



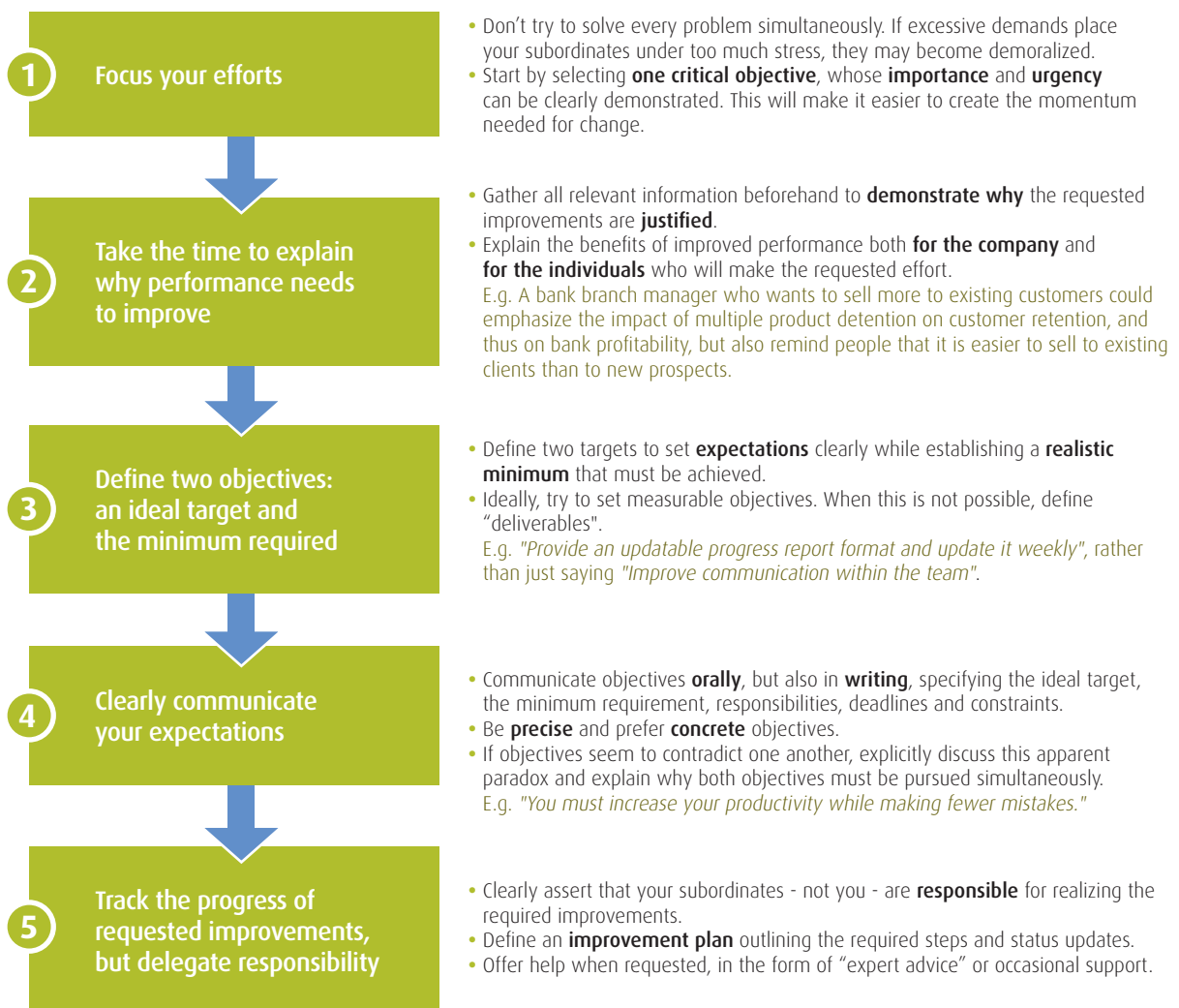
Dare to **demand more** from your team

The challenge

Many managers are uncomfortable asking subordinates to improve their performance. There are many reasons for this, such as the fear of upsetting an otherwise satisfactory status quo, the desire to preserve a harmonious atmosphere, the fear of conflict, the desire to be liked, the belief that it won't do any good, etc. Although managers must be supportive, too much understanding can be counterproductive, as it may not stimulate high performance. The following approach will help you be more demanding when necessary.

Key steps

The following five steps will help you gradually develop your ability to be more demanding:



▶ When your subordinates show signs of improving in one area, you can then tackle other objectives, while ensuring that they continue their efforts to maintain what has already been achieved.