



DO BUSINESS FASTER™

Jim's Profit Accelerator 278 Do More Than Survive

Strangely, this may be a unique chance for you to upgrade your firm in every significant way. Doing this means choosing activities with biggest impact on profit and looking for a way to improve each process. Why now? You likely have laid off some of your weakest employees, and what's left is a stronger and more committed group of folks.

SPEED BUMP: Shift the narrative from survive to improve.

Regardless of your company's situation, most folks have a new appreciation of their job and their company. So ask them to make their piece better. Here are some ideas:

Sales:

1. Sort customers and industries between closed and open.
2. Call (yes, phone) people in companies that are open for business.
 - Call all existing customers, calling the most senior person you can reach.
 - Set a target number of calls per day (3 to 20).
 - Call more often (cut your time to second call in half).
 - Call prospects that likely are open and **ask how you can help**.
3. Make your prospect tracking information a little better.

SPEED BUMP: People are starved for human connection, so provide some.

Department Efficiency:

This is happening regardless, so feed and water the inclination by focusing on your department managers. Starter actions for you and them:

- Recognize improvements quickly and in public.
- Ask face to face for something that they're doing better.
- Ask what would help them do their job better or faster.
- Ask them how they are communicating with their teams.
- Ask what they'd like to be doing to make things better.
- Offer support, and then check back: How is that change doing?

Service Improvements:

- Face outward to customers and suppliers.
- Repeat the ideas in **Sales**, above.
- Ask your operations people to make some calls.
- Raise up the idea of doing better now by making it an agenda item in meetings:
 - Management team
 - Department work sessions
 - Daily standups
 - One-on-ones
 - Company meetings

What will it take?

Ask this powerful question of each of your leaders and ask them to do the same with their key folks. The power comes in targeting an outcome that impacts results or people a lot, so ask your leaders what one thing would help the most to boost sales or earnings. Cull one thing from what they offer, and restate this way:

- **What will it take to cut mistakes on orders?** (or whatever you/they choose)?
- Ask them if they'll try it.
- Check back in a day to ask, "How is it going?"
- Leave it in their hands. Resist the urge to "make it better."

ACCELERANT: How will you shift the story your folks tell from survival to prospering?

For more information on how you can accelerate revenues and profits in your business, please call or email me.

A note on **SPEED BUMPS:** Use them to click quickly with an idea that can immediately be implemented in your life as a business leader. Think: "How can I use this today?" or "Who can use this?"

For more information, visit www.grewco.com.

Jim Grew, the Business Defogger and Accelerator, helps leaders discover hidden opportunities within their businesses and exploit them for dramatic results. Jim has led 9 businesses, worked in 31 companies at C-level, and is an expert in strategy and executive leadership. He presents regularly to industry groups, mentors business leaders, and shares insights in his Executive Letter (above). Jim holds BA and MBA degrees from Stanford University. In his new book, *The Other Side of Succession*, he shares how to plan for the future by growing your business now.