

Jump into the flow of high-performance

My Business

There is a powerful call for business people to innovative and develop profitable solutions that work both locally and globally. This is an exhilarating challenge that opens up enormous new possibilities when we explore the inherent strategic opportunities.

▶ **Make Success Almost Inevitable**

- ▶ **Know why you do what you do.** There's nothing more powerful than engaging yourself and the people around you in something that matters. Making money is a result of doing lots of things in tandem, and largely rests on the "why & how" of this business. The "why" pulls talent and clients toward you, keeps you motivated and sets the stage for high-performance. The "how" is a combination of your strategy and your business processes.
- ▶ **Make your brand/marketing message concise.** People can't say "yes" to what you offer if they are confused or uncertain. Don't worry about being too narrow in creating your niche. When we try to be everything to everybody, we paradoxically end up being nothing special to anybody.
- ▶ **Build your client base.** Presenting and selling your company and your offering are critical competencies that you will continue to develop throughout your entire career. What worked a decade ago, may not work any longer; don't let your brand become tired, trite or outdated. All of Ford's cars used to be black; imagine how poorly they'd be doing if that were still true today.
- ▶ **Get your business size and structure right.** Examine why people are doing the jobs they are doing and why you're following the processes you're following – is it optimum for today's market or are you doing it this way just because it's the way you've always done it?
- ▶ **Give your people the tools they need,** whether it's in the form of hardware or software, or it's a quiet place to work or a larger place to meet and brainstorm, it all matters and it's part of your brand. We've all heard the stories about companies like Apple. When you ask why people are so productive and proud to work there, you'll discover that there's a big check next to this item.

- ▶ **Apply integrity to every interaction.** Doing the right thing is often the hard thing as well. And yet, by branding your business as one of integrity, you will give yourself the confidence and clarity you need to be a great Chief Executive. When your roots are planted in integrity and excellence, you'll naturally bring excellence and integrity to everything you do.
- ▶ **Provide the best customer service humanly possible.** It's so much harder to get new customers than to keep the ones you've already got. You can build enormous success in your business by really listening to your customers. Hold yourself and your company accountable for your customer's good experiences and you're on the right track.

▶ **Feedback is the Breakfast of Champions**

Don't be the last to hear what people are saying about you, your company or your services. If you want to move your business into higher levels of performance and sustainability, the fastest access is to get consistent feedback from competent people on how things are going and on what could be going better. Get hungry for it! Managing by walking around got famous for the common sense approach of the boss leaving the ivory tower and watching and listening to what's going on out there.

Whatever state your business is in, from early formulation right on through concentration, stability, changes, and new growth, you've got to be good at a few things, and competent at a lot more. One of the most valuable questions we've ever asked in our companies is, "What do you need from me?" If you're willing to listen, the responses you get can be game changers.

Lovingly known as the Chief Cooks & Bottle Washers, there are few jobs more challenging or more rewarding than being a successful Chief Executive.

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