

Executive Perspective

Herb Anderson, Chairman and CEO, Royal Parking

To build a high performing organization, hire smart, capable leaders who can put aside ego and build a team from the ground up.

– Herb Anderson



Today at Royal Parking and as a leader at Central, Standard and Impark, I looked for executives who bring a talent for teambuilding. If you build a strong team, you can grow an organization, its performance and its profits.

Always hire the best and brightest you can get. When it comes to executives, I look for four critical success factors—leaders who can: build a team, design systems for scale, run parking operations, and build close relationships with internal and external clients.

Managers are equally important to success. Focus on hiring those who are creative, have a sense of urgency, are willing to help design a strategy, follow through, and who understand the basic principles of the operation and share a drive for results.

Technology really comes into play, so hire people who are technologically savvy and can make the best use of technology, including social media. You may not use Facebook or Twitter, but if your clients and your parkers are using it, hire a team that does as well.

Hire a team that's able to overcome adversity. No matter how well you plan and execute, there are always obstacles to overcome. I look for people who don't get easily frustrated, who can adapt to any situation and who come up with creative solutions.

A great leader has the ability to set definable and measurable goals, communicate goals clearly, plan to get there, and can motivate people to become engaged in the plan. ■

Anderson will share strategic insights on executive hiring at the 2012 NPA Winter Leadership Forum.