

Back Stage

How to build the foundations for outstanding performance

Five steps to have the **business** you always dreamt of, the **lifestyle** you are doing it for and the **time** to enjoy it.

Your Why

You are driven consciously, or not, by your inner "Why". Even when you are unaware of it, it is part of your drive and determination to get things done. It is expressed in these three ways:

Your Role: Is an expression of your "Why". Being effective in it serves your "Why". This is true for you and the people you work with.

Your Business: The "Why" for your business is an extension of your personal "Why" and linked together.

Your Vision: Is the ultimate outcome you want to achieve in your business. Success in making it a reality leads to real heart-felt accomplishment.

Clarity of Communication

Being able to send your message with clarity to staff and customers is vital for any successful long-term business:!

Staff: Your staff have clarity about what you expect them to contribute, why they are contributing it and the difference it makes to your business.

Customers: Your customers know exactly what to expect from you and your staff. They also know how best to interact with your business.

Stakeholders: Investors, suppliers, and the community at large, understand your business objectives and how they can engage with them.

Measurement

Meaningful measurement is vital to sustain the standards of behaviour and performance to produce the desired growth:

What to Measure: Measure processes that help to sustain, change, or grow the business and the results.

Why Measure it: Measurement provides feedback to stimulate new thinking "back stage" to improve performance "front stage"

How to Measure it: Measurement needs to be simple to execute, where possible automated. Needs to be done consistently without detracting from or interfering with the customer experience.

Behaviours

Your business needs world class standards for your staff to follow. These will deliver the results needed and transform your vision into reality.

Thinking: Individual thinking defines individual behaviour. Develop staff Behaviour by changing staff thinking!

Values/Standards: Your standards of behaviour express the values of your business to your customer.

Priority: Applying your standards in priority order so that staff approach every issue with a similar mindset?

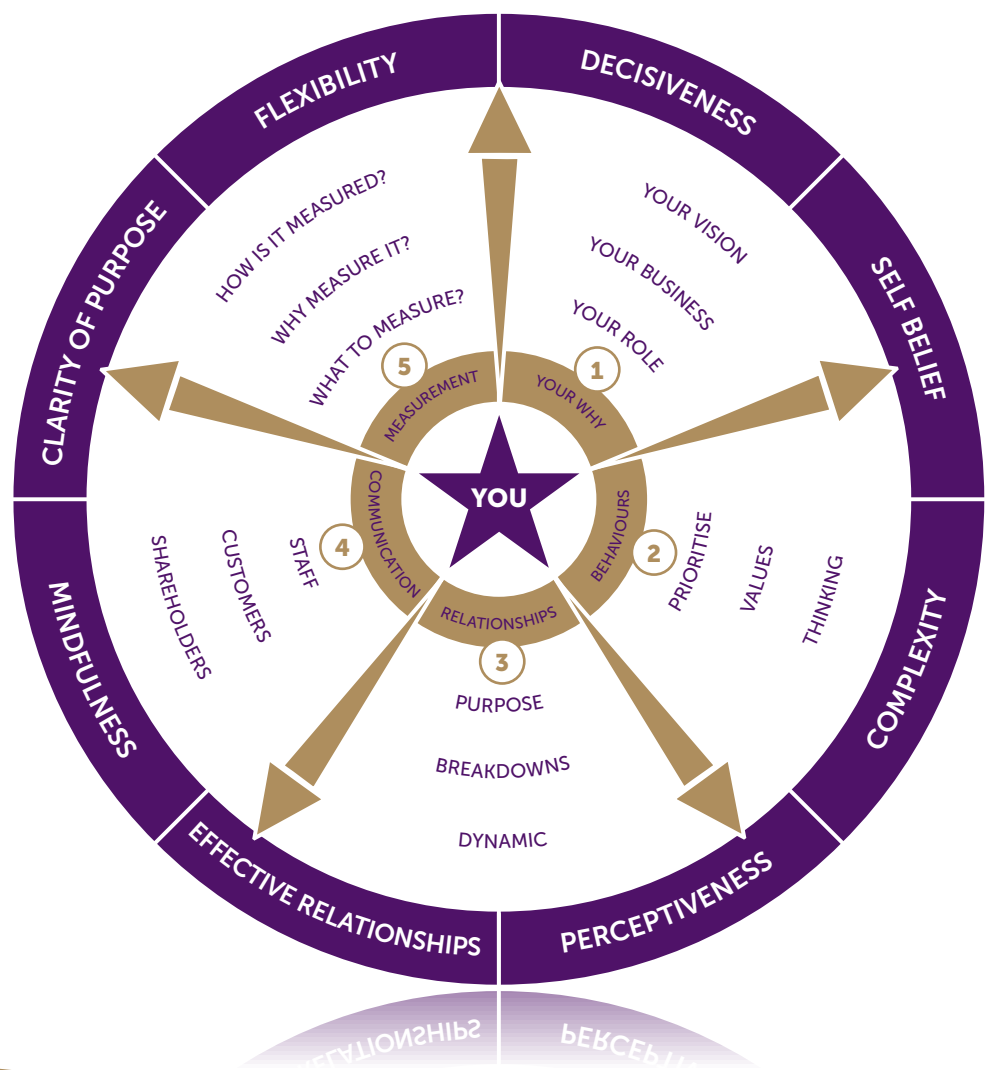
Relationships

You have specific relationships with every member of your staff based on a specific dynamic and specific purpose.

Specific Purpose: Defines the clear expectation for the employee and the employer for each relationship.

Specific Dynamic: Defines how the employee and employer interact, to get the greatest benefit & contribution from each other.

Resolving Breakdowns: Having a specific purpose and dynamic in place makes resolving issues quick, saving time and money.



Front Stage

**How you appear to your world
influences how your world responds**

**The eight ways successful leaders express themselves to create collaboration
and amazing outcomes.**

Clarity of Purpose

When you speak with crystal clear clarity of purpose you attract people to your cause that share your passion, your vision and your values. You create an environment for staff to fully express themselves – their character – in the service of your vision.

Self Belief

When you have clarity of purpose, it enriches how you see yourself – confident without being arrogant, determined and responsive, inclusive of others who can contribute to your vision, and sure in your mind that it is your path that you chose.

Effective relationships

Having effective relationships that are specifically tailored to the vision and to the individuals in the relationship, means that as a leader you have leverage, not to abuse, but to challenge effectively and to nurture, collaborate with and achieve amazing outcomes that normal people just can't match.

Perceptiveness

Everything around you is changing constantly and having great perception allows you to feel the breeze, smell the pressure, and detect the discomfort, and awkwardness before others even notice. This allows you to act before the catastrophe.

Mindfulness

Every action you take or don't take has consequences. Being mindful of the consequences before action enables you to prepare and preempt negative reactions or outcomes, so that to others you appear completely in control of the circumstances.

Flexibility

Being flexible enough to be able to adapt to changing circumstances, and being flexible in your approach and your behaviour. Being spontaneous, whilst remaining resolutely focused on achieving your goal of transforming your vision into reality.

Decisiveness

Being able to be decisive, and make good and prompt decisions is a talent. You know all of the facts about where you are heading and the reason you are heading there.

Complexity

The level of complexity in running a business multiples when you bring in new people, launch new products, and engage new strategies. Being able to dance with the complexity, seeing how all of the parts interrelate for your staff, your customers and your stakeholders, sets great leaders apart from the good or just average ones.



adrian@2be2serve.com



01483 387279



2be2serve.com

