



DO BUSINESS FASTER™

Jim's Profit Accelerator 226 Did You Hear What I Meant?

At a seminar in San Francisco, I sat next to a woman who quietly and thoughtfully asked questions, took notes, and didn't make waves. Come to find out, she's been a successful actress in New York for 20 years! Who knew?

But it gets better. She said that she prefers to talk on the phone, not Skype. It helps her concentrate on the message, to hear what the other person says, and leaves her some space to be in the moment. For her, Skype is just too busy.

SPEED BUMP: I don't process information the way you do.

She's an actress, whose job is to connect with people live—on stage! You would think that a person who gauged effectiveness by watching the reactions of others would want to use Skype when face to face wasn't available. Not so.

Why does this matter? The job of a leader is a little of what to do, and a lot of doing it (executing). Very few organizations win because their strategy is better (Silicon Valley notwithstanding). Most winners do it with execution, and they do it over fairly long periods of time.

SPEED BUMP: Repeatable execution is a prime path to success.

Most of execution is about communication, not job skill. Yes, job skill is essential, but alone it isn't enough. If you're a multiperson business, the multiple people require some predictably clear communication to function even reasonably well.

To generate speed and accuracy in understanding, it helps to know what which mode of communication works best for your people:

1. Talking
2. Demonstrations
3. Diagrams (process visual)

The action step: Discover which of your folks are type 1 communicators, which are type 2, and which type 3. How? Try it out and watch their faces and listen to their questions (or just ask them).

The more powerful way to communicate is to incorporate at least two modes in every communication that matters. Why two? Some things need demonstration, while others are better served with process diagrams (cartoons or graphs that make one simple point).

A process diagram might show that the closer to the end of the work day the more errors occur. It's an easy chart to picture and to draw.

SPEED BUMP: Feedback is your first and best way to check understanding.

Bad surprises often happen because a process was poorly understood by the folks who had to implement it. When asked something lame like "Are you good?" they'd say yes without thinking. They they'd discover that they didn't really get it, as they cleaned up their mistake.

The better way to check for understanding is with one of these: Either ask, "Show me what you'll do next," or, "What will be your first step?"

Either of these require the other person not only to understand, but to translate your concept into their action. When you just tell them what to do, that translation often comes out crippled because you didn't communicate a critical part of the task.

ACCELERANT: How do each of your key people learn best?

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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