

11 | 🧠 “Why Can’t I Find Good People?!”

Sound familiar?

- “Nobody wants to work anymore.”
- “No one cares as much as I do.”
- “They’re just collecting a paycheck.”

If these thoughts are on a loop in your brain, congratulations—you’re human. But also... it might be time for a mindset shift.

👁️ The Problem Isn’t *Them*. It’s the System.

People are people. They come with:

- Hopes and fears
- Needs and goals
- Past baggage
- A strong BS detector

But instead of nurturing these people, most businesses throw them into the fire:

- Quick hire ✔️
- Little training ✔️
- No clear purpose ✔️
- Zero recognition ✔️

And then we wonder why they don’t care? It’s not a hiring problem—it’s a **leadership opportunity**.

🔥 Want Loyalty? Give Them Something to Believe In

People will work for money.

But they’ll **bleed for belief**.

If your team isn’t emotionally connected to your business, here’s what’s probably missing:

- No clear vision
- No recognition
- No development path
- No story, no “why”

Think about it—have you shared your vision? Your dreams? Your “why” for starting this business in the first place?

Or are you just barking orders and wondering why no one’s inspired?

Build Your Employee Loyalty Roadmap

This isn’t kumbaya fluff. This is how you get **engaged**, **committed**, and **less needy** team members.

Start with these:

- Post your **company vision** everywhere
 - Write out your **company story** (why you started, what matters)
 - Implement an **org chart with clear role agreements**
 - Create a **training roadmap** for every role
 - Celebrate wins—**even small ones**
 - Practice **daily appreciation** (“Thanks for coming in today” works wonders)
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Enter: The Worker Shift

This is gold.

Next time an employee brings you a problem, do NOT solve it.

Instead, ask:

- “What do you think we should do?”
- “What’s your proposed solution?”

Then:







- Guide if needed
- Approve if solid
- Celebrate their thinking

Over time, you'll create:

- A problem-solving culture
- More confident employees
- Fewer interruptions
- Stronger, faster decisions

It's simple. It's empowering. And it works.

Pro Tips for Building Emotional Buy-in

-  Share where the company is going
 -  Ask for input (then actually use it)
 -  Train continuously
 -  Recognize effort and attitude, not just outcomes
 -  Give feedback without finger-pointing
 -  Celebrate progress, not just perfection
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Common Roadblocks

1. You're still playing the tyrant.

- It may have worked once, but now you're just trapping yourself in your business.

2. You're not used to appreciation.

- Get over it. A sincere "thank you" costs nothing and pays big dividends.

3. You don't think your people can think.

- They can. They just need permission, support, and practice.

Reflection Question

If your team mirrored your energy and attitude—would that be a good thing or a bad thing?

Action Plan


Step 1: Review your current recognition and reward systems. What's missing?

Step 2: Create a plan to share your vision regularly. Every manager must be a storyteller.

Step 3: Start using the “Worker Shift” question with every problem brought to you this week.

4-Question Quiz

1. Do your employees know your business vision?
 - A) Yes
 - B) Not really
2. Are problems brought to you or solved by your team?
 - A) Mostly solved
 - B) Mostly dumped on me
3. Do you thank your team every day?
 - A) Often
 - B) Rarely
4. Are roles and responsibilities clearly defined?
 - A) Yes
 - B) Nope

 Mostly B's? You've got work to do. Let's fix it.

Business Coach Wrap-Up

You don't need to "find better people." You need to **be a better leader** for the people you've got.

Trust them.

Train them.

Involve them.

Appreciate them.

And you'll be shocked by what they give back.

Need help writing your company story or setting up recognition systems? Email Bob@coachfirm.com

Helpful Resource:

Download the worksheet associated with this lesson: Coach Your People