



THE FACELESS CEO



A friend of mine employed by a medium sized company with one office location, commented that the CEO has only been seen on the floor by his staff once in six months. There is disillusionment, infighting, gossip, low productivity from senior management down. The team feels a sense of disconnection and yet the CEO remains faceless.

Whether you own or manage a business with a team of five or five thousand, team members value the personal aspect of life. Yes, they are there to do a job but having the *well done* from their leaders is part of increased productivity and workplace happiness. They like to feel they are part of a team, and management and owners have a massive impact on making people feel they are all on the same bus heading in the same direction.

In my consulting role I work with people at all levels within an organisation. Those not in managerial roles often comment that their managers or business owners are remote; not accessible; disinterested in them and their work; happy to criticise but rarely (if ever) praise them. And then, I have managers and owners tell me they feel their job is that of a babysitter. Not a great starting place to function together as a team.

The best workplaces from my observation, in terms of happiness, engagement, productivity and longevity of staff belong to those whose management and owners are leaders with a face. They don't sit tucked away behind closed doors but show their face on the floor. They genuinely take an interest in their people – their personal worlds, suggestions for the betterment of the company, desire for job and skill advancement, productivity and associated instruction to that end. They show up to meetings and social functions with the intent of engaging with people on all levels.

To have a child say to its mother, “what does Daddy look like?” would not be the most affirmative question ever asked.

“What does the CEO look like?” is not too dissimilar.

Show your face. You will be glad you did.

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