

# How to Get the Best Out of Your People

Managers often need to employ two different skills when working with direct-reports. Sometimes they need to push; other times they need to pull. Pushing is management. Pulling is leadership.



**PUSH**

Set Goals  
Provide Tools  
Establish Incentives

When you push, you demonstrate that you are focused on achieving goals for the team.

**Pushing is managing.**



**PULL**

Coach Regularly  
Educate Continuously  
Recognize and Reward

When you pull, you provide the individual with the support necessary to achieve those goals.

**Pulling is leading.**