



# How Leaders Can Maximise Returns by Nurturing Undiscovered Talent

Everyone needs a strategy in whatever they do – or risk not progressing and waste time with unaligned efforts. In a world filled with unnecessary noise and involuntary misguidance, it has become extremely difficult to focus. Attention span is super limited, especially for the younger generations. Wishful thinking has become a pastime, and shortcuts are in fashion. Many people are tired of even trying and don't dare to dream (remain hopeful) anymore. These disheartening circumstances underlie why it is so important that leaders become role models and advocate true guidance, not stage deception.

## **The Key Issue**

First of all, there is no miracle pill. Nothing comes from nothing. The only “nothing” we don't yet understand – from which this universe emerged – is what existed before the Big Bang. Rather than squander precious time on Big Bang theories (unless you derive satisfaction from it), leave such efforts to people who really enjoy thinking about them. Instead, we should focus on what we have the capacity and ability to create – how to shape, develop, and live our lives. But keep in mind, if you don't want to create anything meaningful, then nothing meaningful will result in your life.

Although the overwhelming majority of people are born with the capacity to shape, develop, and live their lives, only a minority have the chance to use a strategy or a framework to do so. Most believe this world is random, which appears to be, and wait for their turn, but miss a very important point: Chance is a question of movement, not standing still. This philosophy explains why so many people don't even bother to discover their real strengths and how they can improve them further to create something worthwhile.

## **Understanding the Pivotal Question**

Actually, the real question is not about whether one is talented, passionate, self-aware, mission driven, well-networked, or action-oriented. The real question involves one's ability to compile these pieces together coherently, allowing the big picture to emerge in a way that drives real growth – not only for that individual but also for one's family, friends, work organisation, and community at large. It is also why so many talented, passionate, committed, or knowledgeable people remain undiscovered; they lack a framework or a strategy to create their own big picture.

”If you hire people who don’t believe in themselves, then it is going to be quite hard to make them believe in anything else”



In other words, we all need to understand that being “only” talented, passionate, or knowledgeable does not guarantee progress (or, as some prefer, “success” or “fulfillment”). If it did, then all professors would be “super successful/fulfilled” because they are super knowledgeable, all medical doctors would be “super fit” and live longer lives because they know perfectly how the human body works, and all artists would sell their artwork because they are just simply so talented.

### **Providing Leadership Support**

As leaders, our aim should be to encourage, empower, and pave the way for others to understand the big picture for themselves as early as possible, because it is only when people view the overall perspective that they start believing in themselves.

As a leader, you want to hire, develop, and retain only employees who believe in themselves first in order to help your organisation thrive and outperform. There is a strong economic incentive for advocating that approach. It is not just “nice to have,” but a “must have” approach to maximise returns for all stakeholders.

Consider this point: If people in your organisation wander around and struggle to do a fair job because they “have to be there” – that is, they need a job to feed their family or future plans, not because “they want to be there” – then they are exerting an average effort. Further, people in the “have to be there” group have also the potential to become barriers to growth for your business, because they may potentially lack the natural instinct and willingness to be creative and add more value than they receive regardless of anything else. If so, you are not maximising their efforts or aiming for ultimate efficiency in your organisation – which begs the questions:

- 1) Why wouldn't you want to aim for ultimate efficiency if you want to maximise returns, which is the main reason why investors invest in a business and the right employees want to work for an organisation?
- 2) Why would you want to leave money on the table knowing that there is actually quite a lot more left?



### **Discovering the Undiscovered to Maximise Returns**

The bottom line is this: Acknowledging the need for employees to learn how to act strategically, empowering them with personal accountability for their lives and careers, and providing leadership support not because it is “nice to do” but “must do” to maximise returns are the foundations for an outperforming business. With the appropriate and genuine support – in terms of expectations, rewards, dialogue, guidance, development, and new approaches – leadership can nurture a fully aligned talented workforce to become a well-honed, truly motivated resource that will drive future growth and innovation for decades to come.

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