

The Top 10 Employee Goals & Expectations Guide

2021



What you should expect from your employees if you want to scale and grow:

1

EXPECT YOUR EMPLOYEES TO FAIL.

If they are not making mistakes, they are playing it too safe and not innovating. Let them understand that you are ok with failure, if they fail forward and fast. In other words, they should learn from it and keep going. If they are afraid of your anger, then they will hide their mistakes, and then you can't improve, learn from them, and improve your processes. People love risk takers but somehow hate failures. But it's not a risk unless there is a real possibility of failure.

2

EXPECT YOUR EMPLOYEES TO CALL YOU ON YOUR SHIT AND TELL YOU "NO."

Your job as an entrepreneur is to be a visionary and a pusher, and you need people around you to keep you in check. While you see the possibilities, they should look at the realities and help you troubleshoot possible pitfalls to improve your strategies.

3

EXPECT YOUR EMPLOYEES TO HAVE "OFF" DAYS.

Long-term employment is like a long-term marriage; you can't be "on" 100% of the time. Let your employees know that you have high expectations for them and that you expect them to communicate with you so you can take the pressure off them when they are "not feeling it." Obviously, this shouldn't be an everyday thing or even a once a week thing. But people are not perfect, and in life, you ebb and flow with handling things. If you have an awesome employee who is going through some shit, support them. If you are not there for them when they are having hard times, don't expect them to be there for you or your company.

4

EXPECT YOUR EMPLOYEES TO BREAK POLICIES.

When a policy gets in the way of good customer service, your core values, and your mission, then maybe you need to bend the rules. Empower them with the authority to do so, and support them if it isn't exactly what you would do but it follows the spirit of the company. You can't make a policy for every scenario, and if they are afraid to act on their own, you will never have work-life balance. You want to be able to take a vacation, right?

5

EXPECT YOUR EMPLOYEES TO GET OFF TASK AND GOOF AROUND.

If you do not hear laughter on the floor, I worry about your culture. I had a manager once who would fly out of her office when she heard laughter and tell people to get busy. Work is a social experience. People should be having fun while still being productive. People meet their best friends at work and sometimes fall in love. Look at it as building a happy, healthy community within your company.

6

EXPECT YOUR EMPLOYEES TO LEAVE OR PUSH PEOPLE OUT.

People talk about how their culture is a magnet and attracts the best people. Enough with the ping pong tables, nap rooms, and free yoga classes. Yeah, they're cool, so have these benefits if you want, but that isn't the magic of a strong culture. Like a magnet, a strong company culture should also repel people who do not fit. People who are not talented, passionate, kind, and hardworking stick out and should not last in your organization. If you are constantly weeding out bad people, you will strengthen your "gene pool" until you have a super strong culture. When someone doesn't fit, they will stick out like a sore thumb and your entire team will want to escort them to the door. This is a good thing and will create amazing traction for you. But to get this, you have to hire and fire based on culture fit and core values.

7

EXPECT YOUR EMPLOYEES TO NOT FOLLOW THEIR JOB DESCRIPTION.

All employees should go beyond it and do whatever is ethically and legally possible to reach your goals and please the customers. Add it to every job proposal, especially if your company is small. People will be expected to wear many hats, and "That is not in my job description" is the kiss of death to getting things done.

8

EXPECT THAT YOUR EMPLOYEES WILL NOT ALWAYS MAKE THE CUSTOMER HAPPY.

Yes, that is their #1 goal, but they're not tacos; they can't make everyone happy. Some people just can't be satisfied. Your employees come first, and sometimes you have to refuse a job if a customer is abusive - because you should always put your people over profits.

9

EXPECT YOUR EMPLOYEES TO MAKE WORK NOT THEIR NUMBER 1 PRIORITY.

They should always put their family and their health first. You should have a strong team that can take up the slack if someone has an emergency, or even if it is to make it to a Little League game. If you don't let them prioritize their family, then one day they will wake up feeling resentful and find a company that does. It will only be a matter of time. If you do support what is important to them, then at crunch time, they will support what is important to you and your company.

10

EXPECT YOUR EMPLOYEES TO NOT FOCUS ON PROFITS AND THE BOTTOM LINE.

They should focus on creating value for your customers. Profits are a result of reaching your goal, and your goal is to go beyond for your customers. I am not saying to be stupid about expenses and not watch your financials. It is just that money can be elusive, and if you focus too much on it, you will make decisions that undercut the value you bring to your customers. And that could jeopardize your long-term strategy and your brand image.

