

YOU DON'T UNDERSTAND! MY BUSINESS IS DIFFERENT!

The next time you meet with your executives and managers, look around the table. How did your people come to work for you? Were most referrals, coworkers or friends of you and your staff? You trust them, their experience and their fit into your company's culture. What's wrong with that? Nothing at first blush.

How are your people organized to work together? Has each one built his or her personal, organizational box, (or sandbox) on the organizational chart? Does your organization allow your people to work together, despite their different personalities, egos and styles?

But how does your organization decide which tactics to implement when tackling problems, implementing projects or pursuing opportunities? Does the way your organization is structured limit your choice of what tactics you can implement? After all, if you want to get something done, you have to get it done through your current structure and your people!

Many business owners build their companies by going to **POT (People in Organizations implementing Tactics.)** You may have seen that this works only until your expectations are not met. At this point, you express disappointment in your staff and everyone's stress levels increase. When you or your people ask, "Well, what's our strategy?" "We don't have really have one" is the answer. Then you realize, that your strategy is the sum of the tactics your organization can implement through your existing people.

Looking back, did you first create a business plan or hire a bookkeeper? Is your operations manager your oldest friend or a seasoned veteran you recruited?

To learn if your organization is going to **POT** complete the following exercise. Below are a series of statements and questions concerning your actions, when you built your business and what they are today? To complete the exercise, please consider the activities in terms of if, when and why you did these.

	Action/Question	If, when and why did I do this?
People		
	Who were my 1 st hires? Include outsiders/advisors, such as attorneys & accountants	
	How did I find them? Recruiter, referral, friend, relative?	
	Have many of them have been with me from the start?	
	Did I have specific qualification requirements?	

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Organization		
	What functions did I set up first? Accounting, sales, etc.	
	How did I decide who would do which job?	
	Do my people have specific duties or does everyone do whatever must get done?	
	When did I hire my first manager?	
	When did I hire my first salesperson?	
	What is my management style? Does everyone report to me?	
Tactics		
	Do I have clear tactics to find, keep and grow customers?	
	Am I still using these same tactics?	
	When did I create my quality assurance program?	
	When did I establish a customer service department?	
	When did I start introducing new products/services?	
	When did I develop metrics to evaluate my sales & marketing tactics?	
Strategy		
	Do I have revenue, gross margin and profitability goals?	
	When did I develop my business plan?	
	Do my tactics accomplish my strategy?	
	How often do I review strategies compared to results?	

Please review your responses. If your answers are more focused around your People and your Organization, your company may be going to **POT**. In my next video and email I will introduce a process to **STOP** the decline and put your business on its path to 8-Figure Profitable Growth.

Have questions and thoughts on how to do this? Contact me at (412) 973-2080 or abirol@andybirol.com.

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