



BEST PRACTICE

You've promoted your star performer into management. Now help him avoid the classic errors that beginners so often make.

Saving Your Rookie Managers from Themselves

by Carol A. Walker

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Saving Your Rookie Managers from Themselves

The Idea in Brief

You've wisely promoted a top performer into management. Six months later, this rising star has fallen hard: He's overwhelmed, fearful, not respected by his staff. Why?

You probably promoted him based on his technical competence—then expected him to learn management skills by osmosis.

But he didn't grasp the real challenges of management—for example, empowering others versus striving for personal achievement. Insecure about asking for help, he turned inward. His team's morale plummeted; productivity faltered.

How to save your erstwhile star? Help him master delegating, thinking strategically, and communicating—basic skills that trip up *most* new managers.

The Idea in Practice

Essential management skills for rookie managers:

Delegating. Under pressure to produce, rookies often "just do it" themselves because they fear losing control or overburdening others. But failure to delegate blocks their staffs' advancement, making them resentful, and then disengaged.

How to help:

- Explain that developing staff is *as* essential as financial achievements.
- Lead by example. Trust and empower your rookie; he'll engage his *own* team.
- Encourage him to take small risks in playing to his staff's strengths. Early successes will build his confidence.
- Help him break complex projects into manageable chunks with clear milestones.

Getting support from above. Many rookie managers believe they're in servitude to bosses, not in partnership. To avoid seeming vulnerable, they don't ask for help. But if they don't see you as a critical support source, they won't see *themselves* as one for their team.

How to help:

- Emphasize that open communication is essential to your rookie's success. Discourage covering up problems.
- Introduce him to other managers as resources.
- Have *him* prepare agendas for your regular meetings. The process will help him organize his thoughts.

Projecting confidence. Rookies who don't project confidence won't energize their teams. Frantic, arrogant, or insecure demeanors may repel others in the company.

How to help:

- Encourage "conscious comportment": constant awareness of the image your rookie is projecting.

- Let him express his feelings—but in your office, behind closed doors.
- Keep him from undermining his own authority; e.g., by pushing an initiative only because top management requested it. Walk through the process of presenting an initiative persuasively, ensuring he can *own* the message—not just deliver it.

Focusing on the big picture. Many rookie managers let fire fighting eclipse strategic initiatives. Fire fighting *feels* productive—but it doesn't teach teams to handle challenges themselves or think strategically.

How to help:

- Explain that strategic thinking will constitute more of your rookie's work as his career advances.
- Help him focus on the long-term, big picture. Ask strategic questions; e.g., "What marketplace trends are you seeing that could affect you in six months?"
- Request written plans documenting strategic goals as well as concrete, supporting actions.

Giving constructive feedback. Most rookies dread correcting staffers' inadequate performance. But avoidance costs managers their credibility.

How to help:

- Explain that constructive feedback strengthens staffers' skills.
- Role-play giving feedback about behaviors, not personalities.

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Saving Your Rookie Managers from Themselves

by Carol A. Walker

Tom Edelman, like a million freshly minted managers before him, had done a marvelous job as an individual contributor. He was smart, confident, forward thinking, and resourceful. His clients liked him, as did his boss and co-workers. Consequently, no one in the department was surprised when his boss offered him a managerial position. Tom accepted with some ambivalence—he loved working directly with clients and was loath to give that up—but on balance, he was thrilled.

Six months later, when I was called into coach Tom (I've disguised his name), I had trouble even picturing the confident insider he once had been. He looked like a deer caught in the headlights. Tom seemed overwhelmed and indeed even used that word several times to describe how he felt. He had started to doubt his abilities. His direct reports, once close colleagues, no longer seemed to respect or even like him. What's more, his department had been beset by a series of small crises, and Tom spent most of his time putting out these fires. He knew this wasn't the most effective use of his time,

but he didn't know how to stop. These problems hadn't yet translated into poor business results, but he was in trouble nonetheless.

His boss realized that he was in danger of failing and brought me in to assist. With support and coaching, Tom got the help he needed and eventually became an effective manager. Indeed, he has been promoted twice since I worked with him, and he now runs a small division within the same company. But his near failure—and the path that brought him to that point—is surprisingly typical. Most organizations promote employees into managerial positions based on their technical competence. Very often, however, those people fail to grasp how their roles have changed—that their jobs are no longer about personal achievement but instead about enabling others to achieve, that sometimes driving the bus means taking a backseat, and that building a team is often more important than cutting a deal. Even the best employees can have trouble adjusting to these new realities. That trouble may be exacerbated by normal insecurities that make rookie man-

agers hesitant to ask for help, even when they find themselves in thoroughly unfamiliar territory. As these new managers internalize their stress, their focus becomes internal as well. They become insecure and self-focused and cannot properly support their teams. Inevitably, trust breaks down, staff members are alienated, and productivity suffers.

Many companies unwittingly support this downward spiral by assuming that their rookie managers will somehow learn critical management skills by osmosis. Some rookies do, to be sure, but in my experience they're the exceptions. Most need more help. In the absence of comprehensive training and intensive coaching—which most companies don't offer—the rookie manager's boss plays a key role. Of course, it's not possible for most senior managers to spend hours and hours every week overseeing a new manager's work, but if you know what typical challenges a rookie manager faces, you'll be able to anticipate some problems before they arise and nip others in the bud.

Delegating

Effective delegation may be one of the most difficult tasks for rookie managers. Senior managers bestow on them big responsibilities and tight deadlines, and they put a lot of pressure on them to produce results. The natural response of rookies when faced with such challenges is to “just do it,” thinking that's what got them promoted in the first place. But their reluctance to delegate assignments also has its roots in some very real fears. First is the fear of losing stature: If I assign high-profile projects to my staff members, they'll get the credit. What kind of visibility will I be left with? Will it be clear to my boss and my staff what value I'm adding? Second is the fear of abdicating control: If I allow Frank to do this, how can I be sure that he will do it correctly? In the face of this fear, the rookie manager may delegate tasks but supervise Frank so closely that he will never feel accountable. Finally, the rookie may be hesitant to delegate work because he's afraid of overburdening his staff. He may be uncomfortable assigning work to former peers for fear that they'll resent him. But the real resentment usually comes when staff members feel that lack of opportunity is blocking their advancement.

Signs that these fears may be playing out include new managers who work excessively

long hours, are hesitant to take on new responsibilities, have staff members who seem unengaged, or have a tendency to answer on behalf of employees instead of encouraging them to communicate with you directly.

The first step toward helping young managers delegate effectively is to get them to understand their new role. Acknowledge that their job fundamentally differs from an individual contributor's. Clarify what you and the organization value in leaders. Developing talented, promotable staff is critical in any company. Let new managers know that they will be rewarded for these less tangible efforts in addition to hitting numerical goals. Understanding this new role is half the battle for rookie managers, and one that many companies mistakenly assume is evident from the start.

After clarifying how your rookie manager's role has changed, you can move on to tactics. Perhaps it goes without saying, but you should lead by example. You have the responsibility to empower the rookie who works for you and do what you can to help him overcome his insecurities about his value to the organization. You can then assist him in looking for opportunities to empower and engage his team.

One young manager I worked with desperately needed to find time to train and supervise new employees. His firm had been recently acquired, and he had to deal with high staff turnover and new industrywide rules and regulations. The most senior person on his staff—a woman who had worked for the acquiring company—was about to return from an extended family leave, and he was convinced that he couldn't ask her for help. After all, she had a part-time schedule, and she'd asked to be assigned to the company's largest client. To complicate matters, he suspected that she resented his promotion. As we evaluated the situation, the manager was able to see that the senior staffer's number one priority was reestablishing herself as an important part of the team. Once he realized this, he asked her to take on critical supervisory responsibilities, balanced with a smaller client load, and she eagerly agreed. Indeed, she returned from leave excited about partnering with her manager to develop the team.

When a new manager grumbles about mounting workloads, seize the opportunity to discuss delegation. Encourage him to take small risks initially, playing to the obvious

Carol A. Walker is the president of Prepared to Lead (www.preparedtolead.com), a management consulting firm in Weston, Massachusetts. Before founding the company, she worked for 15 years as an executive in the insurance and technology industries.

strengths of his staff members. Asking his super-organized, reliable assistant to take the lead in handling the logistics of a new product launch, for example, is much less risky than asking a star salesperson, unaccustomed to this sort of detailed work, to do it. Early successes will build the manager's confidence and willingness to take progressively larger risks in stretching each team member's capabilities. Reinforce to him that delegation does not mean abdication. Breaking a complex project into manageable chunks, each with clearly defined milestones, makes effective follow-up easier. It's also important to schedule regular meetings before the project even begins in order to ensure that the manager stays abreast of progress and that staff members feel accountable.

Getting Support from Above

Most first-time managers see their relationship with their boss more as one of servitude than of partnership. They will wait for you to initiate meetings, ask for reports, and question results. You may welcome this restraint, but generally it's a bad sign. For one thing, it puts undue pressure on you to keep the flow of communication going. Even more important, it prevents new managers from looking to you as a critical source of support. If they don't see you that way, it's unlikely that they will see themselves that way for their own people. The problem isn't only that your position intimidates them; it's also that they fear being vulnerable. A newly promoted manager doesn't want you to see weaknesses, lest you think you made a mistake in promoting her. When I ask rookie managers about their relationships with their bosses, they often admit that they are trying to "stay under the boss's radar" and are "careful about what [they] say to the boss."

Some inexperienced managers will not seek your help even when they start to founder. Seemingly capable rookie managers often try to cover up a failing project or relationship—just until they can get it back under control. For example, one manager I worked with at a technology company hired a professional 20 years her senior. The transition was rocky, and, despite her best efforts, the individual wasn't acclimating to the organization. (The company, like many in the technology sector, was very youth oriented.) Rather than reaching out to her boss for help, the manager continued

to grapple with the situation alone. The staff member ultimately resigned at the busiest time of the year, and the young manager suffered the dual punishment of being understaffed at the worst possible moment and having it known that she had lost a potentially important contributor.

What's the boss of a rookie manager to do? You can begin by clarifying expectations. Explain the connection between the rookie's success and your success, so that she understands that open communication is necessary for you to achieve your goals. Explain that you don't expect her to have all the answers. Introduce her to other managers within the company who may be helpful, and encourage her to contact them as needed. Let her know that mistakes happen but that the cover-up is always worse than the crime. Let her know that you like to receive occasional lunch invitations as much as you like to extend them.

Lunch and drop-by meetings are important, but they usually aren't enough. Consider meeting regularly with a new manager—perhaps weekly in the early stages of a new assignment, moving to biweekly or monthly as her confidence builds. These meetings will develop rapport, provide you with insight into how the person is approaching the job, and make the new manager organize her thoughts on a regular basis. Be clear that the meetings are her time and that it's up to her to plan the agenda. You're there to ask and answer questions and to offer advice. The message you send is that the individual's work is important to you and that you're a committed business partner. More subtly, you're modeling how to simultaneously empower and guide direct reports.

Projecting Confidence

Looking confident when you don't feel confident—it's a challenge we all face, and as senior managers we're usually conscious of the need when it arises. Rookie managers are often so internally focused that they are unaware of this need or the image they project. They are so focused on substance that they forget that form counts, too. The first weeks and months on the job are a critical time for new leaders to reach out to staff. If they don't project confidence, they are unlikely to inspire and energize their teams.

I routinely work with new managers who are unaware that their everyday demeanor is

hurting their organizations. In one rapidly growing technology company, the service manager, Linda, faced high levels of stress. Service outages were all too common, and they were beyond her control. Customers were exacting, and they too were under great pressure. Her rapidly growing staff was generally inexperienced. Distraught customers and employees had her tied up in knots almost daily. She consistently appeared breathless, rushed, and fearful that the other shoe was about to drop. The challenge was perhaps too big for a first-time manager, but that's what happens in rapidly growing companies. On one level, Linda was doing an excellent job keeping the operation going. The client base was growing and retention was certainly high—largely as a result of her energy and resourcefulness. But on another level, she was doing a lot of damage.

Linda's frantic demeanor had two critical repercussions. First, she had unwittingly defined the standard for acceptable conduct in her department, and her inexperienced staff began to display the same behaviors. Before long, other departments were reluctant to communicate with Linda or her team, for fear of bothering them or eliciting an emotional reaction. But for the company to arrive at real solutions to the service problems, departments needed to openly exchange information, and that wasn't happening. Second, Linda was not portraying herself to senior managers as promotion material. They were pleased with her troubleshooting abilities, but they did not see a confident, thoughtful senior manager in the making. The image Linda was projecting would ultimately hold back both her career and her department.

Not all rookie managers display the problems that Linda did. Some appear excessively arrogant. Others wear their self-doubt on their sleeves. Whether your managers appear overwhelmed, arrogant, or insecure, honest feedback is your best tool. You can help rookie managers by telling them that it's always safe to let out their feelings—in your office, behind closed doors. Reinforce just how long a shadow they cast once they assume leadership positions. Their staff members watch them closely, and if they see professionalism and optimism, they are likely to demonstrate those characteristics as well. Preach the gospel of conscious comportment—a constant awareness of the image one is projecting to the world. If you ob-

serve a manager projecting a less-than-positive image, tell that person right away.

You should also be alert to new managers who undermine their own authority. Linda made another classic rookie mistake when she attempted to get her staff members to implement an initiative that her boss had come up with. In presenting the initiative, she let her team know it was important to implement because it had come from the division's senior vice president. While her intentions were good—rallying the team to perform—her words encouraged the group to focus attention above her rather than on her. There is no quicker way for a rookie manager to lose credibility with her staff than to appear to be a mouthpiece for senior management. Pointing out that senior management will be checking up on the initiative certainly won't hurt, but the rookie manager must take care never to be perceived simply as the messenger.

Just-in-time coaching is often the most effective method for showing rookie managers how to project confidence. For instance, the first time you ask a new manager to carry out an initiative, take a little extra time to walk her through the process. Impress upon her the cardinal rule of management: Your staff members don't necessarily have to like you, but they do need to trust you. Ensure that the new manager owns the message she's delivering.

Layoffs are a classic example of a message the rookie manager will struggle with. Don't allow a rookie to proceed half-prepared. Share as much information as you can. Make sure she's ready for all the likely questions and reactions by asking her to do an informal dry run with you. You might be surprised by how poorly she conveys the message in her first few attempts. A little practice may preserve the image of your manager and your company.

Focusing on the Big Picture

Rookie managers have a real knack for allowing immediate tasks to overshadow overarching initiatives. This is particularly true for those promoted from within, because they've just come from the front lines where they're accustomed to constant fire fighting. As a recent individual contributor armed with plenty of technical know-how, the rookie manager instinctively runs to the immediate rescue of any client or staff member in need. The sense of accomplishment rookies get from such res-

cues is seductive and far more exhilarating than rooting out the cause of all the fire fighting. And what could be better for team spirit than having the boss jump into the trenches and fight the good fight?

Of course, a leader shows great team spirit if he joins the troops in emergencies. But are all those emergencies true emergencies? Are newer staff members being empowered to handle complex challenges? And if the rookie manager is busy fighting fires, who is thinking strategically for the department? If you're the senior manager and these questions are popping into your head, you may well have a rookie manager who doesn't fully understand his role or is afraid to seize it.

I recently worked with a young manager who had become so accustomed to responding to a steady flow of problems that he was reluctant to block off any time to work on the strategic initiatives we had identified. When I probed, he revealed that he felt a critical part of his role was to wait for crises to arise. "What if I schedule this time and something urgent comes up and I disappoint someone?" he asked. When I pointed out that he could always postpone his strategy sessions if a true emergency arose, he seemed relieved. But he saw the concept of making time to think about the business as self-indulgent—this, despite the fact that his group was going to be asked to raise productivity significantly in the following fiscal year, and he'd done nothing to prepare for that reality.

Senior managers can help rookies by explaining to them that strategic thinking is a necessary skill for career advancement: For first-time managers, 10% of the work might be strategic and 90% tactical. As executives climb the corporate ladder, however, those percentages will flip-flop. To be successful at the next level, managers must demonstrate that they can think and act strategically. You can use your regularly scheduled meetings to help your managers focus on the big picture. Don't allow them to simply review the latest results and move on. Ask probing questions about those results. For example, "What trends are you seeing in the marketplace that could affect you in two quarters? Tell me how your competition is responding to those same trends." Don't let them regale you with the wonderful training their staffs have been getting without asking, "What additional skills do we need to

build in the staff to increase productivity by 25% next year?" If you aren't satisfied with your managers' responses, let them know that you expect them to think this way—not to have all the answers, but to be fully engaged in the strategic thought process.

Rookie managers commonly focus on activities rather than on goals. That's because activities can be accomplished quickly (for example, conducting a seminar to improve the sales staff's presentation skills), whereas achieving goals generally takes more time (for example, actually enhancing the sales staff's effectiveness). The senior manager can help the rookie manager think strategically by asking for written goals that clearly distinguish between the goals and their supporting activities. Insisting on a goal-setting discipline will help your new (and not-so-new) managers to organize their strategic game plans. Critical but soft goals, such as staff development, are often overlooked because they are difficult to measure. Putting such goals in print with clear action steps makes them concrete, rendering a sense of accomplishment when they are achieved and a greater likelihood that they will be rewarded. Managers with clear goals will be less tempted to become full-time tacticians. Just as important, the process will help you ensure that they are thinking about the right issues and deploying their teams effectively.

Giving Constructive Feedback

It's human nature to avoid confrontations, and most people feel awkward when they have to correct others' behavior or actions. Rookie managers are no exception, and they often avoid addressing important issues with their staff. The typical scenario goes something like this: A staff member is struggling to meet performance goals or is acting inappropriately in meetings. The manager sits back, watches, and hopes that things will magically improve. Other staff members observe the situation and become frustrated by the manager's inaction. The manager's own frustration builds, as she can't believe the subordinate doesn't get it. The straightforward performance issue has now evolved into a credibility problem. When the manager finally addresses the problem, she personalizes it, lets her frustration seep into the discussion with her staff member, and finds the recipient rushing to defend himself from attack.

Most inexperienced managers wait far too long to talk with staff about performance problems. The senior manager can help by creating an environment in which constructive feedback is perceived not as criticism but as a source of empowerment. This begins with the feedback you offer to your managers about their own development. It can be as simple as getting them to tell you where their weaknesses are before they become problematic. After a good performance review, for example, you might say to your new manager, “By all accounts, you have a bright future here, so it’s important that we talk about what you *don’t* want me to know. What are you feeling least confident about? How can we address those areas so that you’re ready for any opportunity that arises?” You’ll probably be surprised by how attuned most high performers are to their own development needs. But they are not likely to do much about them unless you put those needs on the table.

More than likely, the feedback your managers have to offer their staffs will not always be so positive or easy to deliver. The key is to foster in them the desire to help their reports achieve their goals. Under those circumstances, even loathsome personal issues become approachable.

One of my clients managed a high-performing senior staff member who was notably unhelpful to others in the department and who resented her own lack of advancement. Instead of avoiding the issue because he didn’t want to tell the staff member that she had a bad attitude, the senior manager took a more productive approach. He leveraged his knowledge of her personal goals to introduce the feedback. “I know that you’re anxious for your first management role, and one of my goals is to help you attain that. I can’t do that unless I’m completely honest with you. A big part of management is developing stronger skills in your staff. You aren’t demonstrating that you enjoy that role. How can we can work together on that?” No guilt, no admonishment—just an offer to help her get what she wanted. Yet the message was received loud and clear.

A brainstorming session this client and I had about ways to offer critical feedback led to that approach. Often, brainstorming sessions can help rookie managers see that sticky personal

issues can be broken down into straightforward business issues. In the case of the unhelpful senior staff member, her attitude didn’t really need to enter the discussion; her actions did. Recommending a change in action is much easier than recommending a change in attitude. Never forget the old saw: You can’t ask people to change their personalities, but you can ask them to change their behaviors.

Indeed, senior managers should share their own techniques for dealing with difficult conversations. One manager I worked with became defensive whenever a staff member questioned her judgment. She didn’t really need me to tell her that her behavior was undermining her image and effectiveness. She did need me to offer her some techniques that would enable her to respond differently in the heat of the moment. She trained herself to respond quickly and earnestly with a small repertoire of questions like, “Can you tell me more about what you mean by that?” This simple technique bought her the time she needed to gather her thoughts and engage in an interchange that was productive rather than defensive. She was too close to the situation to come up with the technique herself.

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Delegating, thinking strategically, communicating—you may think this all sounds like Management 101. And you’re right. The most basic elements of management are often what trip up managers early in their careers. And because they are the basics, the bosses of rookie managers often take them for granted. They shouldn’t—an extraordinary number of people fail to develop these skills. I’ve maintained an illusion throughout this article—that only rookie managers suffer because they haven’t mastered these core skills. But the truth is, managers at all levels make these mistakes. An organization that supports its new managers by helping them to develop these skills will have surprising advantages over the competition.

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Further Reading

ARTICLES

Purposeful Managers

Harvard Business Review Article Collection
Product no. 8962

Your rookies aren't the only managers faltering on the job. According to one article in this collection, as many as 90% of *all* managers fail to carry out their primary responsibilities: creating and implementing strategy and fueling innovation. Why? They lack focus and energy, avoid complex challenges in favor of busywork, and don't delegate. These articles offer powerful antidotes to all three problems:

- **"Beware the Busy Manager" by Heike Bruch and Sumantra Ghoshal:** By giving your rookie managers meaningful challenges and letting *them* decide how to meet them, you impart *focus* and *energy*—two essential ingredients they'll need to define their goals and take personal responsibility for their new role.
- **"Managers Can Avoid Wasting Time" by Ronald N. Ashkenas and Robert H. Schaffer:** To resist the lure of busywork and fire fighting, rookies need the confidence to tackle *big* challenges. Help them by demonstrating how to break huge, ill-defined projects into manageable pieces that focus on bottom-line, quickly achievable results.
- **"Management Time: Who's Got the Monkey?" by William Oncken, Jr., and Donald L. Wass:** To help new managers delegate to and develop their team (instead of accumulating more and more subordinates' problems on their backs), explain the five levels of initiative they can expect from staffers, and how to respond to each.

The Set-Up-to-Fail Syndrome

by Jean-François Manzoni and Jean-Louis Barsoux

Harvard Business Review

March–April 1998

Product no. 98209

By letting your rookie manager stumble into the job without sufficiently mastering management skills, you risk activating the set-up-to-fail syndrome: He inevitably slips up (e.g., failing to delegate), and you start questioning his performance. You begin micromanaging him, and *he* starts doubting himself. He stops giving his best, confirming your worst suspicions—so you tighten the screws further.

To avoid this destructive dynamic, understand how set-up-to-fail starts with *your* own perceptions. Then take steps to either prevent the syndrome from kicking in—or reverse it through honest dialogue and clear expectations.

The Executive as Coach

by James Waldroop and Timothy Butler

Harvard Business Review

November–December 1996

Product no. 96611

An effective way to ensure that your recently promoted top performer *stays* on top as a new manager? Coach him: meet with him regularly to help him change behaviors (e.g., avoiding all confrontation with subordinates) that threaten to derail his career and hurt your company.

Coaching takes time and discipline, but it also pays big dividends. This article explains how to assess the seriousness and source of your rookie's problematic behavior, introduce the idea of coaching to him, and use role-playing and other coaching techniques.

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