



DO BUSINESS FASTER™

Jim's Profit Accelerator 186 Easier Is Better

A standard task of leaders is to “remove obstacles” for their teams. Good principle, but it has these problems:

1. Vague, so seldom is done without a direct question from another person.
2. Sounds “big,” meaning that most daily obstacles don't qualify for help.
3. Is poorly understood since there is no sign in the shop or the office that says “obstacle.”
No doubt you think I exaggerate, but I have a story for you.

In a manufacturing company where I worked the production team leads met for ten minutes each day with support staff and their leader. One of the regular agenda items was “obstacles to today's work.” It took six months of frequent discussion to clarify what those obstacles might be. There was confusion about whether the obstacle was built-in (machine speed) or just appeared (night shift forgot to recharge the forklift), and so forth.

Let's rework the phrase to say, “The leader's job is to make things easier for their teams.”

SPEED BUMP: Easier produces faster, cheaper, better. It's not a macho hit.

The University of Oregon's women's basketball team is having a record year, winning both the conference regular season and conference tournament. Coach Kelly Graves: “We don't set goals. Our goal is always, ‘Let's get better today.’”

SPEED BUMP: Best daily goal may be to do better than yesterday.

You saw this coming, right? Combine the two principles to help your teams do better, regardless of what you do: Make it easier to do better than yesterday. It's easy to remember, it likely can produce a clear measure that everyone can track, and it moves the focus to the real question:

What can we do to make it easier to do better today than yesterday? You can leverage it with these tools:

- Have clear weekly and monthly goals that are tracked and shared with everyone daily.
- Have a daily ten-minute standup that asks, “What needs to be easier to do?” (And the unspoken “.... that will help us do better than yesterday.”)

If you change the goal to making things easier, everyone can join the hunt and enjoy the pride of seeing their idea come to life—no suggestion box needed.

ACCELERATOR: What needs to be easier in your organization?

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.

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