



Clearing the Path for Growth

Overview

While this session is titled 'Cutting the Fat' it's actually all about refocusing to what gets the greatest results or clearing the path for growth.

That's the key!

It should not be viewed, thought of or presented as 'downsizing' but as strategically realigning with the needs, wants and desires of your current and intended customers.

This is just smart business practice, and rarely happens in times of plenty. Yet it should.

So now, after getting clarity and focus, it's time to systematically go through the process of realigning back to the simple fundamentals of what your business is all about, and clearing away what is no longer relevant, meaningful or valuable.

That's why at this time there is only one training session ... your efforts need now be on unshackling what's holding you back from successfully executing your new brand with precision and speed.

Please follow this process of 'surgically cutting' to make that happen ...

1. Reviewing Your Brand Plan

This exercise is both to ensure your plan is as you want it, and to identify what's currently in place that no longer serves that plan.

In this exercise make a list of everything that must 'cleared away' once the final plan is confirmed.

2. Align & Engage the Team

It is crucial to ensure everybody associated is on board with your plan, fully understands your intentions for the brand's evolution and is inspired and empowered to execute the plan to the best of their ability.

Always start with what is positive.

To do that simply bring the team together and present everything. Open communication and transparency are vital.

Take as much time as is necessary on this because your team needs to know exactly what is required to succeed and be completely committed.

Expect that people will be a little slow to adapt and adopt ... to create change.

Old habits die hard even in times of great challenge.

That's why the incentive to change, the inspiration and motivation must be greater than the need to hold on to the old ways.

Fear of failure won't best do that. It needs to be the new and powerful picture of inspired achievement, the brand story, and goals.

Then of course they need to understand what is not required. Not a part of the plan moving forward.

Once they get that, go about assigning the tasks for yourself, and the team for what needs to be discarded and why.

Make sure everybody has their list and is in full agreement.

Also ensure the list is summarized with timeframes for completion.

3. Order & Magnitude

Once everybody fully understands their role in creating a leaner and more focused organization, they need to be engaged to systematically clear the decks.

You may be thinking what order this should be undertaken, and in what time frame.

Of course, that will depend on your situation ... but I have tended to follow an approach to this that has served me and my clients well over the decades.

Start with your product and service ...

Then move to people, training and entitlements ...

Then to your place of business ...

Then to your processes and packaging ...

... and finally, your promotions.

In that order, systematically cut and cut fast!

Like pulling a Band-Aid ... done quickly the pain is intense but over quickly as well.

Remember, inside this process be sure that you are not cutting things that will affect directly your ability to execute your new plan.

4. Review and Correct

Next ensure you have regular reviews on how this 'clearing' process is going.

I have been in extreme situations where I've conducted these reviews daily, every morning.

This is not about micro-managing, or doing it for them, it's about a positive and committed approach clearing the path, line by line, of all the rubble so you can put in place and accelerate to execution your new plan as quickly as possible.

And if something goes wrong, or if being exited as it should then move shifting to taking corrective action to fix it.

Ok, I'm sure you get the picture.

Now please get to work making that happen and I look forward to meeting you again in the next session where we will begin the constructive propagation of your new brand plan.