

Why building a culture of 'we' is good for business

The notion of what makes a good leader has been examined from every angle over the years, leaving leaders with an overwhelming number of qualities they are expected to possess in order to be considered a good leader.



Source: www.pexels.com

While fads come and go, the one constant every leader must consider is people. Employees are the backbone of every organisation and its greatest asset, which is probably why employee coaching increased during the pandemic. It makes sense, then, that their well-being be at the top of every employer's list of priorities, and a major part of how leaders lead.

The ripple effects of conscious leadership

Leaders who are accountable, self-aware and focused on building a culture that prioritises the wellbeing of an organisation's people are considered conscious leaders. They are focused on creating an environment that puts the 'we' before 'me', and authenticity is at the core of their leadership style.

Considering the wide range of challenges that face leaders today, from navigating major change in workplace structures to keeping employees motivated and engaged under unexpected circumstances, this kind of leadership approach is vital to ensuring people feel included, respected and seen in the workplace.

According to a study by Oracle and Workplace Intelligence, 85% of the global workforce are not satisfied with the level of support they receive from their employer, while 82% believe robots can support their careers better than a human.

This apathy towards leaders is telling of a bigger challenge leaders face in garnering trust from their people. Having a leader at the helm who cares for employees' well-being, offers support in times of need or crisis, and prioritises their personal and professional growth is crucial, ensuring they are satisfied in their positions and prospects.

Where people are happy in their jobs and organisations, they are more likely to perform better. The knock-on effect of this, of course, is a healthy, thriving and successful organisation overall, with a 2019 study finding that profit margins were higher for companies that invested in professional development and skills training for their people.

Putting people first

With 34% of people wanting their organisations to provide more skills development opportunities, ensuring the well-being of people clearly starts with putting learning and development at the forefront of the organisation's people strategies.

"Coaching is typically the first point of call that many organisations turn to when it comes to supporting their people, being one of the most effective methods of helping people to set and achieve goals, as well as reach their full potential," says Gavin Lund, cofounder of the Sterkla coaching app.

Sterkla is a platform that allows users to access professional one-on-one coaching support from qualified coaches on a completely confidential basis, from anywhere in the world. Individuals can choose the coach that best suits their needs (instead of having one chosen for them), and employers are provided with feedback and insights intended to help them make changes and better understand the needs of their people.

"What's most important for leaders to know is that the impact of coaching is tangible, and produces measurable returns on the organisation's investment," says Lund. "It's not a therapy session, but a journey that guides individuals toward more fulfilling futures, while ensuring they are able to contribute more meaningfully to the success of their organisations."

Employees will always be an organisation's most valuable assets, which is why it's so important to nurture their growth and prioritise their overall wellbeing. Good leadership entails many different things but taking a conscious approach and keeping the well-being of people top of mind will always be the mark of a great leader.

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