



# **GUIDE:** How to Successfully Lead and Effectively Manage Field Employees

Author: Andrew Forest

[www.actsoft.com/teamwherx](http://www.actsoft.com/teamwherx)

# Why Leading and Managing Field Employees is Critical to Your Business

Across job sites and office locations, strong leadership and management helps your organization remain connected and drives greater productivity.

The two terms are not necessarily interchangeable. Leadership reflects the ability to influence, motivate, and empower employees to contribute to the organization's success. On the other hand, management is responsible for coordinating a team and ensuring day-to-day operations are executed in order to achieve specific objectives.

Employee work ethic and your company culture can be positively impacted by leadership and management styles. Let's take a closer look at best practices of successful leadership and effective management, particularly when managing crews of field employees.

## What is the Optimal Leadership for Field Employees?

Optimal leadership for field employees includes being accessible and providing channels for strong, quick communication during day-to-day tasks. Our customers have shared the following key traits which are inherent in strong leaders.

**Responsiveness:** Being quick to respond to questions your employees may have helps projects move forward faster, makes staff feel truly listened to, and keeps your workforce from feeling unable to meet deadlines.

**Empathy:** Holding your workforce accountable is paramount, but so is being understanding when things don't always go according to plan. Demonstrating empathy can help your employees feel truly supported and motivate them to excel even further in their roles.

**Supportive:** Above all, leaders who are supportive of their teams by gathering feedback and guiding them to each new objective helps create a culture where everyone's voice is heard and respected. Offering assistance where applicable also empowers employees to succeed and grow in their respective positions.

In addition to exhibiting these three traits, strong leaders also provide their field employees with both the know-how and tools to be successful in their roles and on the job.



## Benefits of Optimal Leadership for Field Employees

Optimal leadership helps you ensure that output is sustained and that customers are always taken care of.

With a fully staffed and engaged workforce, productivity is high and retention is strong. Leading a dedicated, full team of employees enables you to provide the best service possible to clients, take on more new business, and grow your bottom line.

## Impact of Poor Leadership for Field Employees

Weak leadership can lead to employee and customer confusion and frustration. If there are key lapses in communication between leaders and employees, project timelines suffer, ultimately impacting both your customer service and the ability to grow your business.

Employee churn may also result from ineffective leadership. [Gwendolyn Miller-Jones of Forbes](#) writes [that according to an MHA poll, nearly 70% of surveyed employees are either thinking about or actively looking for a new job](#) because of not feeling recognized or supported enough. Skilled field employees who don't feel assisted or who feel micromanaged may find it difficult to truly thrive in their roles, potentially leading to a loss of talent and a need to immediately backfill positions.



# 3 Tips to Successfully Lead and Effectively Manage Field Employees

Here are three key ways to lead and manage your field-based workforce before, during, and after a service call.



## How to Lead and Manage Before a Service Call

Ensuring clarity when communicating directives before a service call is essential to demonstrating strong leadership for field employees. Providing time for employees to ask necessary questions about certain aspects of their role – before a project commences – can minimize confusion and delays.



## How to Lead and Manage During a Service Call

Strong communication throughout a service call helps employees have emerging questions answered and quickly get help if/when needed. Having a digital method for your field employees to submit questions or real-time work order updates ensures that you are staying constantly informed. If additional guidance or resources are needed to complete a certain phase of a project, you can use workforce management software to assign additional employees and/or materials to help the project remain on-track and on-budget.



## How to Lead and Manage After a Service Call

Assigning new work orders based on employee availability helps you continue to boost productivity, without causing your workers to feel burned out or overwhelmed between service calls. Gathering employee feedback about current processes also helps you fine tune your effectiveness as a leader and make life easier for both yourself and field employees. Lastly, be sure to highlight a job well done by your employees once a key objective is complete. Recognition enables your team members to feel valued and rewarded – and also motivated to start their next project!

# How to Measure the Impact on Productivity & Profitability

Strong leadership empowers your workforce to work smarter, positively impacting productivity and profitability. To help further enhance your leadership efforts, [implement technologies](#) that automate and digitize key steps of a job cycle. Once you've adopted new tools like these, measure averages in work order completion and any profitability increases to gauge the impact of not only the new technologies, but your improved ability to be an even better leader for your employees.



By exhibiting commitment and compassion, your leaders (and yourself) set a positive example for your employees, regardless of the exact phrasing of your company's values and mission. When employees feel supported and empowered, customer service and satisfaction will naturally increase, strengthening your brand equity and reputation.

Implement this information into your workflows to put your leaders and employees in the best positions possible to succeed for your field service organization.

For an all-in-one solution to better lead and manage your field employees, schedule a free demo of TeamWherx™ today:

<https://www.actsoft.com/request-a-demo/>

## Sources:

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