

Only One Talent Coach Works With Eight Morning Shows in the Top Ten Markets!

Planet Reynolds
We Create
Personality Radio
steve@reynoldsgroupradio.com

The Reynolds Group
(919) 821-4700



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Managing Your Talent: The Three C's!

A fun Monday morning benchmark: call and tell us what happened over the weekend you have to apologize for. Choose one of the callers, then have them make the apology on the air to the other person. Now that would be memorable morning radio!

It's not necessarily the talent in the room which gets you a great performance each day, it's the management of the people which does. Whether you're the PD or anchor who works with the cast members every day, focusing on the Three C's of Management maximizes performance: Competence, Confidence, and Caring. Talent rises to the challenge when convinced their leaders are competent in their own skill set, evoke and nurture a sense of confidence amongst the team (not to be confused with cockiness), and are around others who care about their well being. How do the people managing your morning show rate in these three categories?

The Reynolds Group coaches morning shows to better connect with their audience. Focusing them on the demo and challenging them to develop fun content and entertaining ideas so more people want to tune it each day!



Steve Reynolds

Call Steve today for an analysis to find out how healthy your morning brand is!

STEVE REYNOLDS SEZ...

We're often asked what those things are which will assure long term success for any morning show. I work with talent in markets from New York City to Indianapolis. They all face consistent challenges. They include: maintaining their sense of relevancy show after show, break after break, knowing what will entertain listeners (which is by and large being topical in content choices), being honest, real, authentic, and vulnerable so P1s and new come get to know them, staying in touch with the station core demo (knowing their likes, dislikes, and lifestyle so great content choices can be made), and developing fun and entertaining ideas for the show so it stands out in the ground clutter of life and competition. These items make them memorable in the marketplace. If you have tenured talent, how do you think they score in these areas?