



Profiles in Performance – Ronnie Booth

For managers to be successful, they must be students of “performance,” in areas beyond just the people they manage or interact with. To create superior performance for individuals and teams, managers must understand the depth of superior performance in a variety of areas. There are many options for studying the superior performance of others, in sports, entertainment, and the arts. Successful performance is a combination of talent and a variety of elements best summarized as “energy-based” traits. Some would say these are vision, or commitment, or passion – others would use different terms that still fit the concept. There are a million stories about performance, this is one of them.

Ronnie Booth is a member of one of the top Southern Gospel singing groups, the multiple award winning Booth Brothers. His rich baritone contributes to the amazing harmonies of the trio - and mesmerizes an audience when he takes the lead for a verse, or steps to the microphone for a solo. He was named Southern Gospel's Male Vocalist of the Year in 2008. The musical talents are obvious, a voice that can perform a variety of styles, from the tender words of a story, to the rousing call for a "hallelujah," to the precision of a Mills Brothers harmony sung a cappella. From his father, from watching countless others on what to do - and what not to do - from conscious choices, Ronnie developed the voice and the musical talent that is also obvious when he softly plays the guitar (or strums a few Eagles notes during a sound check).

Message for Managers: Stop for a moment and reflect on the how and why you became a manager! It's rare that a child says "I want to be a manager when I grow up." On the other hand, talk to some managers who became outstanding at what they do because they were influenced by the powerful model of one or more great managers.

Practice is a key to obtaining and maintaining successful performance. Other than perhaps debatable "training" programs, most managers rarely practice - they perform - the scoreboard is always on - everything counts! In athletics, it is more than dramatically opposite. Athletes often practice 10 times, or 100 times, more than they perform.

To be part of a successful singing group requires that high level of practice and preparation to be successful. It takes hours of preparation before the two hour performance that most audiences see; it can take 6-7 hours of rehearsal, arranging, and re-arranging to produce 5 minutes of music for an album.



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But Ronnie Booth also realized, very quickly, that he needed to develop other talents to ensure the success of the group. The Booth Brothers, to their audiences, may seem to be entertainers choosing to use their voices to spread the ministry of their faith - but it's also a business needing scores of management decisions to be fiscally responsible to the individuals and families dependent on the group's continued success for their own livelihoods. For the Booth Brothers, that means making intelligent decisions about the price of fuel -- for over a year in advance. Traveling more than 50,000 miles annually makes managing fuel costs critical. In addition, there are the challenges of product marketing and pricing.

Message for Managers: How much do you "practice" before a selection interview, a performance review session? How often do you look at what's it takes to make you more successful in your position - to make your organization more successful? How often do you step up to take on additional responsibility - to ask for (maybe demand) the training needed to raise your performance?

Talent is the first part of the equation; the second part, the "energy-based" traits are equally important. Ronnie proves that the "energy-based" traits can be shown with the quiet certainty of just a few thoughtful words - or his thoughts, carefully and powerfully expressed either through song or in conversation. With fans after a show, with family, with friends talking late at night or early in the morning on the bus, the strength of his thoughts and the power of his faith are clear with every word.

Marcus Buckingham's research on strengths suggests that less than 2 out of 10 people say they are "playing to their strengths" most of the time. The most successful performers are going to be found in this 2 out of 10. Here's a simple test for people's vision of their own future, a question: "Tomorrow you win the multi-million dollar lottery, what would you be doing two years from now?" Ronnie's answer proves the performance, practice, and passion argument that I'm making here - and he responded in about one second, without hesitation: "Singing"

Message for Managers: It's Talent! It's Practice! It's Passion and Commitment! Become students of performance!

Profiles in Performance is a series of insightful perspectives into the talents and dedication of individuals who are defined by a variety of authors as peak performers, one of the "2 out of 10" who play to their strengths most of the time. For additional information, including a more detailed explanation of the concept and intent of this series plus an archive of profiles, visit www.performance.project.com