

## What counts is not necessarily the size of the dog in the fight; it's the size of the fight in the dog<sup>1</sup>

And now is the time when the 'fight in the dog' is a crucial factor! Morale is so important in business and boy is morale under threat at the moment! Read any newspaper, look at any TV news show (yes show) and they'll give you every reason to despair but despair breeds lethargy and lethargy breeds defeat. It used to be a crime during the war to spread defeatist talk doom and gloom..... there'd be no one left at the BBC if that was still true!! So with Christmas coming and a new year around the corner I hope you'll allow me an end of year and very personal rant!



Anyone who doubts that good morale can help teams overcome adversity need only look to some of the unfashionable, neglected but inspiring figures from our past... Shingleton who coaxed, inspired, and led a disastrous expedition to survival against impossible odds, Churchill who led a nation to the same end.... I could go on but in order not to be accused of raising the flag and having a quiet weep I'll stop, you get the point. People who work for you are bombarded with reasons to give up and your own morale and the way you present yourself to them makes a huge difference. People you lead want you to be strong, they want you to be brave and they want you to lead the fight, if you do they'll accept some casualties and fight with you.

I recently read an article (I know!) that claimed 40% of small businesses in the UK were thinking of giving up, more than any other piece of 'news' that should give us cause for concern. If you give up you have 100% chance of failing and if you are seen to give up then most people around you will quit as well.

Top performing teams need top performing leadership so in a final article for 2008 as we look at 2009 and wonder what the asylum has in store for us next I'd like to spread just one message...

***Dig in and soldier on !!***

Best wishes for a peaceful Christmas and a Happy new year

*Chris Ball is a Director of MBA and a member of the institute of management consultants, **MBA Associates Ltd** is a specialist consultancy that partners clients to **Recruit, Retain and Develop Top Performing Teams**. Using sophisticated and proven methods that are different to the usual recruitment agency MBA has an enviable track record of Job Matching with currently over 70% of candidates recruited still in post or promoted within the same group after one year (statistics from Harvard Business review show 14% success rate is average on CV alone!) MBA can be contacted on 01242 821 432, [info@mba-associates.co.uk](mailto:info@mba-associates.co.uk) or through the website at [www.mba-associates.co.uk](http://www.mba-associates.co.uk)*

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<sup>1</sup> Dwight D Eisenhower