FREE GUIDE · KIMBERLY FISCHER

Say It Once

The 5-minute fix that gets your team to do it right the first time.

You explained it. They nodded. It still came back wrong. Most leaders blame the person. Usually the problem is the method. Most of us only tell, then wonder why nothing sticks. Here's the **five-step training process** I use with my team. It works whether you're teaching one task or running an entire department.

See | **Hear** | **Do** | **Check** | **Teach**

STEP 1

See *Show it*

Show them how it's done, start to finish.

> Let them watch the standard being performed, not described. Narrate as you go: what you're doing and the decision behind it.

STEP 2

Hear *Say it*

Explain it out loud, including the stuff that feels too obvious to say.

> That's your insider intel, the things you do automatically that a new person won't know unless you say them. Be specific. "Greet every customer within 10 seconds" beats "be friendly." Specifics stick.

STEP 3

Do *Try it*

Now they try it while you watch. This way you make sure they understand what you have so far taught.

> Real reps, real feedback. Not "we'll try it later." Don't jump in too fast. Coach, don't rescue.

STEP 4

Check *Come back*

Walk away and check back in five minutes. Check that they understood what you meant, not just what you said. Correct it, then let them repeat it until it becomes smooth.

> This is the step most leaders skip. I skipped it once and came back to 300 tiny garlic knots, all the wrong size. Five minutes in, you catch it before it's made 300 times.

STEP 5

Teach *Pass it on*

Once they've got it, they teach the next person. To teach is to learn it twice.

> Teaching forces real understanding. Listen while they do it. Sometimes you'll learn something too.

The rule: don't skip steps

Run all five, in order, for every task. Then repeat all five for the next one. It doesn't have to take all day. It can be quick. And keep checking throughout the day to make sure everyone still has it.

5 minutes of checking costs a lot less than 300 knots.

Try it this week

1. Pick **one** task your team keeps getting wrong.
2. Break it into bite-sized pieces, not a fire hose.
3. Run all five steps, in order. No shortcuts.
4. Protect the Check. Set a five-minute reminder if you have to.
5. Once they've got it, have them teach the next person.

Want the whole system?

My book, *Motipulation: How to Get Your Team to Follow Through Without Force, Guilt, or Yelling*, walks through this and the rest of the BETTER model in detail. Reserve your copy free at **kimberlyfischer.com/reserve**.

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Never stop improving. – Kimberly Fischer