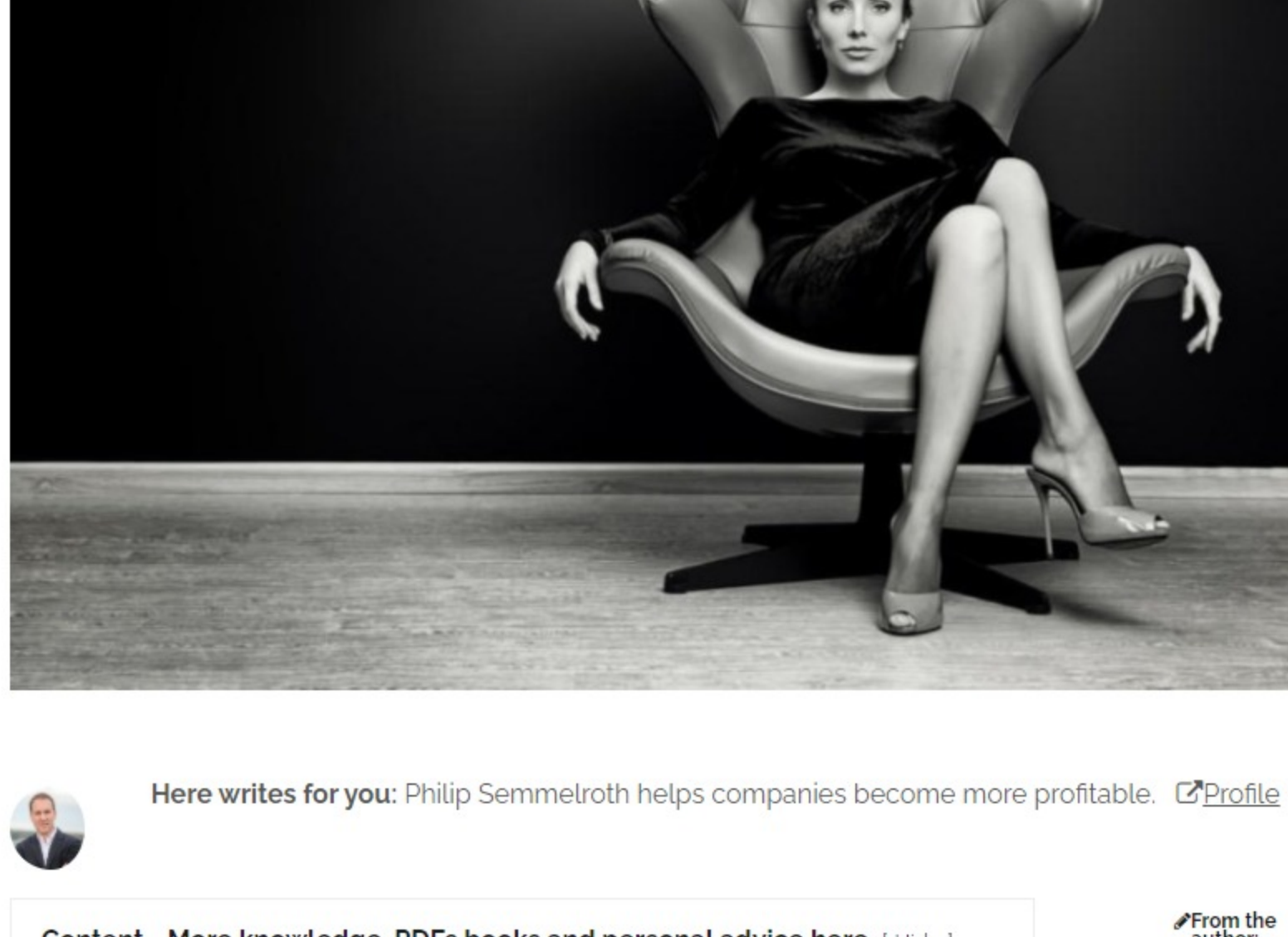


Tell the boss what you think: Confident employees achieve better results

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PHILIP SEMMELROTH 14.12.2020 08 MIN. READING TIME 5876 fin 6654

Anyone who wants to be successful as an entrepreneur has to accept that he will never achieve everything. The secret therefore lies in focusing on the measures with the greatest impact. And on good, self-confident employees.



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The mindset decides the output

It is not the talents and skills that determine how effective an employee is. Work results depend on how much people get involved and how willing they are to make maximum use of their available resources. Therefore, highly qualified employees are always overshadowed by others who simply doubt less. The key to this is internal dialogue. This can bring teams into action or prevent them from doing so.

Our brain stores information from birth. In most situations (at home, school, training) we cannot control who is writing something to our hard drive. The program in our head is designed by people with their own agenda. Anyone who wants to take responsibility for their own life, whether as an entrepreneur or employee, should therefore critically examine their "life program".

As a manager, you have to actively influence what the program of the employees in their environment looks like. Psychologists speak of internal dialogue because our behavior is largely determined by what we think of ourselves. It has a significant influence on one's own performance whether discouraging sentences are regularly uttered in mental self-talk such as "You can't do that anyway" or whether the dialogue is characterized by optimistic beliefs such as: "A master has not yet fallen from heaven" or "Whoever hard work is rewarded".

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Insecurity destroys sales

A moment of success in everyone [Company](#) is therefore the level of self-confidence of the employees. Performance grows with self-confidence. Self-confident people are more persuasive, less likely to slip into the role of victims and are less dependent on external motivation. Self-confidence reduces uncertainty - this is of central importance, especially in customer contact.

Today, customers can choose between numerous providers almost everywhere. You usually choose the one who presents his product most convincingly. Customers buy what scares them least, not what might be the best after weighing all technical specifications. As a rule, they cannot assess these details at all. The result is: Insecure salespeople destroy sales.

Success stories are more effective than explanations

When hiring, make sure that someone believes in themselves and their abilities. With faint-hearted and yes-sayers, you cannot build a team that will eventually manage day-to-day business without you. You have probably also heard the tip of establishing a positive error culture - to tolerate errors as a learning experience instead of sanctioning them. In addition, there are only three ways to influence people in their beliefs and behavior:

- ✓ via thinking (i.e. via addressing with theory and rational information).
- ✓ about feeling (i.e. about emotions and experiences) and
- ✓ about acting.

When you bet on thinking, you will usually come across pre-existing beliefs. In the event of a conflict, the new impulses are then classified as "untrue" and rejected, or at least viewed with skepticism and quickly forgotten again.

It is therefore advisable to rely on your own actions when managing employees. In day-to-day business, this means controlled challenges that force employees to leave their comfort zone and at the same time give them a sense of achievement. Only "doing it yourself" has a lasting effect on your own thinking, feeling and acting. Those who do things (whether under guidance or after imparting knowledge) get results. This changes feelings and thoughts. The task of executives is therefore to give employees a push so that they dare to venture into new playing fields.

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Rituals are more important than willpower

People become more successful when their results are less dependent on their willpower. The reason for this is simple: "Free will" is not that free at all. He is constantly in combat with excuses, counter arguments or unconscious influences, not knowing whether defeats are temporary or permanent. Lack of sleep, stress, negative feedback from customers or a small cold are just some of the factors that influence how productive (and willing) a person actually is during the day. It is therefore important to organize the performance of important tasks in such a way that they can be carried out without a deliberate attempt. The less self-management is required for this, the higher the probability that the desired results will be achieved even if the level of performance is not exactly a role model.

To ensure this, it is necessary to define rituals that relate to the acquisition process or the frequency of contact with customers, for example. It pays to develop such routines that are tailored to the company. When employees follow a proven routine, they automatically come to convincing results. This in turn strengthens their self-confidence and paves the way for further successes.

Self-doubt is the enemy of success

Rituals are not intended to replace one's own will, but are advantageous in certain cases because they undermine this will. Many employees have important skills or talents, but slow themselves down when implementing them. Their will throws clubs between their legs: the will to doubt, the will to do something else, the will to maybe prepare a little better.

These typical behavior patterns need to be broken. Those who have fewer doubts and who implement it more quickly create more results. Not all results will convince right away. But only through continuous trial and error, measuring and evaluating can the best strategy be developed to achieve the desired results that can be planned. And this is the only way to improve employee performance.

Business is like sport

Whether as a self-employed person or with employees: Anyone who wants to be successful in business will only ever achieve it in a team. It is therefore important that you exercise regularly and take care to compensate for bottlenecks and weak points. It is quite possible that certain tasks cannot be taken over by all of the players in the same way, but that does not make your employees worse people. This only means that you have to fill the positions differently, based on results.

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In football, nobody would criticize the defender on the far right because he scores too few goals in a storm. But people who could often do an excellent job in the internal sales force are forced to do field work in many companies, which leads to poor results. Those who take more time to ensure that they deploy the right employees with the right skills and talents in the right positions will provide the team with the best possible support and increase the company's competitiveness.

The entrepreneur as a bottleneck

One problem is that many people tend to want to "educate" others: from the neighbors who do too little against the dandelions in the garden to the employee who ticks differently than you do. Managers ignore that in many Companies the biggest bottleneck is caused by the entrepreneur himself. A company never gets bigger than the entrepreneur's ambitions. Therefore, this factor must always be taken into account in a bottleneck-oriented growth strategy. A visionary founder is not always a good managing director who understands how to drive day-to-day business and develop the company. Many deficits can be compensated for with training and external support. The prerequisite, however, is to keep checking which bottlenecks are currently causing the greatest obstacles to growth. Then you can take care of eliminating these bottlenecks.

No one is surprised that people who want to get better at a particular sport get exceptional results faster with a trainer. Nobody expects themselves to automatically master a new sport professionally. That is why people seek help. But when they become self-employed or start a company, the same people are suddenly convinced that they can face all challenges on their own, even though they don't even know this "sport". In this way, entrepreneurs regularly give away potential.

Your life will never get easier. But YOU are getting better

The older we get, the more money we earn, the more responsibility we get, the bigger the problems we have to solve. Life never gets easier. We're only getting better. People grow by coping with problems and then, in a process of reflection, once again become clear about what they have achieved there. The more positive reference experiences people have, the higher the probability that they will derive impulses for their self-confidence. And people who have a higher level of self-confidence get into action faster and thus achieve (more and) better results faster. Self-confidence reduces doubts, and those who have less doubts act more often, faster and more effectively.

It is therefore elementary that a lot is done in a company to program the internal dialogue of employees for success. Those who repeatedly support people to become a better version of themselves and to achieve measurable positive results will be richly rewarded: with increased performance, with loyalty and, last but not least, with independent action. So it is up to the entrepreneur whether he can withdraw more and more from day-to-day business and concentrate on the further development of his company.

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