

How to be an effective Managing Director





Having worked with many effective (and ineffective managing directors) over the past 30+ year in business we have written this post to help others looking to grow their business to become a better, more effective Managing Director.

Based on the encounters we have experienced so far we want to support others to lead their business to even greater success both online and offline.



Who are we?

Building a successful business is hard especially juggling the day to day activities whilst at the same time finding the time to keep up to date on new markets, competitors and online marketing techniques!

Being an effective Managing Director for your business can make a huge difference – if you don't have these skills then it might pay to recruit an experienced MD into the business that can bring proven expertise especially if you are targeting new product sales or markets



Ask yourself 3 questions:

- Does it feel that you are frantically doing things but in reality getting nowhere?
- Is your business standing still and missing out on new opportunities?
- Should you be looking at new markets for the future growth and longevity of your business?

If you are not able to move forward and evolve your leadership skills to make sure your company grows then you need to consider if you being Managing Director is the right decision for the longer term success of the business

To help you become a more effective MD we have listed below a few tips that can provide you with some handy hints and tips. Hope you enjoy;





1- Recognise other people's efforts

When we are busy it is all too easy not to acknowledge the positive contribution made by your team. This can lead to unmotivated staff and ultimately have a negative impact on the overall success of your business. When giving recognition and praise make sure it is:

- Given frequently but don't overdo it so it loses its effect!
- varied – so as not to sound dull
- honest and sincere – don't recognise someone's effort if its not much of one
- about the person and THEIR work
- timely – recognising somebody's effort 3 weeks after the event is pretty much a wasted effort



2- Be Approachable

Ensure your team knows you have an open door policy and that you are a great listener (especially for new ideas). Your employees need to know they can approach you, the worst thing you can do is lock yourself away from the rest of the team. As the company grows it is practical that management structures are put in place but these can take you further away from your team. Make sure that they do not become a barrier to communication and interaction with the rest of the team - they still need to feel that they and their efforts are valued and that ultimately they can come to you if needed.



3- Be organised and in control of company affairs

To be seen as a good business leader you will need to show both your board, employees and even customers that you can serve the company well.

Your role is not to be directly involved in every element of the business but you should be able to demonstrate that you are aware of all of the different elements and in overall control of what is going on.

This will lead to greater confidence in you and that will have a positive impact on the business as a whole.



4- Be Tough and Decisive but ...

Using your authority effectively will increase people's respect in you as an MD but you will need to combine this with a caring approach – this is tough when you are required to make a decision that will not please those around you but better serve the company's long term interests. As with many difficult decisions in life it is not so much about the actual result (after all most people realise that in business today difficult choices sometime have to be made) but the way it is dealt with that can make all of the difference and help you stand out as an effective leader.



5- Use your position in the right way

At the end of the day as a Managing Director of a business you do have a responsibility and position which is not the same as others within the company. You need to use this position in the right way to make sure you are seen as a leader. Whilst approachability is important you need to balance this against the position you hold - at the end of the day you are no longer one of the lads/lasses and they need to feel confident that you are taking your position and responsibilities seriously. This can be simple things like sitting at the head of the boardroom table or having your own office – whilst these symbols of status within a business can be seen nowadays as a bit archaic they do help to give everyone confidence in your ability.



6- Build a Reputable Profile

As an MD you should learn to handle the public stage – if you are not already comfortable with it! Build an enviable reputation in your industry, be happy making press comments (get training if you are not) and speaking at seminars. As Managing Director you are part of the external brand of the company and your employees, customers and others in the market will see this as a positive addition to the overall company. It is also worthwhile exploring the online options such as LinkedIn and Twitter to build your profile as the expert in your field.



7- Don't be afraid to develop your own skills

Good business leaders always look to build on their expertise both as managers and as people who understand the greater technicalities of their business and/or wider industry environment. Employees who see an MD developing not just the business but their own skill set are more likely to want to improve their own skills in order to provide a better overall performance which will serve the business better in the long term



8 – Set and Clarify Objectives

All effective Managing Directors must have clear, specific objectives about what they want the business to achieve and how they will go about realising them. If an MD couples that with a passionate belief this will exert a natural positive influence on everyone else in the business. Those objectives and plans should be communicated to the rest of the company to make sure everyone buys into the vision and can see where things are going - there is no point having great plans for the business if no one knows what they are as it will take everyone working together to achieve them.



9 – Regular Communication

As mentioned above regular communication with all of your employees, customers and stakeholders is key to a successful business. Just because you are the MD of the company doesn't mean you should delegate all communication to others in the business.



10- Balance vision with attention to detail

Probably one of the simplest to say but hardest to do in reality but it is very important for a Managing Director to know when to focus on the big picture and when greater attention to detail has to be given. An MD that can only focus on one or the other can be a recipe for bigger issues for the business in the future.





11 – Inspire those around you

Good Managing Directors inspire the staff around them. Leading by example and utilising the different elements already identified will help you to inspire your staff, get them to share your vision for the company and most importantly help the business achieve it.



12 – Great leaders cultivate good leaders

Finally, a great leader understands that they cannot achieve everything they need for the business alone. They need others to take on leading roles within the organisation if it is to truly achieve success. Promote and help members of the team to grow and develop into leadership roles within the company. The benefits will be great.



We hope you found the tips above usef
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this topic please contact our great tean

