the results you'd like. Perhaps you are already running a profitable business, but sometimes you struggle to get the most out of a team member or department, either way, this will relate to you.

So, understanding the drivers for other people will enable you to influence your success. Let's take a look at how different people tick so that we can use this information to work to our advantage.

Sometimes we are fortunate to work with others who have the same ambitions and outlook as ourselves; I'm thinking entrepreneurial spirits here for example. Great, you'll get things done but you'll probably find at some point that you need another different sort of character to balance this enthusiasm so you avoid acting recklessly or perhaps simply burning out. So, you see how recognising these key drivers will help pay dividends in the end.

At a very simple level, psychometrics, which is the way we understand our behavioural preferences and how those preferences manifest themselves. We can then use this knowledge to understand all manner of relationships, be it our family, friends, colleagues or customers. But the awareness must start with us first. If we understand ourselves, we can then start to understand others.

Yes, that's right. The answer to the question "How do people tick?" is preceded by the question: "How do I tick"? Until you answer the first, you won't be able to answer the second. Once we recognise our preferences, we're then in a position to recognise the preferences of other people.

So, we all have behavioural preferences, which isn't to say we can't do things another way round, it's more that we tend to do things or act in a certain way. If we were to observe someone over a period of time, we would almost certainly start to recognise their preferences.

If we can be really aware of someone's preferences as we interact with them it will, without doubt, have a remarkable effect on business.

So, listeners, have a go at looking out for your own patterns of behaviour! As you apply your new awareness, you will start to appreciate the wonderful differences between us all. This awareness will also help you with possible interpretations of future behaviour, be that work colleagues, associates or customers and how best to influence them.

Yes, all fantastically useful in pretty much any relationship.

How do we start?

Well, let's look at the sort of things we need to listen out for:

- Facts and narrative – the nuts and bolts of the situation or issue under discussion.
- Feelings – some of which may be expressed openly than others and may show up in body language, which of course we covered in [Podcast 028](#)
- Values and drivers – words or terms which seem to have particular significance and meaning to others
- Assumptions and working beliefs. These are phrases which convey working assumptions in a given situation.
- The unspoken, often a pointer to something very important.

Psychologically, we are all as individual as much as in the way we look. No-one is the same physically, yet we all share fundamental attributes – you know, the basics: head, arms, legs, nose, you name it! And psychologically, there are common denominators too.

Now, this isn't about putting people into boxes, is it?

No absolutely, as we have already mentioned we only really have a preference. It doesn't mean you can't be anything else. It simply indicates your 'Home Base', your default position. Preference is not about knowledge or education, nor is it skill or circumstance. Your preference will almost certainly leak out in your behaviour and language patterns.

Yes, now incidentally we often talk about in business how you need three different skills sets, don't we?

We do indeed. In an ideal business world, we all need someone who has the vision to see opportunities that are available to business, this is often the entrepreneurial type who comes up with ideas, but then you also need someone who understands how you can make these ideas a commercial opportunity. Often these people lend themselves to sales very successfully as it's all about the close and the profit.

But finally, neither of the other two are going to make it work if they have either one or indeed both of these skills because every business needs the third characteristic which is the technically savvy practitioner who can put it all together and make the magic happen.

So, listeners just for a moment consider which camp you feel you fit into. There's obviously no right or wrong here but often as humans, we find we lean more to one character type over another.

Now, you may be lucky to have more than one string to your bow but what we're saying is in an ideal world you need all three skill sets in equal measure to really make a success in business happen.

So, to summarise, there is no right or wrong. Business is always the sum of all parts and it's not about putting people in boxes. If you can identify people's 'home base', you will be able to plan your approach to be as effective as possible because you know how they tick.

Brilliant. It's time to remind listeners that they are listening to The Marketing Menu podcast which is available to download from iTunes, Blubrry, Stitcher, TuneIn and Soundcloud.

And also from our website www.themarketingmenu.com where listeners can also find details of all our online training courses which we've specifically designed to be as jargon-free and easy-to-understand as our podcasts and which will help build successful marketing activity.

Yes indeed. So what's next?

Let's look at the essential elements of building your business skillsets:

- Learn to trust others – we've all been burned, just don't put it on show
- Understand what is really being asked – recap
- Live enthusiastically – positive emotions broaden and build relationships
- Don't be judgmental – instead, ask more questions
- Accept others as a separate person – everyone is someone who observes the world from a different perspective.
- Be patient – relationships take time, learn to hear the cues

Now I'd like to recommend [The DiSC Management profiling system](#) which will help you understand the preferences you have as a manager, which although it is a management tool is equally relevant to anyone wishing to consider personality types thereby helping you understand

what you enjoy and what drains your energy when managing. The profile teaches you how to observe behaviours in colleagues, employees and clients to recognise their DiSC styles and how to adapt your behaviour to other DiSC styles to manage more effectively. The concentration is on directing, delegating, motivating and developing the people you manage. The profile recognises that all styles are valuable and can manage effectively.

This helps people understand themselves, their employees and their boss. Learning about their strengths and challenges and how they need to adapt to meet the needs of others. So, I understand there are 10 things you need to know when profiling your colleagues?

Yes, and here they are:

- What motivates them?
- What are their ambitions?
- How do they recognise praise?
- How do they deal with criticism?
- How do they best work productively?
- What do they value?
- What do they like?
- What do they fear?
- What do they need?

So, where is all this leading? Well in business especially, I would suggest if you're going it alone, you will find it difficult to do all things and be all things to all men, at least some of the time.

Well, the saying goes, 'it's lonely at the top' and for me the first realisation on how you best deal with this is with a thorough examination of the way you tick. Recognising these strengths, and for want of a better word, these weaknesses will allow you to surround yourself with others who complement you.

That's interesting actually because according to <https://www.mastercardbiz.com/2013/06/10/6-skills-every-small-business-manager-needs-to-succeed/> these are the six skills that are essential for a small business manager:

The ability to Multi-Task. A manager must be able to oversee all the employees, keeping their abilities and weaknesses in mind while prioritising multiple projects so you can see how everything we've just talked about comes into play. The best managers multi-task and balance those priorities without losing productivity.

Then there is Decision-making. Being able to evaluate and make solid decisions is crucial to being a successful manager in a small business. Making the right decision rapidly without making mistakes means evaluating information to weed through what is important and what isn't.

Next is Leadership. The best managers know how to get the most out of their employees while building them up in the process, and again that's where understanding people really pays off. So being able to criticise constructively, treating people with respect and leading by example will mean you will be an effective leader.

Motivation is a key role of leadership. By understanding how your employees behave and what motivates them means that you are more likely to build a successful, long-term relationship with them and they will perform at their best for you.

Next is Business Development Skills. A successful manager must be able to look for areas in which the company can improve and grow. Streamlining procedures and cutting costs are two ways a manager can demonstrate these skills.

And last but not least is Effective Communication. Of course, without good communication skills, any manager would be ineffective. As we talked about in [Podcast 028](#), a small percentage of communication is the spoken word. Body language, facial expressions, and tone of voice all combine with words to convey a message. The best managers have developed the ability to not only communicate the points they are trying to make, but also to truly listen to those around them.

With all of these six skills, together with an excellent understanding of how they tick themselves, a manager is more likely to draw effective people around them and ensure success for their business.

So, that brings us to the end of this week's podcast and we do hope you have found it helpful. We mentioned in the last podcast about our course called Building Trusted Relationships in Business and we are still offering listeners 10% off the cost of the course so take a look at our website www.themarketingmenu.com/courses to take a look at this and all of our courses.

Use the coupon PODCAST (uppercase) at the checkout for 10% off any of our courses. And don't forget our free Create a Customer Identikit Course that we mentioned at the start of this podcast.

Join us again on 25th April when we will be looking at Personality Types and how recognising them can really improve your marketing and sales communications. Until then, It's a goodbye from me, Nicky Matthews.

And goodbye from me, Liz Gordon.

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