

# The Imperative of Proactive People Management

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Founder of The Performance Collaborative



**“What we often forget, to the detriment of high performance, is our people and how we work together to make a company great”**

*JOHN MCFARLANE  
FORMER CHAIRMAN  
BARCLAYS PLC*

# The Shifting Paradigm

In the results-oriented world of business, the focus on achieving tasks and meeting objectives often takes precedence over the people responsible for executing them.

While task-centric management may yield short-term gains, the long-term implications on team climate, culture and organizational health cannot be overlooked.

This perspective delves into the drawbacks of a management style that prioritizes tasks over the well-being and development of the workforce.



# Diminished employee morale

Managers solely focused on tasks may inadvertently neglect the human element within their teams. Employees are not just cogs in the machine; they are individuals with unique needs, aspirations, and emotions. When management prioritizes tasks at the expense of recognizing and addressing the human side of work, it can lead to a decline in morale, resulting in decreased productivity and increased turnover.

## 2

# Stifled creativity and innovation

Task-centric management tends to emphasize adherence to predefined processes and rigid guidelines. While efficiency is crucial, an overemphasis on tasks can stifle creativity and innovation within the workforce. Employees may feel constrained by a lack of autonomy and opportunities for creative problem-solving. A management approach that neglects the human aspect may inadvertently hinder the organization's ability to adapt and thrive in a rapidly changing environment.

# 3

## Reduced employee engagement

Employees crave a sense of purpose and connection with their work. Task-centric managers, however, may inadvertently create an environment where employees feel like mere task executors rather than valued contributors. This lack of engagement can lead to decreased commitment, lower job satisfaction, and a higher likelihood of burnout, all of which can have detrimental effects on organizational performance.

# 4

## Limited professional development

A myopic focus on tasks may result in a neglect of employee development and growth. Successful organizations recognize that investing in the skills and career progression of their workforce is integral to long-term success. Task-centric managers, however, may allocate minimal time and resources to coaching, mentoring, and skill-building initiatives, hindering the overall advancement of the team.

# 5

## Undermined team dynamics

Task-centric management tends to foster a transactional relationship between managers and employees. The emphasis on completing tasks may overshadow the importance of building strong interpersonal connections within the team. Effective collaboration, communication, and mutual support are often casualties of a management style that neglects the human side of leadership, leading to fractured team dynamics.



# **This isn't HR. This is Leadership.**

In summary, great people management is not just about managing human resources; it's about unlocking the full potential of individuals and teams, leading to a host of positive outcomes and contribution to the long-term success and sustainability of the business.

Be the difference-maker,

—  
**- TONY D'AVINO**

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