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THE SBRA COMMUNITY MANAGING EXPECTATIONS— Of Yourself and Others



**By Gary Seibert, CEO,
Small Business Resource Association**

I know I can make this a success. I expect my wife and kids to love me. If I do a really good job, I expect a raise or a bonus. I expect my employees to be loyal and engaged. I expect people to treat me as I treat them. If I pay someone to do a job, I expect them to do it well. I did not expect this to happen at all.

Expectations—what we expect of ourselves and what we expect of others. They will drive you crazy and create an enormous amount of STRESS in your life if you do not learn how to manage them.

Early in my business career I found myself going home almost every night complaining to my wife how frustrated I was. It seemed that no one could live up to my expectations and I was not achieving what I thought I should be fast enough. Both sets of expectations, those for my employees and those of my own were driving me crazy. At the same time, I started to see myself putting expectations on suppliers, my marketing firm, customer response to needed questions, mail delivery, cash flow and almost everything I did. It was like nothing I did, or anyone I was dealing with, met my expectations.

Expectations can be very helpful as they can give us a sense of motivation and direction and help us meet certain standards and best practices. However, when expectations overwhelm our every thought and force us to be affected

by others performance, we need to step back and ask the question, what is it about MY expectations that is causing Me so much stress? Equally important is to ask yourself the question, are MY expectations of others causing them as much, or more, stress than me?

As I reflected on those two questions, I realized that my own personality was the greatest cause of my frustration and stress. You see, I am a visionary and I EXPECTED everyone to be aware of and part of my dreams. I have always been a hard worker and I EXPECTED everyone else to be the same. I was self-motivated and I EXPECTED everyone to do what they were hired to do without me or someone else telling them what to do. I am a problem solver and I EXPECTED everyone to be able to spot a potential problem and then find a way to fix it. I deal well with change and I EXPECT there to be change but many people are afraid to deviate from what they have always done in the past. I have always built my companies on providing excellent products and outrageous customer service and therefore I EXPECTED everyone that worked for me to provide the same. I have always had good expectations but I learned early in my career that I had to learn how to manage those expectations if I was going to reduce my stress and live a happier and healthier entrepreneur's life. Here are a few tips that I learned that might be useful to you in managing expectations.

1. Your expectations will only be met if they are realistic and attainable. Meet with your staff or trusted advisors to

discuss what you want done. Discuss what you want to accomplish, who will do it, what will it cost and how long will it take to do it. Involve your staff in the decision-making process. They will have ownership and be more likely to meet your expectations.

2. You will need people that are trained, skilled and capable of the task.

3. You will need motivated and enthusiastic participants that believe they can meet your expectations.

4. You will need to have excellent communication skills, both speaking and listening, in order for everyone to know what your expectations are. This applies to vendors as well as customers.

5. It would also be wise for you to discuss with others what they expect of you in order for them to meet your expectations. There are two sides to an EXPECTATION.

6. Always provide ample time to accomplish the task anticipating a hick-up or two.

7. Expect changes along the way and encourage your team to look for better ways to accomplish the task without compromising your quality or integrity.

8. Don't make expectations beyond others ability. You cannot get lime juice out of a lemon.

9. Last but not least—don't judge yourself too harshly. You are human and we all have limitations. Do the best you can and help your team do the best they can. Set attainable goals and not expectations.

I have a good friend that told me, if I wanted to eliminate a lot of stress in my life, GET RID OF ALL YOUR EXPECTATIONS. It's a great concept and for some it really works. Regardless, manage your expectations and you will have a happier work and family life.



SBRA Business Spotlight



Located at
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Hubric Resources, located in Wyomissing, offers human resource consulting and recruiting, servicing the manufacturing, healthcare, government, and education industries, as well as, not for profit clients, just to name a few. Their professional team provides HR interim support, HR outsourcing, recruiting, training and development, employee relations, and compensation and benefits. Their knowledge has directly resulted in over hundreds of highly satisfied clients. Hubric Resources can provide your business with human resources solutions that will allow you to focus on what you do best – running your business!

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PERSONAL AND PROFESSIONAL GROWTH FOR BUSINESS OWNERS



By Terri Hill,
Two Hills Consulting

How would you like a shortcut to success? Would you like easy access to information from others who have traveled the same path and know what to avoid and where to go?

A master mind group could be exactly what you're looking for. Master mind groups have been around for more than 100 years and were identified by Napoleon Hill in *Think and Grow Rich* as one of the factors in achieving success in life. Henry Ford, Thomas Edison and Andrew Carnegie credit these relationships with advancing their businesses. Current thought leaders like Jack Canfield used a recommendation from a master mind group to successfully bring the *Chicken Soup for the Soul* series to publication.

The Small Business Resource Association (SBRA) wanted to provide this support to their members and introduced a concept called Collective Minds. Collective Minds leverages the experience and skills of the group's members to help each other multiply their output and create exponential gains.

The first Collective Minds group is wrapping up their first year together and members have been thrilled with the results. Adam Wentling, owner of Precision Hearing Aid Center, said,

Joining the Collective Minds mastermind program through the SBRA has been one of the best business decisions I've made to date. I had been hearing and reading so much about masterminds, of which many can cost upwards of \$1000 per month. That's where the SBRA comes in and does what they do best: they pool resources to get equal, if not better, value of the \$1000 month groups, at a fraction of the cost. My motivation in joining was focused solely on growing my business, but this group has helped me grow in all aspects of life. How can your business or career thrive if your personal relationships are not in order? Too much to talk about here, reach out if you want to know more.

In this current economic climate there's never been a better time for businesses to refocus and learn how to create opportunities in this new economy. If you're interested in learning more about the program, you can visit the SBRA website at www.sbrassociation.org/collective-minds/ for more information. The next groups will start in September and October. Space is limited so it's important to reserve your spot early.

There's a popular Chinese proverb that says: *The best time to plant a tree was 20 years ago. The second best time is now.* So tap into some wisdom and reserve your spot today in the next Collective Minds' groups!

SBRA Monthly Member Shout Out

Members Helping Each Other Grow



accurate. reliable. confidential testing.
arcpointlabs.com/reading



powermarketinginternational.com



members1st.org



facebook.com/goldenrule.PA



tgbentertainment.com



precisionhac.com

SBRA EVENTS - BE BETTER. GROW FASTER.

TUNE-UP Tuesdays

information. sharing. motivating.



Free to the public. Get more details and register at <https://www.sbrassociation.com/#EVENTS>

• Tuesday, May 10th – 9:30-10:30 a.m. - SBRA Workshop
How to Prep Your 30-second Commercial to Gain Customers presented by John Whitehall of Sandler Training

• Tuesday, May 24th - 9:30-10:30 a.m. - SBRA Workshop
Tik Tok for Business presented by Zach & Kyra Bell of Bell Media Group

120 MINGLE NETWORKING

• Wednesday, May 25th 5:30-7:00 at Speedpro Innovations, 48D Wingco Ln Reading, PA
Register: <https://www.sbrassociation.com/#EVENTS>

• Learn How the SBRA Can Help Your Business Grow – Membership Benefits Update Wednesday, May 25th, 9:00-9:30 a.m. via Zoom

Register: <https://www.sbrassociation.com/#EVENTS>



NEW SBRA MEMBERS

- Colonial Life/Bene Choice
- The Social Cup
- Presence Bank
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- JA Walter, Inc.
- Sterling Life Solutions