Do you get the feeling that some days you talk and talk, but it seems nobody is listening. How can such great ideas and vision be ignored by so many? You can see the big picture, the goals laid out, step-by-step procedure to implement the plan, but yet you stand alone in getting it done. These are intelligent, motivated people; you hired them yourself. They seemed capable and eager when they started working for you. What has happened? Why don’t they grab the ball and go with it?

These frustrations of business and similar situations could be the result of poor communication – not being able to share the big picture. It has been said that if it is lonely at the top, then the leadership didn’t bring anyone along.

Good leaders and communicators mentor others and include them in the strategy planning of the business. The business owner or CEO needs to constantly allow others to be a part of the company plan for success. There is a tendency for some owners/managers to become very secretive about the future of the company. Sometimes this isolation is fear that someone will steal your great ideas. Many times it is just ego getting in the way of sharing credit. Some management keeps information a secret out of fear of being discussed over lunch by their co-workers. For whatever the reason, the lack of transparency can become a major barrier for the progress of the company.

So what about transparency, how can we develop it? How do we make the plan more visible? One of the best methods for a company to communicate freely and share useful information is to help their team feel empowered. Empowerment is not only freedom for decision-making, but it gives employees the information and tools they need to develop their ability as individuals.

Without this kind of key employee empowerment, the owner frequently becomes a slave to the business. I have seen companies where the owners have not had a vacation for years. Desks are piled high with messages that only they can handle and a “to do” list that is impossible. These same companies have capable people who are under-employed, and frustrated. Isn’t this simple micro-management?

If you are looking for a way for your employees to take a lead, it can begin with a goal to educate them. Consistent communication will allow you to share your knowledge and vision. Assigning responsibility will encourage ownership and success of the overall company plan. Empower the employee with the needed resources to succeed and develop the competencies where they exhibit talent. In return, their talent may become a core resource for profits.

The predictions for success in the next decade will be because of investment in people rather than product. Let the team in on game strategy. A good look at the company’s purpose and plan of execution will allow the entire system to function more efficiently with all working for the same profitable goal. Employees with the desire and capability to lead will excel; others will follow. The company needs both kinds of individuals. Give out the plan, the resources, and the power. Become transparent, invest in your people, and give yourself a deserved break.

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