

## **Build Up!!**

Not to age myself, or sound like the guy who always says “back in my day” .... but breaking something down to build up was a philosophy/tactic used frequently. In some instances, it came in the form of discipline. My kids still can’t believe that I went to school during a time when paddling students was a form of discipline. Or as my old 6<sup>th</sup> grade math teacher would say.... “This is the best motivation tool.” Really?

Breaking down to build up was a method used in many facets of life and probably still exists in certain aspects of business, parenting, education, sports, etc... The process of breaking something, or someone down by consistently using tactics to get a reaction or motivation to improve a procedure or a course of action. The times are changing, and this practice (although still useful in certain platforms) is being forced to change and must change to meet the current timeframe we operate in.

Here we are in the year of 2022, and our country continues to transform, specifically in the labor market...as the availability of labor still falls short of supply and demand. Businesses today must be able to adapt and change how they manage employee retention, engagement, and hiring. Many companies are changing their hiring practices, offering up sign on bonuses, referral incentives, and raising wages across the board. It’s all about “building up.” All these actions taken are necessary to meet the challenges of this crazy labor market, but at the same time we still shouldn’t ignore the “breaking down” aspect of holding employees accountable for their performance.

As a company we must be able to hold people accountable, but many fear this accountability will result in further labor issues, therefore shying away from it. If an employee is not performing well, it is important to identify any issue/mistake, but it’s more important to attack the problem and not the person. There shouldn’t be any reluctance to hold your employees accountable, because practicing the building up is based on a continuous improvement mantra where we all strive to help, support, teach, train, and build each other up through positivity. The more positivity we all show can absolutely lead to larger gains related to employee retention and build on a culture that attracts new talent.

Kimal is in the business of providing materials for our customers to build up.

We must also in the business of building our people up to be the best they can be.

Respectfully,

Clark Willis